
THE INFLUENCE OF USER-GENERATED CONTENT (UGC), ELECTRONIC WORD OF MOUTH (E-WOM), AND PERCEIVED PRODUCT QUALITY ON PURCHASE INTENTION OF SOMETHINC PRODUCTS (CASE STUDY ON FOLLOWERS OF TIKTOK @SOMETHINCOFFICIAL)



Zefania Mikha Manurung¹

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
zefaniamikha@gmail.com

R. Yuniardi Rusdianto²

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
rusdiyanto.adbis@upnjatim.ac.id

Abstract

This study utilizes a quantitative approach aimed at determining both the partial and simultaneous effects of user-generated content, electronic word of mouth, and perceived product quality on purchase intention for Somethinc products. With the rapid growth of digital marketing, especially on platforms like TikTok, gaining insight into these factors plays a vital role in brands' efforts to influence consumer behavior. The study's population consists of followers of the @somethincofficial TikTok account. A total of 204 respondents were selected using the Slovin formula, with purposive sampling applied based on specific criteria such as TikTok users born in 1997-2012, followers of the @somethincofficial TikTok account, knowing the Somethinc brand, and having seen content or reviews about Somethinc products. Multiple linear regression analysis was used for data analysis. This study reveals that user-generated content, electronic word of mouth, and perceived product quality, both simultaneously and partially, exert a significant influence on purchase intention for Somethinc products.

Keywords: User-Generated Content, Electronic Word of Mouth, Perceived Product Quality, Purchase Intention

INTRODUCTION

The Internet has evolved into a basic necessity for the human population in this era, emphasizing its crucial role in everyday life. Referring to “Asosiasi Penyelenggara Jasa Internet Indonesia”, as of January 2024, 221,5 million people in Indonesia have connected to the internet (APJII, 2024). Social media is one of the results of technological innovation. TikTok recorded the highest average usage time among Indonesians, at 38 hours and 26 minutes a month (GoodStats, 2024). Today, TikTok is not only an entertainment tool, but has also evolved as an effective digital marketing medium through its algorithm-based content recommendation feature, which allows brands to reach relevant audiences (Qin et al., 2022).

Somethinc, a local skincare and makeup brand established in 2019, is one of the brands that utilizes TikTok in its marketing strategy. In 2022, Somethinc became the top-selling skincare brand in e-commerce (Kompas, 2024). With a relatively young age, Somethinc has achieved high popularity on TikTok with 3.8 million followers, 30.7 million likes, and more than 282 thousand uploads with the hashtag #Somethinc as of November 2024. This feat was achieved in a short period of time, surpassing other local brands that have been around longer than Somethinc. This success is supported by an effective marketing strategy, especially in reaching the active and social media-savvy Generation Z.

The interaction between user-generated content (UGC), electronic word of mouth (E-WOM), and perceived product quality contributes essentially to boosting consumer intention to buy in a digital environment. Somethinc actively creates and manages content relevant to trends on TikTok, encouraging consumer engagement to the point where they voluntarily share their experiences using Somethinc products in the form of UGC. UGC allows consumers to voice their product-related statements through social networks (Solomon & Russell, 2024)

The phenomenon of social commerce, which combines e-commerce and social media, also makes it easier for consumers to find information and exchange product reviews with other consumers in one application such as TikTok. This is referred to as electronic word of mouth (E-WOM), neutral product-related statements based on consumer experiences, both positive and negative about a product or brand, and spread across digital media (Rabbani et al, 2022). Positive E-WOM increases consumer buying interest.

In addition, information about Somethinc products, both positive and negative, can be quickly accessed by potential consumers, and affect their perception of product quality. Aaker in Huda et al. (2017) states that perceived product quality represents consumers' views on the overall excellence of the product or service as per their expectations. When consumers feel suitable for the quality of the product to be purchased, their purchase intention increases (Maulidah & Putra, 2024).

