The Influence of Product Quality, Live Shopping Service Quality, and Consumer Trust on Wardah Product Purchasing Decisions by Generation Z

Jovanka Rizki Utami[1], Widarta[1]

[1] Universitas Mercu Buana Yogyakarta, Yogyakarta, Indonesia
Corresponding author: Jovanka Rizki Utami (jovankarizkiutami11@gmail.com)

Abstract

This study aims to analyze the influence of product quality, live shopping service quality, and consumer trust on Wardah product purchasing decisions by Generation Z through the Shopee e-commerce platform in Yogyakarta. In the digital context, consumer trust, in addition to product quality, is a key factor in determining online purchasing behavior. This study used a quantitative approach with 100 respondents selected through a purposive sampling technique. The research instrument was a closed-ended questionnaire with a five-point Likert scale, and the data were analyzed using multiple linear regression. The results showed that product quality and consumer trust had a significant partial effect on purchasing decisions, while live shopping service quality had no significant effect. However, simultaneously, the three variables had a significant effect with an Adjusted R^2 value of 0.603, meaning 60.3% of the variation in purchasing decisions can be explained by this model. These findings emphasize the importance of a holistic approach in digital marketing strategies, emphasizing product quality, building trust, and increasing the effectiveness of live shopping services to encourage consumer loyalty in the e-commerce era.

Keywords

Product Quality, Service Quality, Live Shopping, Consumer Trust, Purchase Decisions, E-Commerce.

1.   Introduction

In recent years, Indonesia's trade sector has undergone a significant transformation, marked by the rapid growth of e-commerce as the main pillar of the digital economy. According to a report by the Indonesian Internet Service Providers Association, the internet penetration rate in Indonesia reached 79.5% of the total population, or around 221,563,479 people, in 2023, an increase of 1.4% compared to the previous year. This data shows a great opportunity for business actors to reach the consumer market that is increasingly digitally connected. One of the e-commerce platforms that recorded a strong dominance in Indonesia is Shopee. The platform also excels at providing an easy and engaging shopping experience through promotions such as discounts, cashback, and loyalty programs. The COVID-19 pandemic has also strengthened the position of e-commerce in Indonesia because limited physical activity encourages people to switch to online shopping. This condition also forces business people to shift their marketing strategies towards digital to maintain business continuity (Wella & Chairy, 2020). Live shopping provides a dynamic and immersive shopping experience as consumers can ask questions, request product details, and obtain information in real time. This advantage not only increases consumer engagement, but also fosters a higher sense of trust in the products offered (Maharani & Dirgantara, 2023).

Wardah, as one of the well-known local cosmetics brands in Indonesia under the auspices of PT Paragon Technology and Innovation, is one of the industry players that actively utilizes the live shopping feature on the Shopee platform. Wardah is widely known for its consistent product quality and commitment to halal products, so it has its own advantages amid the issue of rampant illegal and dangerous skincare without BPOM permission. In e-commerce, where consumers do not have the opportunity to try products in person, product quality is one of the main determining factors in shaping brand image and driving purchase decisions. Consumers who believe in the quality of a product are more likely to make a repeat purchase and even recommend it to others, thus forming a continuous cycle of loyalty. Good quality not only meets the technical specifications of the product, but also conveys the value and trust required by consumers.

Besides product quality, another crucial element in the online purchasing process is consumer trust. According to Wahyuni and Ginting (2017), in the digital context, trust is the main capital because all interactions and transactions are carried out virtually. Rosanti and Salam (2021) When consumers have high trust in a brand, they tend to be more confident, loyal, and willing to make purchases without much additional consideration. Imaningsih and Rohman (2018) and Iskuntianti et al. (2020) Trust also contributes to marketing cost efficiency because trusted consumers are easier to retain than attracting new customers through advertising. In face-to-face shopping sessions, trust instilled through honest and transparent communication can encourage impulse purchases while reducing the risk of doubts about product authenticity (Kartono & Halilah, 2019). In the context of skincare and cosmetic products, Generation Z shows great concern for ingredient safety, product benefits, and the authenticity of reviews from other users.

