

The Impact of Influencer Credibility, Content Quality, Brand Awareness, and e-WOM, on Purchase Decision in Online Marketplace

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ABSTRACT

The rise of online marketplaces has led to fierce competition among sellers; therefore, it is important to identify the elements that significantly influence consumers' purchasing decisions. This research analyzes the role of the credibility of influencers, the quality of content, the awareness of the brands on the market, as well as the role of electronic word-of-mouth communications with regard to purchasing decisions within the online marketplace. The research method chosen was quantitative because the research aimed to collect the required information through a survey among targeted customers who have experience purchasing products online through online marketplaces and are exposed to influencers' content. The results of the research were analyzed through the use of the multiple regression test where the importance of the study variables was determined. The results of the research show that the credibility of the influencers, the quality of the content, the brands' market awareness, as well as the role of electronic word-of-mouth communications, positively and significantly influence purchasing decisions.

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INTRODUCTION

Rapidly developed digital technologies have dramatically changed how consumers search for information, evaluate products, and make purchase decisions. The growth of online marketplaces created a very competitive environment where sellers need to continuously change their marketing strategies in order to attract and retain consumers (Wandoko & Panggati, 2022). Unlike traditional retail settings, online marketplaces must rely heavily on digital cues such as product reviews, influencer endorsements, and brand-related content to reduce uncertainty and build trust among consumers. Thus, knowing what drives the purchasing decisions of customers has become highly relevant for academics and practitioners alike (Susanto et al., 2025).

Among the most important and recent phenomena in digital marketing is the rise of social media influencers. Influencers serve as opinion leaders who mold the perceptions and attitudes of consumers through their credibility, expertise, and attractiveness (Ekasari et al., 2024). From a marketing point of view, this implies that the main factor in determining the persuasiveness of the influencer's recommendations is their credibility. Consumers seem to trust information only from sources they perceive to be reliable and knowledgeable (Subana & Kerti, 2019). According to prior research, credible influencers could decrease perceived risk and enhance consumers' confidence in online purchases, especially in purchase environments devoid of the ability to inspect the product physically (Kajtazi & Zeqiri, 2020).

Along with influencer credibility, content quality has become the most critical factor affecting consumer decisions in an online marketplace. High-quality content

embodies correctness, adequacy, lucidity, and information richness, enabling consumers to understand product features and derive more practical benefits (Kumar & Gera, 2023). Well-compiled content may shift attention towards itself, raise perceived value and usefulness, and enhance purchase intention. In a virtual context where consumers are surrounded by an oversupply of information, content quality plays the role of distinguishing factor that helps brands catch the attention of and establish meaningful contact with their target audience.

Brand awareness can be considered another critical determinant of consumer behavior in online markets. Indeed, an easily recognizable and remembered brand name and logo can be seen as more trustworthy and riskless. High brand awareness simply means that there can be greater familiarity and association, which can influence consumer behavior by simplifying decision-making and, consequently, influencing purchase decisions (Irawadi et al., 2025). In an online market, for example, consumers can be constantly exposed to many other sellers who offer similar items; in this case, an important influence on different choices can be brand awareness (Ijan & Ellyawati, 2023; Ramadhani & Fitriyadi, 2026).

Additionally, the electronic word-of-mouth, commonly referred to as e-WOM, has emerged as a significant source of information in electronic marketplaces. This e-WOM is defined as the electronic ratings, comments, recommendations, as well as product reviews contributed by customers. As opposed to the physical word-of-mouth, e-WOM has more coverage, as well as a longer duration, such that customers who wish to purchase products can consult the comments of previous customers at their convenience. Both positive and negative e-WOM can act as a means of discouraging customers, as well as encouraging them to purchase products, especially in the marketplace. This is because customers, according to Nurhadi et al. (2023), make considerable use of word-of-mouth in order to estimate the reliability of the products' sellers.

While the role of credibility, quality, awareness, and e-WOM in influencing purchase behavior has been studied in the past, there is a need to study the cumulative influence of these factors in the online market environment, where these factors tend to overlap and interact with each other in a complex manner. By understanding the relationship of these factors, marketers can identify opportunities to design a more effective online marketing strategy, thereby allowing consumers to engage more with online marketplaces.