Purchase intention is an important indicator for companies because it reflects the potential success of the product in the market. Purchase intention indicated by searching for information via the internet or recommendations from people nearby. User-generated content (UGC), electronic word of mouth (E-WOM), and perceived product quality are three factors

that have a high potential to influence consumer purchase intention. This made the researcher realize the need for further research.

This study was also carried out to answer the discrepancies found in the results of prior research by Andarsari & Suryadi (2024) which found user-generated content (UGC) does not directly affect consumer buying interest, Idris et al. (2023), which found that electronic word of mouth (E-WOM) does not influence purchase intention, and also Batjo et al. (2022) found that perceived product quality doesn't affect purchase intention.

Hence, the purpose of this study is to assess how user-generated content (UGC), electronic word of mouth (E-WOM), and perceived product quality influence the purchase intention of Somethinc products, both partially and simultaneously, with a focus on TikTok followers of @somethincofficial.

REVIEW OF LITERATURE

Marketing

Marketing involves understanding and meeting people's needs. This concept is very important in business because marketing has a function as a bridge between producers and consumers, to ensure that the products offered are in accordance with market expectations, so that businesses can maintain their business continuity. According to The American Marketing Association in Kotler et al. (2022), marketing is a series of actions, institutions, and processes, with the aim of creating, communicating, and making valuable exchanges with consumers, clients, partners, and the wider community. Marketing connects various activities to identify consumer needs, so as to design effective promotion, distribution, service and pricing strategies to satisfy their needs optimally and achieve targeted profits (Juliana et al., 2022).

Theory of Consumer Behavior

As stated by Kotler et al. (2022) consumer behavior can be understood as a study that studies the process through which individuals, groups, or organizations select, acquire, utilize, and dispose of goods, services, ideas, or experiences, to meet the wants and needs of consumers. In Firmansyah (2018) consumer behavior can be understood as the basic aspects that influence the making of their purchasing choices. Consumers have different behavioral characteristics, and are always developing both in terms of motivation, expectations, perceptions, and many others. This difference in consumer behavior requires producers or marketers must be able to understand consumers by considering various aspects, situations, and conditions from the consumer side in making a decision, because this affects the age of the company (Ningsih, 2021).

User Generated Content

Solomon & Russell (2024) in their book entitled "Consumer Behavior", explain that user-generated content (UGC) is a concept that allows everyone to voice their product-related statements, through blogs, podcasts, and social networks. The advancement of the digital era allows everyone to become a content creator in their field of interest. Without having to become a celebrity, anyone can easily upload content on the internet, especially on social

media, to express themselves and share experiences without limits. According to MIR & Rahman in Dila Khoirin Anisa & Novi Marlana (2022), UGC content created by social media creators, containing documentation of personal experiences in using products, gives a neutral and trustworthy impression, thus helping consumers consider their options prior to purchasing a product or service.

Electronic Word of Mouth

Electronic word of mouth (E-WOM) is defined as non-commercial communication that takes place among consumers regarding products, services, or brands that take place and are connected on the internet. According to Rabbani et al. (2022) electronic word of mouth (E-WOM) is explained as a statement that can be expressed by anyone via the internet network regarding products, with a neutral nature, so that it can be positive or negative. E-WOM supports the consumer consideration process in the process of searching for information about a product. E-WOM containing reviews of a product or service can influence purchase intention, because positive reviews on the product will boost consumer intention to purchase. Conversely, negative reviews will lower consumer intention to purchase (Muninggar et al., 2022).

Perceived Product Quality

Kotler & Keller (2012) in their book entitled “Marketing Management”, explain that in the context of marketing, perception has greater urgency than reality, the reason is because perception directly affects consumer behavior. Aaker in Huda et al. (2017) explains that perceived product quality represents consumers’ views on the overall excellence of the product or service, which is determined by how well it aligns with their expectations. Companies can understand consumer behavior towards their products by looking at consumer perceptions of these products (Virena & Renwarin, 2022). Perceptions of product quality result in the emergence of buying interest in consumers. When consumers already know the quality of a particular product they are going to buy is, and find a match, this causes a high level of purchase interest (Maulidah & Putra, 2024).