In the long run, brands like Wardah can miss out on the opportunity to build loyalty with this potential market segment if they don't optimize their live shopping strategy in a targeted manner. Therefore, it is important for brands like Wardah to pay attention to how product quality, service in live shopping sessions, and consumer trust levels can shape overall purchasing decisions. The gap between expectations and real experiences needs to be identified and addressed with a consumer-based strategic approach. Especially in areas like Yogyakarta, where the market potential of Generation Z is very large, but studies on special purchasing behavior for local brands such as Wardah are still limited. There is an urgent need to conduct an in-depth study on the influence of product quality, direct shopping service quality, and consumer trust on purchasing decisions. This study aims to address the literature gap by specifically examining how these three variables influence the purchasing decisions of Wardah products by Generation Z in Yogyakarta through the e-commerce platform Shopee.

2. Literature Review

2.1. The Influence of Product Quality on Purchase Decisions

Product quality is one of the main factors influencing consumer purchasing decisions. Lesmana and Ayu (2019) explain that product quality is a dynamic condition that continuously evolves to meet consumer needs and desires. This is related not only to the physical characteristics of the product but also to the manufacturer and the environment in which the product is used (Firmansyah, 2017; Tarmizi, 2017; Aeni, 2020; Arif & Siregar, 2021). Therefore, product quality reflects consumers' perceptions of the value and benefits offered by a product or service. Montolalu et al. (2021) confirm that product quality has a positive and significant influence on purchasing decisions. Consumers tend to choose products that provide a sense of security, comfort, and meet their expectations. Some indicators often used to measure product quality include product characteristics, technical specifications, durability, reliability, and design. These indicators play a crucial role in shaping consumer perceptions and preferences for a product. Product characteristics and specifications that align with market needs will increase consumer interest in purchasing (Oktavian & Wahyudi, 2022; Kirtileka et al., 2024). Durability and reliability indicate that a product can be used for a long time and performs consistently, thereby strengthening consumer trust. Meanwhile, visually appealing and functional product design adds aesthetic value and differentiation in the marketplace. Thus, product quality plays a strategic role in winning the competition and building consumer loyalty. Companies that consistently maintain and improve product quality will more easily influence purchasing decisions and build a positive image in the eyes of consumers.

H1: Product quality has a significant influence on purchasing decisions.

2.2. The Effect of Live Shopping Service Quality on Purchase Decisions

Service quality is a crucial element influencing consumer purchasing decisions. In the context of modern marketing, consumers consider not only product quality but also how the service is delivered by the company. Grandhis (2022) states that service quality is a company's ability to provide everything consumers expect, including friendliness, speed, and convenience during the purchasing process. In other words, service quality reflects the totality of the consumer's experience interacting with the provider of goods or services (Siritho, 2022; Budhaye & Oktavia, 2023; Listianayanti et al., 2023). Research conducted by Annisa (2024) shows that service quality has a positive and significant effect on purchasing decisions. The higher the service quality perceived by consumers, the more likely they are to make a purchase. This is because good service increases satisfaction, trust, and positive perceptions of the company. Several indicators are used to assess service quality, including tangibles, reliability, and responsiveness. Tangibles include the physical condition of facilities, equipment, and staff appearance, which can create an impression of professionalism. Reliability reflects a company's ability to provide services consistently and accurately as promised (Swaid & Wigand, 2012; Khandelwal & Agarwal, 2012; Addison & Aprilianty, 2022). Meanwhile, responsiveness refers to the employee's alertness and willingness to assist customers quickly and appropriately. Thus, service quality is a crucial factor in the purchasing decision-making process. Companies that provide superior service will not only attract buyers but also build long-term customer loyalty.

H2: Service quality has a significant influence on purchasing decisions.