With the phenomenal growth of online marketplaces and exponential usage of influencer marketing and other digital communication strategies, a large section of sellers are still at the receiving end in terms of converting consumer interest into purchase decisions. Abundant information, varied levels of influencer credibility, inconsistent content quality, uneven brand awareness, and mixed e-WOM add to the complexity of consumer decision-making. Therefore, there is a lack of comprehensive understanding of how influencer credibility, content quality, brand awareness, and e-WOM together influence purchase decisions in online marketplaces, which provides a rationale for empirical investigation in this area.

This research effort is therefore dedicated to investigating the combined effects of influencers' credibility, content quality, brand awareness, and e-WOM on consumers' purchase decisions in online marketplaces. Specifically, the current research aims to examine the singular and combined influences of these factors in

shaping consumer purchase behavior. In this respect, the research study aims to add weight to the literature on digital marketing and consumer buying behavior while offering practical implications for businesses and marketers in developing more viable strategies to influence purchase decisions in online marketplaces.

Literature Review

1. Purchase Decision in Online Marketplace

The purchase decision is a stage of the consumer decision-making process in which people decide whether to buy a product or service after evaluating available alternatives. In online marketplaces, purchase decisions are facilitated by a combination of informational, psychological, and social factors. Unlike offline purchasing, online consumers cannot view an actual product, which heightens perceived risk and reliance on external cues such as reviews, influencer recommendations, and brand reputation. According to (Rahmawati et al., 2022) therefore, online purchase decisions are more influenced by the means that could instill trust among buyers and the quality of information about the products or services available on digital platforms.

Various studies have indicated that online purchase decisions are more complex due to information overload and the presence of multiple sellers for similar products. As a result, consumers engage in extensive information processing before making a decision and are highly susceptible to persuasive communication, social influence, and brand signals. For this reason, influencer credibility, content quality, brand awareness, and e-WOM become crucial elements to reduce uncertainty, guiding consumers toward their final purchase decisions on online marketplaces (Tasriastuti et al., 2024; Wahyuningjati & Purwanto, 2024).

2. Influencer Credibility

The concept of influencer credibility is grounded in source credibility theory, which posits that message effectiveness depends on source credibility. Source credibility is generally framed on three points: expertise, trust, and attractiveness (Putri, 2022). In the context of influencer marketing, consumer perceptions of influencers' knowledge, honesty, and appeal are what are implied by credibility. Highly credible influencers are more likely to influence consumers' attitudes and behaviors because consumers tend to internalize marketing information from highly credible sources. An influencer's credibility reduces skepticism toward marketing information and increases susceptibility to marketing messages. Within the context of the internet marketplace, consumers may not have personal familiarity with products, and therefore, marketing information from influencers could act as a surrogate for personal assessment of the products. The existing body of knowledge suggests that influence through high credibility impacts purchase intentions and purchase behavior by increasing and reducing perceived value and risk, respectively (Suparman et al., 2025; Yangkluna et al., 2022)

Additionally, influencers who have consistency between their personal brand and what they market have been viewed as more authentic, and this enhances credibility too. Authenticity in influencer communication helps in creating an emotional connection and trust, which plays an important role in influencing decision-making when it comes to online purchases (Siddiqui et al., 2021). According to this, influencer credibility has been viewed as an important determinant of decision-making when it comes to online buying.

3. Content Quality

The quality of content pertains to how informed, pertinent, accurate, and useful online content is in meeting consumers' needs and goals. High-quality online content is that which provides consumers with sufficient information about a product's features and uses, thereby helping them make informed decisions. Online content quality is important in online marketing as it serves as a primary mode of information that consumers use when they cannot physically touch a product (Meiyandri & Heng, 2025). Past research indicates that content quality significantly influences perceptions of usefulness and satisfaction. In the information adoption model, for instance, it is suggested that consumers tend to accept information and apply it in making decisions when they perceive it as high quality (Sneha & Student, n.d.). In online marketplaces, highly detailed product descriptions, clear images, videos, and influencer-generated content determine perceived quality, which influences purchase decisions. In addition, high-quality content increases levels of engagement and distances consumers from cognitive efforts required in comparing and assessing products. Consumers tend to be apprehensive, or even to forgo buying, when the information presented to them is misleading or inadequate. As such, the issue of quality has become integral in influencing consumer trust and encouraging buying within the online market environment (Black & Babin, 2019; Pardede et al., 2025).