Purchase Intention

According to Ferdinand in Tonce & Rangga (n.d.) purchase intention is defined as a mental attitude or statement that reflects consumer planning to buy certain products and brands. Purchase intention reflects the motivation that triggers consumers to buy certain products, characterized by the growing intention to seek various information via the internet or recommendations from the closest person regarding the product (Faizatul Wafiyah & Any Urwatul Wusko, 2023). Some of the factors that cause purchase intention, according to Alalwan in Faizatul Wafiyah & Any Urwatul Wusko (2023) include hedonic motivation, reciprocal relationships, performance expectations, informativeness, and relevance experienced in buying intentions.

Conceptual Framework

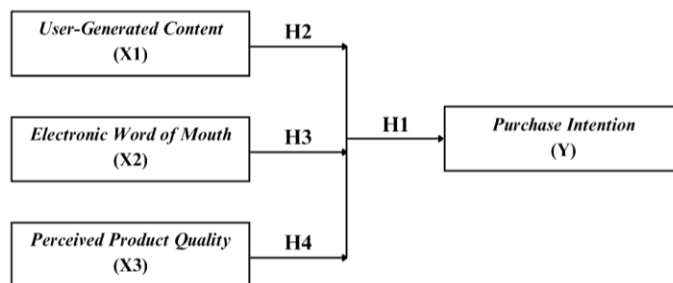


Figure 1.
Diagram of Conceptual Framework
Source: Data Processed by Researcher (2025)

This study proposes the following hypotheses:

- H₁ : User-generated content, electronic word of mouth, and perceived product quality simultaneously have a significant influence on purchase intention.
- H₂ : User-generated content partially has a significant influence on purchase intention.
- H₃ : Electronic word of mouth partially has a significant influence on purchase intention.
- H₄ : Perceived product quality partially has a significant influence on purchase intention.

RESEARCH METHOD

A quantitative approach was applied in this study, utilizing the survey method. The primary data was gathered by distributing an online questionnaire through Google Forms. The study’s population consists of followers of the @somethincofficial TikTok account with 3.8 million followers. The research sample was comprised of 204 respondents, selected using the Slovin formula through purposive sampling, with the respondent criteria determined including being a TikTok user born in 1997-2012, a follower of the @somethincofficial TikTok account, knowing the Somethinc brand, and having seen content or reviews about Somethinc products. Multiple linear regression analysis was used for data analysis, utilizing SPSS 27.

RESULTS AND DISCUSSION

Instrument Test

Instrument tests have been conducted through validity tests to measure accuracy and reliability tests to verify the consistency of research instruments using SPSS 27.

Table 1.
Results of Validity and Reliability Test

Statement	r _{count}	Cronbach’s Alpha	Conclusion
User-Generated Content (X1)			
X1.1	0,762	0,639	Valid & Reliable
X1.2	0,654		
X1.3	0,637		
X1.4	0,717		
Electronic Word of Mouth (X2)			

Statement	r _{count}	Cronbach's Alpha	Conclusion
X2.1	0,611	0,630	Valid & Reliable
X2.2	0,670		
X2.3	0,696		
X2.4	0,624		
X2.5	0,574		
Perceived Product Quality (X3)			
X3.1	0,724	0,625	Valid & Reliable
X3.2	0,608		
X3.3	0,637		
X3.4	0,646		
X3.5	0,539		
Purchase Intention (Y)			
Y1.1	0,698	0,667	Valid & Reliable
Y1.2	0,743		
Y1.3	0,744		
Y1.4	0,642		

Source: Data Processed by Researcher (2025)

Table 1 presents the outcomes of the validity and reliability tests for each variable item. An item is regarded as valid if the r_{count} is exceeds the r_{table} . The r_{table} value, as calculated with a significance level of 5% and degrees of freedom (df) = n-2 (n = 204 respondents), is 0,137. Referring to Table 1, the r_{count} values for all item statements in each variable are greater than the r_{table} . Therefore, it can be deduced that the study's instruments are valid.