2.3. The Influence of Consumer Trust on Purchase Decisions

Consumers who have a high level of trust in a brand or company tend to feel safe and confident in making purchasing decisions. According to Nursani et al. (2023), consumer trust is the belief held in a brand that the company is committed to and guarantees that consumer expectations regarding the products or services offered are met. This trust is an important foundation for building long-term relationships between consumers and companies. Research by Karim et al. (2020) found that consumer trust has a positive and significant influence on purchasing decisions. This means that the higher a consumer's trust in a particular company or brand, the more likely they are to make a purchase (Liusito et al., 2020; Djan & Adawiyyah, 2020). In a marketing context, trust is built not only through product and service quality but also through consistency, transparency, and a company's reputation. Indicators that shape consumer trust include integrity (the company's honesty and ethics), policy perception (perception of company policies such as warranties and returns), competence (the company's ability to fulfill promises), and predictability (consistency in performance). When these four indicators are met, consumers will feel confident that the risks in purchasing can be minimized (Hapsoro & Hafidh, 2018; Pramudya et al., 2018). Thus, consumer confidence plays a crucial role in strengthening purchasing intentions and actions. Increasing consumer trust not only drives short-term purchasing decisions, but also creates long-term brand loyalty and advocacy.

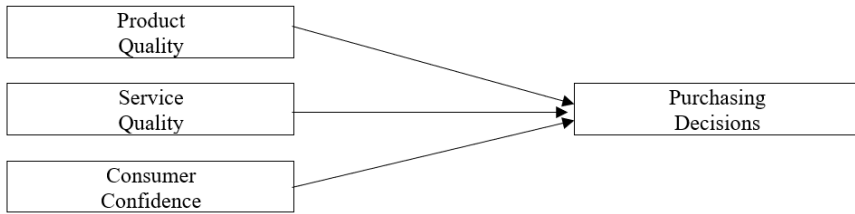H3: Consumer confidence has a significant influence on purchasing decisions.

Figure 1: Research framework

3. Methods

This study uses a quantitative approach to analyze the influence of product quality, live shopping service quality, and consumer trust on Wardah product purchasing decisions by Generation Z in Yogyakarta through the Shopee e-commerce platform. The quantitative approach was chosen because it allows researchers to systematically and objectively measure the relationship between variables through numerical data (Sugiyono, 2019). The type of data used is primary data, namely data collected directly by researchers from respondents through questionnaires. The research instrument is a closed questionnaire with a five-point Likert scale, arranged based on indicators of each variable. Product quality indicators include characteristics, specifications, durability, reliability, and design. Live shopping service quality is measured through tangibles, reliability, and responsiveness. Meanwhile, consumer trust is measured by integrity, perception of policy, competence, and predictability. Respondents in this study are individuals from Generation Z in Yogyakarta who have purchased Wardah products through the live shopping feature on the Shopee platform. Respondents were determined using a non-probability sampling technique, specifically purposive sampling, a sampling method that selects respondents based on certain criteria relevant to the research objectives. The number of respondents used in this study was 100 people, which was considered sufficient to represent the needs of quantitative analysis and meet the minimum requirements for multiple linear regression analysis. The collected data were then tested using validity and reliability tests to ensure the research instrument was suitable for use. Data analysis continued with classical assumption tests such as normality, multicollinearity, and heteroscedasticity, to meet the requirements of the regression model. The t-test was used to determine the partial effect of each independent variable on the dependent variable, while the F-test was used to examine the simultaneous effect. The coefficient of determination test (Adjusted R^2) was also used to measure the contribution of the independent variables to purchasing decisions as the dependent variable.

4. Results

Validity testing was conducted to determine the extent to which the research instrument was able to measure what it was supposed to measure. In this study, validity testing was conducted on all statement items in the questionnaire covering the variables of product quality, live shopping service quality, consumer trust, and purchasing decisions. The analysis technique used was the Pearson Product Moment correlation, by comparing the calculated r value of each item with the table r. If the calculated r value is greater than the table r value, then the item is declared valid. At a significance level of 5% and a total of 100 respondents.