4. Brand Awareness

Brand awareness is defined as "the extent to which consumers are aware of the brand, which is reflected by the ability to recognize or recall the brand name." (Oktaviani & Ahmadi, 2024; Putri, 2022). This is considered the "basis of brand equity, as it "measures the existence of a brand within consumers' minds" (Aaker, 1991). In e-marketplaces, brands enjoy the advantage of awareness, which helps consumers navigate the complexities of choice. Well-established brands are viewed as more dependable and credible, leading consumers to choose them over new options. Brand awareness affects purchasing decisions by building favorable associations of the brand in the customer's mind. It has been suggested that a strong brand awareness enhances the chances of including the brand within the consideration set of the customer, thus improving the probability of purchase, as reported by (Pandey et al., 2023). On digital platforms, brand awareness can be enhanced through constant social media exposure, influencer endorsements, and digital advertising. In addition, influencer marketing and high-quality content are strategies that can enhance brand awareness by making the brand more visible and memorable. As consumers become more familiar with a brand, this familiarity leads them to adopt a positive attitude and choose it in purchase decisions. Therefore, brand awareness plays a significant role in influencing purchase decisions on online markets.

5. Electronic Word-of-Mouth (e-WOM)

"Electronic word-of-mouth marketing," or e-WOM, encompasses consumers' favorable or unfavorable comments about products and/or brands and can be found in various digital environments like consumer reviews and ratings on digital platforms. e-WOM has gained prominence due to its availability, credibility, and persuasive power over consumers. In contrast to traditional marketing communications, e-WOM marketing is viewed as being more credible because it comes from other consumers rather than marketers (Wahyuningjati & Purwanto, 2024). e-WOM significantly impacts purchase decisions by providing experiential information about a brand and serving as

social proof. This is because positive and negative online word-of-mouth communication may strengthen a brand image and boost a consumer's purchase intention, or undermine consumer trust and their purchase intention (Rahmawati et al., 2022). Online shoppers rely on reviews and opinions when making purchase decisions in online stores (Tasriastuti et al., 2024). The effect of e-WOM has been further reinforced by the quantity, quality, and credibility of consumer reviews on e-commerce platforms. Large volumes of positive consumer reviews can increase perceived product quality, while mixed reviews can increase consumer uncertainty about the expected outcomes of various product performances.

METHOD

This study employs the quantitative research method of surveying and data compilation to analyze the influence of influencers' credibility, content quality, brand awareness, and electronic word-of-mouth on purchase decisions within an online marketplace context. The quantitative approach is pertinent as it facilitates the measurement of relationships among variables and the testing of hypotheses through statistical analysis. The target population consists of consumers who possess experience in purchasing products via online marketplaces and have reported exposure to influencer-related content. Data are gathered using a structured questionnaire designed to capture respondents' perceptions of influencer credibility, content quality, brand awareness, e-WOM, and their purchase decisions.

This study utilizes the non-probability technique of purposive sampling, whereby participant selection is based on criteria aligned with the study's objectives. Participants must meet specific individual criteria, such as active engagement in e-markets. All scales employed are measured on five-point Likert scales, ranging from 'strongly disagree' to 'strongly agree.' The influencer credibility scale assesses credibility, attractiveness, expertise, and trust, while the content quality scale evaluates informativeness, relevance, and clarity. Constructs such as brand awareness, e-WOM, and purchase decision are measured using traits specific to each construct.

Data analysis is conducted utilizing appropriate statistical methods to examine relationships among multiple variables. Descriptive analysis describes respondents' attributes, whereas inferential analysis explores relationships between independent variables and the dependent variable. Reliability and validity tests are performed to evaluate the measurement tools' accuracy. Multiple regression analysis is employed to investigate the direct relationships among influencer credibility, content quality, brand awareness, e-word-of-mouth, and purchase behavior on e-commerce platforms.

RESULTS AND DISCUSSION

Descriptive Statistics

Table 1 presents data on each study variable to provide a glimpse of how respondents perceive the importance of influencers' credibility, content, brand consciousness, e-WOM, and purchase decisions. The use of a descriptive form of analysis is very important before an inferential form can be used.