Furthermore, the instrument is deemed reliable if the Cronbach's alpha value is >0,60. The results demonstrate that the Cronbach's alpha value for each variable surpasses 0,60. Therefore, it can be inferred that the research instruments for each variable demonstrate reliability.

Classical Assumption Test

Normality Test

The normality of the data is determined using a normality test (Fitri & et al, 2023). The normality test was executed by using the Kolmogorov-Smirnov (K-S) method. When the significance value (sig.) exceeds 0,05, the data is regarded as following a normal distribution.

Table 2.
Results of Normality Test

Unstandardized Residuals	
N	204
Asymp. Sig. (2-tailed)	0,099

Source: Data Processed by Researcher (2025)

Table 2 presents the Kolmogorov-Smirnov (K-S) normality test results in SPSS, with an Asymp. Sig. (2-tailed) of 0,099, which exceeds 0,05. So, this implies that the data adheres to a normal distribution.

Multicollinearity Test

The regression model must be devoid from multicollinearity issues. Multicollinearity test is applied to detect high correlations between independent variables in a multiple linear regression model (Mulyana et al, 2024).

Table 3.
Results of Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
User-Generated Content	0,816	1,226
Electronic Word of Mouth	0,880	1,136
Perceived Product Quality	0,871	1,148

Source: Data Processed by Researcher (2025)

A tolerance value above 0,10 and a Variance Inflation Factor (VIF) below 10,00 indicate no multicollinearity. Referring to Table 3, all independent variables exhibit a tolerance >0,10 and a VIF <10,00. So, it signifies freedom from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to identify potential inequality in residual variances between observations, ensuring that the assumption of homoscedasticity is met in the regression model. This test is conducted using the Glesjer method. When the significance value (sig.) between the independent variable and the absolute residual is >0,05, it suggests no heteroscedasticity.

Table 4.
Results of Heteroscedasticity Test

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,388	1,112		1,247	0,214
User-Generated Content	-0,027	0,045	-0,047	-0,600	0,549
Electronic Word of Mouth	0,035	0,042	0,064	0,849	0,397
Perceived Product Quality	-0,028	0,035	-0,061	-0,805	0,422

Source: Data Processed by Researcher (2025)

Table 4 shows that the significance (Sig.) value of all variables is >0.05. So, it signifies freedom from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is defined as a statistical analysis method consisting of two or more independent variables and one dependent variable (Sahir, 2021). The results of this analysis yield the following calculations:

$$Y = 5,503 + 0,303 X_1 + 0,155 X_2 + 0,145 X_3 + e$$

The interpretation of the multiple linear regression model is explained below:

1. The constant value (a) is 5,503; it signifies that when the independent variables (X1, X2, X3) are all zero, the purchase intention (Y) will remain at 5,503.
2. The regression coefficient for X1 (0,303) signifies that if User-Generated Content increases by one unit, purchase intention will rise by 0,303, with presuming the other independent variables remain unchanged.
3. The regression coefficient for X2 (0,155) signifies that if Electronic Word of Mouth increases by one unit, purchase intention will rise by 0,155, with presuming the other independent variables remain unchanged.
4. The regression coefficient for X3 (0,145) signifies that if Perceived Product Quality increases by one unit, purchase intention will rise by 0,145, with presuming the other independent variables remain unchanged.

Hypothesis Test

In this study, the influence of the three independent variables on the dependent variable, both partially and simultaneously, is detected through hypothesis testing.

Table 5.
Results of Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	98,165	3	32,722	16,929	<0,001 ^b
Residual	386,580	200	1,933		
Total	484,745	203			

- a. Dependent Variable: Purchase Intention
- b. Predictors: (Constant), User-Generated Content, Electronic Word of Mouth, Perceived Product Quality

Source: Data Processed by Researcher (2025)

The criteria for simultaneous testing (F Test) is if the $F_{count} \geq F_{table}$ and the significance value (sig.) $\leq 0,05$. Referring to Table 5, the F_{count} value is 16,929, and the F_{table} value, calculated with a 5% significance level, is 2,65. Since F_{count} (16,929) is greater than F_{table} (2,65), and the significance value is <0,001 (smaller than 0,05). This indicates that user-generated content, electronic word of mouth, and perceived product quality simultaneously have a significant influence on purchase intention.