Table 1: Validity Test Results

Variables	No	R Count	R Table	Information
Purchase Decision (Y)	1	0.823	0.1966	Valid
	2	0.488	0.1966	Valid
	3	0.815	0.1966	Valid
	4	0.731	0.1966	Valid
	5	0.669	0.1966	Valid
Product quality (X1)	1	0.638	0.1966	Valid
	2	0.701	0.1966	Valid
	3	0.735	0.1966	Valid
	4	0.766	0.1966	Valid
	5	0.633	0.1966	Valid
Quality of live shopping service (X2)	1	0.741	0.1966	Valid
	2	0.803	0.1966	Valid
	3	0.801	0.1966	Valid
Consumer Trust (X3)	1	0.656	0.1966	Valid
	2	0.8	0.1966	Valid
	3	0.734	0.1966	Valid
	4	0.741	0.1966	Valid

The validity test results presented in Table 1, all statement items from the four research variables showed an r count value greater than the r table of 0.1966. This indicates that each statement item has a strong correlation with the total score of its respective variables, so it can be declared valid. In the purchasing decision variable (Y), the r count value ranged from 0.488 to 0.823, indicating that all five question items were valid. The product quality variable (X1) had five items with r count values between 0.633 and 0.766, all of which were above the validity limit. In the live shopping service quality variable (X2), there were three items with r count values of 0.741, 0.803, and 0.801, all of which met the validity criteria. Meanwhile, the consumer trust variable (X3) consisted of four items with r count values ranging from

0.656 to 0.800, which also indicated high validity. Based on these results and referring to the decision-making basis in the validity test, it can be concluded that all instruments used in this study are valid. Therefore, the instruments can be used to accurately measure the influence of product quality, live shopping service quality, and consumer trust on purchasing decisions of Wardah products by Generation Z in Yogyakarta through the Shopee platform.

Table 2: Reliability Test Results

Variable	Cronbach's Alpha	R	Information
Purchase decision	0.752	0.60	Reliable
Product Quality	0.728	0.60	Reliable
Quality of Live Shopping Service	0,680	0.60	Reliable
Consumer Trust	0.708	0,60	Reliable

The test results in Table 2 show that all variables in this study meet the reliability criteria based on a Cronbach's Alpha value greater than the R value of 0.60. This value indicates that the instrument used has a good level of internal consistency. The purchasing decision variable (Y) obtained a value of 0.752, indicating that the items in this variable are well correlated with each other. The product quality variable (X1) showed a value of 0.728, which also falls into the reliable category. Furthermore, the live shopping service quality variable (X2) had a value of 0.680, and the consumer trust variable (X3) showed a value of 0.708, both of which are above the minimum required threshold. Based on these results and referring to the decision-making provisions, all variables in this study are declared reliable. This means that the instrument used has good consistency in measuring each variable. Thus, all items in the questionnaire are suitable for use in further analysis to measure the influence of product quality, live shopping service quality, and consumer trust on the purchasing decisions of Wardah products by Generation Z in Yogyakarta through the Shopee platform.

Table 3: Normality Test Results

N		100
Normal Parameters[a,b]	Mean	0.0000000
	Hours of deviation	2.61826711
Most Extreme Differences	Absolute	0.103
	Positive	0.073

Negative	-0.103
Test Statistic	0.103
Asymp. Sig. (2-tailed)	0.011c

The results of the normality test in Table 3 using the Kolmogorov-Smirnov method obtained a significance value of 0.079, which is greater than the significance limit of 0.05. Thus, in accordance with the decision-making basis, the data in this study is declared normally distributed. This indicates that the distribution of residual data does not deviate significantly from the normal distribution, so the regression model used is suitable for proceeding to the next stage of analysis. This data normality is an important basis for ensuring that the regression parameter estimates are unbiased and valid in testing the influence of product quality, live shopping service quality, and consumer trust on purchasing decisions.
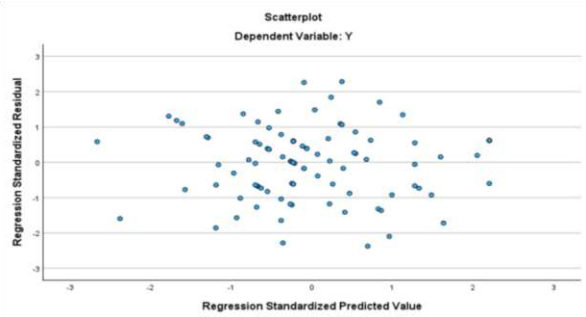

Figure 2: Heteroscedasticity Test Results

The P-Plot analysis of the heteroscedasticity test in Figure 2 shows that the residual points are randomly distributed around the zero line without forming a specific pattern. This irregular distribution pattern indicates that the residual variance is constant at each predictor value. Therefore, it can be concluded that the regression model does not contain symptoms of heteroscedasticity. This is important because the presence of heteroscedasticity can interfere with the validity of estimates and lead to errors in hypothesis testing. Therefore, the model in this study is suitable for further regression analysis.