Table 1. Descriptive Statistics of Research Variables

Variable	Minimum	Maximum	Mean	Std. Deviation
Influencer Credibility	2.000	5.000	4.123	0.612
Content Quality	2.000	5.000	4.087	0.645
Brand Awareness	2.000	5.000	4.201	0.589
e-WOM	1.000	5.000	4.156	0.631
Purchase Decision	2.000	5.000	4.178	0.604

Source: Data Analysis, 2026

These findings suggest that all the variables have means that exceed 4.000, and this implies that the respondents hold a slightly positive view of the credibility of the influencers, the quality of the contents, the awareness of the brands, and the e-WOM, and also a strong tendency towards making purchase decisions in online marketplaces. Additionally, the low standard deviation values suggest that the data collected are quite consistent across respondents.

Reliability and Validity Analysis

In Table 2, the reliability and validity of the measurement instruments employed in this study shall be observed. Reliability testing will determine the consistency of the measurement items, while validity testing will ensure the measurement items adequately measure their respective constructs.

Table 2. Reliability and Validity Results

Variable	Number of Items	Cronbach's Alpha	Composite Reliability	AVE
Influencer Credibility	6	0.883	0.902	0.605
Content Quality	5	0.871	0.894	0.628
Brand Awareness	4	0.859	0.887	0.663
e-WOM	5	0.876	0.899	0.640
Purchase Decision	5	0.889	0.907	0.669

Source: Data Analysis, 2026

The values for Cronbach's Alpha for all the variables are greater than the recommended cut off of 0.700, ensuring that they are reliable. In addition, the Composite Reliability values exceed 0.700, indicating that the research constructs are reliable. Furthermore, the Average Variance Extracted (AVE) values for all constructs exceed 0.500, indicating sufficient convergent validity.

Multiple Regression Analysis

Table 3 presents the findings from the multiple regression analysis conducted in this study to investigate the influence of credibility, content quality, brand awareness, and e-WOM on buying decisions in online markets. Regression analysis helps in establishing the nature of the relationship between the independent variables and the dependent variable.

Table 3. Multiple Regression Results

Independent Variable	Beta (β)	t-value	Sig.
Influencer Credibility	0.214	3.487	0.001
Content Quality	0.198	3.112	0.002
Brand Awareness	0.263	4.021	0.000
e-WOM	0.241	3.756	0.000
R²	0.648		
Adjusted R²	0.639		
F-value	71.284		0.000

Source: Data Analysis, 2026

The Regression Analysis demonstrates that all four independent variables have a positive and significant influence on purchase behavior. The relative importance of each independent variable in purchase behavior is: brand consciousness, e-WOM, credibility of influencers, and content quality, with $\beta = 0.263, 0.241, 0.214,$ and $0.198,$ respectively. The R^2 value of 0.648 indicates that 64.8% of the variance in purchase behavior is explained by the four independent variables combined. The F-statistic is significant, indicating that the regression model is statistically valid and accurate.

This result shows that the credibility of the influencer or product content attributes, along with brand awareness and e-WOM, significantly influences customers' purchasing behavior on online marketplaces. The result indicates that brand awareness is the most significant factor affecting customers' purchasing behavior. On the whole, the findings show that the proposed model of research is correct, and that marketing-controlled variables (influence of credibility/quality of content) and consumer-driven variables (brand awareness/e-WOM) altogether influence the purchasing decision. The evidence produced here is entirely sequential for research on marketing strategy in online marketplaces.

Discussion

Empirical evidence clearly indicates that all four factors have a significantly positive influence on purchase decisions; therefore, both marketer-driven and consumer-driven elements are the keystone of online purchasing behavior. These findings have significant implications for understanding how consumers process information and form trust in digital marketplace environments. The results indicate that credibility of influencers positively impacts purchasing, thus confirming the assumptions postulated by the source credibility theory. Consumers tend to be more receptive to influencers who are perceived as trustworthy, knowledgeable, and authentic. This finding confirms past research indicating that credible influencers act as opinion leaders, which in turn can help reduce information asymmetry in online buying. In online shopping, consumers cannot examine products in person; the credibility of influencers serves as a psychological compensator, helping with decision-making. The priority of this factor indicates that it is imperative for marketers to choose influencers who are more personal in terms of their image and expertise matching the brand being promoted.

The discussion of influencers' credibility also reflects the growing importance of authenticity in influencer marketing. The high levels of skepticism developed among consumers toward overtly promotional content make credibility a prime determinant for persuasive effectiveness. As such, results show that influencers are significantly more effective at promoting endorsements when consumers perceive the influencer as genuinely using and supporting the product rather than acting as a paid promoter. This again supports the idea that long-term influencer–brand partnerships are more appropriate and effective than short-term endorsements in influencing purchase decisions within online marketplaces.