Table 6.
Results of Partial Test (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5,503	1,853		2,969	0,003
	User-Generated Content	0,303	0,075	0,283	4,043	<0,001
	Electronic Word of Mouth	0,155	0,070	0,150	2,222	0,027

Perceived Product Quality	0,145	0,058	0,170	2,506	0,013
a. Dependent Variable: Purchase Intention					

Source: Data Processed by Researcher (2025)

The t-test is conducted with the acceptance criteria that $t_{count} > t_{table}$ or $t_{count} < -t_{table}$, with a significance value (sig.) $< 0,05$. The t_{table} value is 1,9719, based on a 5% significance level. Referring to Table 6:

1. The t_{count} for user-generated content (X1) is 4,043, surpassing the t_{table} (1,9719), with a sig. value $< 0,001$ (less than 0,05).
2. The t_{count} for electronic word of mouth (X2) is 2,222, surpassing the t_{table} (1,9719), with a sig. value of 0,027 (less than 0,05).
3. The t_{count} for perceived product quality (X3) is 2,506, surpassing the t_{table} (1,9719), with a sig. value of 0,013 (less than 0,05).

These results indicate that the three independent variables partially have a significant influence on the dependent variable.

Table 7.
Results of Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,450 ^a	0,203	0,191	1,390
a. Predictors: (Constant), User-Generated Content, Electronic Word of Mouth, Perceived Product Quality				
b. Dependent Variable: Purchase Intention				

Source: Data Processed by Researcher (2025)

To determine how effectively the independent variables explain the dependent variable, a determination coefficient (R^2) test is conducted (Ghozali, 2018). The R^2 value, ranging from 0 to 1, signifies that values closer to 1 suggest a stronger explanatory power of the independent variables over the dependent variable. As shown in Table 7, an R^2 value of 0,203, or 20,3%, reveals that the independent variables (X1, X2, X3) account for 20,3% of the variation in the dependent variable (Y), while the other 79,7% is influenced by other factors.

The Influence of User-Generated Content, Electronic Word of Mouth, and Perceived Product Quality on Purchase Intention

The F-test indicates that User-Generated Content, Electronic Word of Mouth, and Perceived Product Quality simultaneously have an influence on Purchase Intention. This implies, in today's digital era, marketing supported by high internet connectivity affects consumer behavior towards purchasing plans. Exposure to information received by consumers through User-Generated Content, Electronic Word of Mouth, and Perceived Product Quality will increase their Purchase Intention for Somethinc products. The F-test results are consistent with prior research by Dila Khoirin Anisa & Novi Marlana (2022) which found that user-generated content and electronic word of mouth simultaneously influence purchase intention and research by Suci Niswatussolihah et al. (2023) which

emphasizes that with consumers' perceptions of product quality getting better, their purchase intention also increases. **(H1: Accepted)**.

The Influence of User-Generated Content on Purchase Intention

The t-test indicates that User-Generated Content partially has an influence on Purchase Intention. This indicates that User-Generated Content, which contains documentation of personal experience in using a particular product, is proven to be more impressive and trustworthy by other potential consumers in considering product purchases. This finding is consistent with prior research by Putri (2020), which explains that consumer purchase intention will follow the information presented from UGC type content, which contains the experiences of other customers who have purchased the product. **(H2: Accepted)**.

The Influence of Electronic Word of Mouth on Purchase Intention

The t-test indicates Electronic Word of Mouth partially influences Purchase Intention. This indicates that E-WOM, which consists of neutral product-related statements from consumers, is crucial for building trust and confidence among potential buyers before making a purchase. By reviewing customer feedback on social media platforms such as TikTok, consumers are able to consider their purchase decisions. This finding is consistent with prior research by Sinaga & Sulistiono (2020), which explains that through E-WOM, consumers gain market transparency about a product, thus influencing their purchase intention. **(H3: Accepted)**.