Table 4: t Test

Model	Unst. Coef. B	Unst. Coef. Std. Error	Std. Coef. Beta	t	Sig.	Tolerance	VIF
(Constant)	-0.871	1.687		-0.517	0.607		
X1	0.307	0.097	0.272	3.178	0.002	0.549	1.820

X2	0.273	0.152	0.153	1.800	0.075	0.558	1.792
X3	0.654	0.112	0.481	5.828	<0.001	0.589	1.698

The results of the study in table 4 are that the X1 value has a tolerance value of 0.549, the X2 value has a tolerance value of 0.558, and the X3 value has a tolerance value of 0.589 > 0.100 while the VIF value of X1 is 1.820, the VIF value of X2 is 1.792, and the VIF value of X3 is 1.698 < 10.00, so it can be concluded that there are no symptoms of multicollinearity. The variable X1 obtained a calculated T value of 3.178 > T table 1.984 and a significant value of 0.002 < 0.05, so it can be concluded that X1 or product quality has a significant influence on purchasing decisions, on the variable X2 obtained a calculated T value of 1.800 < T table 1.984 and a significant value of 0.075 > 0.05, so it can be concluded that X2 or the quality of direct shopping services does not have a significant influence on purchasing decisions, on the variable X3 obtained a calculated T value of 5.828 > T table 1.984 and a significant value of < 0.001 < 0.05, so it can be concluded that X3 or consumer confidence has a significant influence on purchasing decisions.

Table 5: Determination Coefficient Test Results

Model	Value
R	0.784
R Square	0.615
Adjusted R Square	0.603
Std. Error of the Estimate	1.644

The test results displayed in Table 5 show that the Adjusted R Square value is 0.603. This figure indicates that the independent variables (X) together are able to explain 60.3% of the variation in the dependent variable (Y). In other words, 60.3% of the change or variation in the Y variable can be explained by the combination of the X variables included in the regression model. Meanwhile, the remaining 39.7% is explained by other factors outside the model that were not observed or not included in this study. This Adjusted R Square value indicates that the model has a fairly strong level of explanatory ability, as it has passed the moderate threshold and is approaching the high category. This also indicates that the regression model used has good relevance in explaining the relationship between the independent and dependent variables.

Table 6: F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	413.595	3	137.865	51.023	<0.001
Residual	259.395	96	2.702		
Total	672.990	99			

The analysis results in Table 6 show that the calculated F value of 51.023 is greater than the F table of 2.70, and the significance value is <0.001 which is smaller than 0.05. The high calculated F value indicates that the three independent variables make a significant contribution in explaining the variation in purchasing decisions. The very small significance (<0.001) also strengthens the belief that this result does not occur by chance. From the results of the research that has been carried out, it is proven that the quality of the product has a calculated T value of 3.178 greater than the T of the table, which is 1.984 and a significant value of 0.002 less than 0.05, indicating that the quality of the product partially has a significant effect on the purchase decision. From the results of the research that has been carried out, it is proven that the quality of live shopping services has a calculated T value of 1,800 which is smaller than the T of the table of 1,984 and a significant value of 0.075 greater than 0.05, showing that the quality of live shopping services partially does not have a significant effect on purchase decisions. From the results of the research that has been carried out, it is proven that consumer confidence has a calculated T value of 5.828 greater than the T table of 1.984 and a significant value of <0.001 less than 0.05, showing that consumer confidence partially has a significant effect on purchase decisions. From the results that have been carried out, it is proven that the calculated F value of 51.023 is greater than the F value of the table, which is 2.70 and the significant value of <0.001 is smaller than 0.05, showing that product quality, live shopping service quality, and consumer trust simultaneously have a significant effect on purchase decisions.