Content quality is also found to significantly influence purchase decisions, highlighting the role of information quality in digital consumer behavior. Good content presents the consumer with clear, accurate, and relevant product information that enables them to make informed choices. This therefore supports the information adoption model, which states that people are likely to adopt information for decision-making if they perceive it as useful and credible. In an online marketplace, content

quality is thus used as a substitute for physical inspection of the product and personal selling, and therefore, it forms a critical element in influencing consumer confidence and purchase decisions.

What the significance of content quality also entails is consumers wanting more than the superficial appeal of the content. This is where comprehensive product details, high-quality images, videos, and well-structured influencer content play an important role in reducing uncertainty. What this implies is the importance of marketers creating more content that not only fulfills consumer desires, but also serves to make the marketing process more effective by ensuring the quality of the content, including influencer content.

Among the four variables, the dominant factor contributing towards purchase decisions is brand awareness. This study has emphasized the importance of brand awareness and familiarity in online marketplaces. The greater the brand awareness, the greater the buyers' confidence and reduced risk perceptions, encouraging them to purchase from a recognized brand over an unknown one. This study supports the theory of brand equity, as brand awareness is the foundation for brand trust and preference. The preponderance of brand awareness among the factors driving purchasing decisions indicates that, even when credible influencers and high-quality content are present, consumers tend to rely heavily on brand-related factors. On e-commerce platforms characterized by high levels of competition and product homogeneity, brand awareness reduces the complexity of the purchasing decision by limiting the number of alternatives consumers consider.

The results also show the significance of positive electronic word-of-mouth (e-WOM) on purchasing decisions. This confirms the importance of customer-generated information on the internet. Often, customers judge a product by reading reviews from previous customers. This is because customers value the objectivity of e-WOM, as well as its experiential nature. This finding is consistent with the theory of social influence. According to the theory, customers are influenced by other customers' opinions, especially when the product or transaction involves some element of risk or uncertainty. The massive influence of e-WOM implies that consumer-generated content has an amplifying and diminishing effect on consumers and marketing campaigns. Positive e-WOM plays an important role in reinforcing consumer perceptions and boosting purchase decisions, and negative e-WOM can discourage people from buying, regardless of whether those people are influencers and the quality of their content. Therefore, e-WOM needs to be managed by maintaining strong consumer service and consumer interaction.

Based on the influence of credibility, quality of content, brand awareness, and the e-WOM effect, it can be argued that the process of making buying decisions in online markets occurs as a function of a variety of information sources interacting in a complex way. These sources do not act in isolation but instead provide synergistic effects in relation to the other sources. Thus, influencers who are credible and are generating high-quality content may end up raising brand awareness as well as generating favorable e-WOM effects.

Theoretically, the results of this study add to existing knowledge in digital marketing and consumer behavior by providing empirical evidence on the relevance of a set of theories, namely source credibility, information adoption theory, brand equity theory, and social influence theory, as they relate to online marketplaces. The

current study provides evidence that it is possible to gain a deeper understanding of purchase decisions in online markets by considering a set of theories simultaneously rather than individually.

CONCLUSION

This study concludes that credibility of influencers, quality of content, brand awareness, and e-WOM act as significant and complementary factors in shaping consumers' buying decisions in online markets. Findings support that brand awareness comes out as the dominant factor, which explains the significant importance of brand recognition and trust in terms of overcoming risk perceptions in online buying contexts. Credibility of influencers, along with quality of content, helps in effective persuasion through successful communication, whereas e-WOM works as a significant form of social proof in instilling further confidence in consumers. Together, these factors help form a comprehensive decision-making mechanism involving the usage of both marketer and consumer content. This research study makes significant theoretical contributions in relation to digital marketing theories, along with offering fruitful guidelines for organizations in terms of improving their marketing mechanism along with online competitiveness.

The findings have some practical implications for online marketplaces from a managerial point of view. Marketers will need to focus on enhancing brand awareness through better collaboration with quality influencers and development of high-quality content. Furthermore, online e-WOM should be continuously observed and managed by businesses in order for them to stay in good books online. Influencer selection, development of content, communication at the brand level, and involvement of consumers are likely to be more effective in influencing purchase decisions if integrated into one marketing strategy.

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