The Influence of Perceived Product Quality on Purchase Intention

The t-test indicates that Perceived Product Quality partially has an influence on Purchase Intention. This indicates that, nowadays, consumers can obtain information regarding product quality through social media platforms like TikTok. As a result, perceptions of product quality are formed in the minds of customers, and these perceptions influence their purchase intention. This finding is consistent with prior research by Purba et al. (2023), which explains that the perception of superior and good quality can increase consumer buying interest. **(H4: Accepted)**.

CONCLUSION

The study findings suggest that, both partially and simultaneously, user-generated content, electronic word of mouth, and perceived product quality have a positive and significant influence on purchase intention. As exposure to each independent variable increases, consumer intention in purchasing Somethinc products also rises. Therefore, Somethinc should implement more interactive marketing campaigns to boost consumer engagement, which will help shape positive perceptions and ultimately drive their purchase intention.

REFERENCES

- Andarsari, F. D., & Suryadi, N. (2024). Understand the role of user-generated content on purchase intention of ChatGPT premium in undergraduate student. *International*

- Journal of Research in Business and Social Science* (2147- 4478), 13(3), 97–108.
<https://doi.org/10.20525/ijrbs.v13i3.3430>
- APJII. (2024, February 7). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. APJII. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Batjo, F. R., Massie, J., & Saerang, R. T. (2022). THE EFFECT OF E-WOM, PERCEIVED QUALITY, ON PURCHASE INTENTION AT SHOPEE ONLINE STORE IN MANADO. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(2), 592. <https://doi.org/10.35794/emba.v10i2.39716>
- Compas. (2024, Agustus). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Kompas. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Dila Khoirin Anisa & Novi Marlina. (2022). Pengaruh User Generated Content Dan E-Wom Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion: The Influence Of User Generated Content And E-Wom On The Tiktok Application On The Ppurchase Intention Of Fashion Products. *Jurnal Sinar Manajemen*, 9(2), 207–218. <https://doi.org/10.56338/jsm.v9i2.2610>
- Faizatul Wafiyah & Any Urwatul Wusko. (2023). Pengaruh User Generated Content Dan E-Wom Terhadap Purchase Intention Dan Purchase Decision Pada Pembeli Produk Nyrtea Di Instagram. *Jurnal Ekonomi, Bisnis dan Manajemen*, 2(3), 190–200. <https://doi.org/10.58192/ebismen.v2i3.1278>
- Firmansyah, A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish.
- Fitri, A. & et al. (2023). *Dasar-Dasar Statistika Untuk Penelitian*. Yayasan Kita Menulis.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate*.
- GoodStats. (2024, July 1). *Inilah Media Sosial yang Paling Sering Dipakai di Indonesia*. <https://goodstats.id/article/inilah-media-sosial-paling-sering-dipakai-di-indonesia-Pdyt0>
- Huda, N., Hudori, K., Fahlevi, R., Badrussa'diyah, Mazaya, D., & Sugiarti, D. (2017). *Pemasaran Syariah: Teori dan Aplikasi*. KENCANA. <https://books.google.co.id/books?id=3hVNDwAAQBAJ&printsec=frontcover#v=onepage&q&f=false>
- Idris, I. N., Hamid, R. S., & Maszudi, E. (2023). Peran E-wom Konten Marketing dan Lifestyle Dalam Meningkatkan Kepercayaan Dan Minat Beli Generasi Milenial Pada Tokopedia. *Jurnal Manajemen dan Bisnis Indonesia*, 9(1), 90–103. <https://doi.org/10.32528/jmbi.v9i1.241>
- Juliana, Pramezwary, A., Djaksaputra, A., & Tarigan, S. A. (2022). *Dasar-Dasar Pemasaran*. Penerbit NEM. https://www.google.co.id/books/edition/Dasar_dasar_Pemasaran/wiZmEAAAQBAJ?hl=id&gbpv=1
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education.

- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Maulidah, A., & Putra, K. E. S. (2024). *PENGARUH GAYA HIDUP DAN PERSEPSI KUALITAS PRODUK TERHADAP MINAT BELI SMARTPHONE MEREK SAMSUNG (STUDI DI KECAMATAN BULELENG)*. 6(2).
- Mulyana et al. (2024). *Metode Penelitian Kuantitatif*. CV Tohar Media. [https://www.google.co.id/books/edition/Metode Penelitian Kuantitatif/axwnEQAAQBAJ?hl=id&gbpv=0](https://www.google.co.id/books/edition/Metode_Penelitian_Kuantitatif/axwnEQAAQBAJ?hl=id&gbpv=0)
- Muninggar, D. A., Rahmadini, A., & Sanjaya, V. F. (2022). Pengaruh Electronic Word of Mouth (E-WoM) Terhadap Minat Beli pada Aplikasi Shopee (Studi Kasus Kota Bandar Lampung). *Business and Entrepreneurship Journal (BEJ)*, 3(1). <https://doi.org/10.57084/bej.v3i1.773>
- Ningsih, E. R. (2021). *Perilaku Konsumen*. Idea Press Yogyakarta.
- Purba, T., Nainggolan, N. P., & Heryenzus, H. (2023). QUALITY PERCEPTION ANALYSIS ON PURCHASE INTENTION (DING TEA BRAND IN BATAM). *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)*, 11(1), 136–143. <https://doi.org/10.33884/jimupb.v11i1.6648>
- Putri, V. J. (2020). PENGARUH USER-GENERATED CONTENT (UGC) DAN KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN DAPUR MBOK SARMINAH. *PERFORMA*, 5(2), 95–102. <https://doi.org/10.37715/jp.v5i1.1536>
- Qin, Y., Omar, B., & Musetti, A. (2022). The addiction behavior of short-form video app TikTok: The information quality and system quality perspective. *Frontiers in Psychology*, 13, 932805. <https://doi.org/10.3389/fpsyg.2022.932805>
- Rabbani et al. (2022). *Komunikasi Pemasaran*. PT GLOBAL EKSEKUTIF TEKNOLOGI.
- Sahir, S. H. (2021). *Metodologi Penelitian*. Penerbit KBM Indonesia.
- Sinaga, B. A., & Sulistiono, S. (2020). Pengaruh Electronic Word Of Mouth Dan Promosi Media Sosial Terhadap Minat Beli Pada Produk Fashion Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 79–94. <https://doi.org/10.37641/jimkes.v8i2.329>
- Solomon, M. R., & Russell, C. A. (2024). *Consumer Behavior* (14th ed.). Pearson Education.
- Suci Niswatussolihah, Beby Karina Fawzee Sembiring, Marhayanie Marhayanie, & Setri Hiyanti Siregar. (2023). Pengaruh Social Media Marketing, Perceived Quality Dan Online Customer Review Terhadap Minat Beli Parfum Local Brand Hmns Pada Pengguna Instagram Dan Twitter. *Jurnal Penelitian Ekonomi Manajemen dan Bisnis*, 2(4), 244–263. <https://doi.org/10.55606/jekombis.v2i4.2596>
- Tonce, Y., & Rangga, Y. D. P. (n.d.). *MINAT DAN KEPUTUSAN PEMBELIAN : TINJAUAN MELALUI PERSEPSI HARGA & KUALITAS PRODUK (Konsep dan Studi Kasus)*. Penerbit Adab. [https://www.google.co.id/books/edition/MINAT DAN KEPUTUSAN PEMBELIAN TINJAUAN M/96NxEAAAQBAJ?hl=id&gbpv=0](https://www.google.co.id/books/edition/MINAT_DAN_KEPUTUSAN_PEMBELIAN_TINJAUAN_M/96NxEAAAQBAJ?hl=id&gbpv=0)

Virena, A. R., & Renwarin, J. M. J. (2022). *Pengaruh Persepsi Kualitas Produk dan Persepsi Harga terhadap Minat Beli dengan Kualitas Pelayanan sebagai Moderator*. 8(3).