5. Discussion

The results of the study indicate that product quality and consumer trust significantly influence Generation Z in Yogyakarta's Wardah product purchasing decisions through the Shopee platform, while live shopping service quality has no significant partial effect. However, simultaneously, all three variables significantly influence purchasing decisions. Partially, product quality has been shown to have a positive and significant effect on purchasing decisions. Consumer perceptions of product quality are crucial in purchasing decisions. This finding aligns with previous theory and research by Montolalu (2021) and Lesmana (2019), which emphasize that product quality encompasses attributes such as durability, reliability, design, and technical specifications, which are particularly relevant in the skincare and cosmetics categories. For Generation Z, who tend to be critical and selective in choosing skincare products, clarity of ingredient information, product legality, and the quality of packaging and the final product are key considerations before purchasing (Dam, 2020).

Unlike product quality, live shopping service quality partially had no significant influence on purchasing decisions. This finding suggests that although live shopping features are considered interactive and engaging, consumers are not yet fully relying on the service experience during the live session. It is possible that technical difficulties, time constraints, or the perception that live shopping sessions are more entertainment than informational contribute to the less robust effect. Research by Maharani and Dirgantara (2023) does indicate that live shopping can increase

engagement, but this does not always have a direct impact on purchasing decisions, especially if the information provided is irrelevant or untrustworthy. Therefore, companies should reconsider their live shopping delivery strategies, such as involving credible influencers, providing compelling product demonstrations, and answering consumer questions professionally to increase effectiveness (Diputra & Yasa, 2021).

Consumer trust is the variable with the strongest influence on purchasing decisions. These results confirm the importance of building and maintaining consumer trust in online transactions. In the context of e-commerce, trust is not only formed through product quality, but also through the company's consistency in fulfilling promises, clarity of return policies, and overall brand reputation. Research by Karim et al. (2020) and Nursani et al. (2023) also shows that trust is key to reducing consumer risk perception and increasing transaction convenience. For Generation Z, who pay close attention to testimonials and reviews from other consumers, transparency of product information and clarity of company interactions are crucial aspects that influence trust. Therefore, Wardah and similar brands must continue to maintain integrity and honest communication with consumers to maintain a competitive position in the digital marketplace.

The results of the study indicate that product quality, live shopping service quality, and consumer trust together have a significant influence on purchasing decisions, with an Adjusted R^2 value of 0.603. This means that 60.3% of the variation in purchasing decisions can be explained by these three independent variables. This indicates that although not all variables have a partial influence, collectively they form an important basis in predicting and influencing consumer behavior. Companies cannot focus solely on one aspect but need to develop a holistic approach to improving consumer purchasing decisions. Continuous innovation in product development, improving the quality of communication during live shopping, and strengthening trust elements through certification, warranties, and responsive customer service are needed.

6. Conclusion

Product quality and consumer trust partially have a positive and significant influence on the purchasing decisions of Wardah products by Generation Z in Yogyakarta through the Shopee platform. The higher the perception of product quality, the greater the consumer's tendency to purchase, as it is considered commensurate with the value received. Consumer trust also plays a crucial role; when consumers are confident in the brand's honesty and reputation, they are more likely to make purchasing decisions. Conversely, the quality of live shopping services does not have a significant partial influence, indicating that the interactive experience in live sessions is not yet a primary consideration in purchasing. However, simultaneously, the three variables of product quality, live shopping service quality, and consumer trust are proven to have a significant influence on purchasing decisions, with an explanatory contribution of 60.3%. This indicates that although not all variables have a partial influence, all three together form an important framework in Generation Z's digital purchasing behavior. This study has limitations, including the limited region (Yogyakarta) and the demographics of respondents

(Generation Z), so the results cannot necessarily be generalized to other regions or different age groups. Furthermore, the study only examined three variables, while other factors such as price, promotion, or social media influence can also influence purchasing decisions. Future research is recommended to expand the scope of the region and involve various generations of consumers. Adding variables such as price perception, digital promotions, or post-purchase satisfaction can also provide a more holistic picture of the factors influencing consumer decisions in e-commerce. A mixed methods approach can also be applied to more comprehensively explore consumer behavior and emotions.

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