
**THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND CELEBRITY
ENDORSERS ON IMPULSIVE BUYING OF SKINTIFIC PRODUCTS ON
TIKTOK SHOP IN MATARAM CITY**



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Abstract

This study was conducted to determine the extent to which Online Customer Reviews and Celebrity Endorsers influence impulsive buying behavior on Skintific products through the TikTok Shop platform in Mataram City. Online Customer Reviews are defined as user reviews or experiences that serve as a source of information about product quality and shape the confidence of potential consumers. Meanwhile, Celebrity Endorsers are public figures who promote products by utilizing their image, reputation, and personal influence. TikTok Shop, as a social commerce media, provides various features such as comment columns, review displays, and live selling that can strengthen the role of these two factors in generating purchasing decisions. The research findings show that Online Customer Reviews have a positive and significant influence on Impulsive Buying, with a t-value of 6.216, higher than the t-table of 0.660, and a significance level of $0.000 < 0.05$. In addition, Celebrity Endorsers are also proven to have a positive and significant influence with a t-value of 3.416 greater than the t-table of 0.660 and a significance level of $0.002 < 0.05$. Therefore, both variables are considered capable of encouraging consumers to make spontaneous purchases of Skintific products through TikTok Shop.

Keywords: Online Customer Reviews, Celebrity Endorsers, Impulsive Buying

INTRODUCTION

The internet has become a vital part of people's lives, facilitating various activities, from communication and entertainment to learning and digital buying and selling. Nearly all daily activities are now connected to the internet. This is reflected in internet penetration data in Indonesia for the 2021–2024 period, according to a report by the Indonesian Internet Service Providers Association (APJII), which states that by 2024, the number of internet users had reached 73.7% of the total population, or approximately 221.5 million users. This information was published online on November 9, 2024. The APJII survey results visualization shows an increasing trend in internet usage.

One of the most popular digital marketing phenomena in Indonesia is the emergence of TikTok Shop. This platform combines social media with transactional features, allowing users to access promotional content, read reviews, and make purchases all within a single app. This social commerce concept offers a more interactive and emotional shopping experience, especially for millennials and Gen Z.

Skintific is one of the skincare brands that has successfully gained significant attention through TikTok Shop. This brand maximizes its digital marketing strategy by presenting educational content, partnering with beauty influencers, and leveraging positive user reviews. Skintific officially entered the Indonesian market around August 2021 through PT May Sun Yvan. Carrying the concept of "skin + scientific," its products focus on repairing the skin barrier through active ingredients such as ceramides. Its flagship product, the 5X Ceramide Barrier Repair Moisture Gel, even went viral, topping the moisturizer category on various e-commerce platforms, and winning several local beauty awards in 2022.

One factor believed to influence impulse buying is online customer reviews, which are user reviews that provide an overview of a product's quality and user experience. Furthermore, celebrity endorsers also play a significant role. Cuomo et al. (2019) state that celebrity endorsers are individuals who possess popularity and use this status to endorse a product through advertising or promotions, thereby influencing consumer perceptions. Similarly, according to Febriani (2021), celebrity endorsement is a promotional activity by a well-known figure through social media to influence the thoughts and purchasing intentions of their followers.

Currently, Skintific products are one of the most sought-after skincare products among consumers in Mataram City through TikTok Shop. This popularity is driven by the abundance of positive reviews from real users and promotions carried out by celebrities or influencers, thereby creating a strong brand image and triggering impulse purchases. However, empirical research findings have not specifically measured the influence of online customer reviews and celebrity endorsers on impulse purchases of Skintific products through TikTok Shop in Mataram City, thus this is the focus of this study.

REVIEW OF LITERATURE

Impulsive Buying

Darmawan & Gatheru (2021) state that impulsive buying is a consumer's tendency to make sudden purchases without prior planning. This behavior is heavily influenced by online trading systems that offer easy, fast, and secure access, making consumer convenience and trust the primary triggers for spontaneous purchases. Meanwhile, according to Burton et al. (2019), impulsive buying is a decision to purchase a product that occurs suddenly, lasts a

short time, and is driven by certain emotional or situational conditions without any analysis of other options or potential impacts. Thus, impulsive buying can be understood as an unplanned buying action driven by emotional stimuli and ease of access during the purchasing process.

According to Burton et al., (2019) Indicators that can be used to measure impulsive buying behavior are:

1. Spontaneity is a sudden buying decision that occurs suddenly without prior planning.
2. Emotional Urge is the influence of positive emotions such as feelings of joy, happiness, or satisfaction that encourage purchases.
3. Lack of Cognitive Control: Purchases are made without careful rational consideration.
4. Response to Stimulus (Response to Stimuli) consumers are motivated to buy due to external stimuli, such as promotions or attractive product displays.

Online Customer Review

Collins et al. (2021) explain that online customer reviews are a form of information provided by consumers to companies in the form of assessments or responses after using a product. These reviews serve as a reference for potential buyers in assessing the product's suitability before making a purchase. Meanwhile, according to Raffaele et al. (2018), online customer reviews are included in electronic word-of-mouth (eWOM), namely information shared by previous consumers who have tried a particular product or service. This information plays a role in influencing purchasing decisions through consumer perceptions of the review's helpfulness, the quality of the information provided, the credibility of the source, and an indication of the product's popularity. Thus, online customer reviews can be understood as an evaluation medium based on user experience that can shape the perceptions and beliefs of potential consumers..

According to Kamal et al., (2023) put forward five indicators for Online Customer Reviews, namely:

1. Perceived Usefulness: A review is considered useful if it helps other consumers make purchasing decisions. The more informative and relevant a review is, the higher its usefulness rating.
2. Source Credibility: Credibility relates to how much consumers trust the person writing the review. If the reviewer is perceived as experienced, honest, or has actually purchased the product, their review will be more convincing.
3. Argument Quality: Reviews that include logical reasoning, data, or real-life experiences are considered higher quality. For example, they might explain a product's advantages and disadvantages in detail.
4. Review Valence: Refers to the tendency of reviews to be more positive, negative, or neutral. The valence of reviews influences potential consumers' perceptions of a product's reputation.
5. Review Length / Detail: Longer, more detailed reviews typically provide a clearer picture than shorter reviews. This makes potential buyers more confident because they feel they're getting complete information.

Celebrity Endorser

Cuomo et al. (2019) state that a celebrity endorser is a public figure or individual who is widely known and uses their fame to endorse a product through involvement in promotional activities or advertising. The presence of these celebrities is considered to have a significant influence on consumer thinking because they are considered cultural icons that can shape attitudes toward a brand and encourage purchasing interest. Meanwhile, Febriani (2021) explains that celebrity endorsement is part of a marketing strategy that uses famous figures to provide support, reviews, or recommendations for a product or brand through promotional content on social media platforms. This strategy is generally carried out to influence consumer perceptions, especially those of Generation Z, so that they are interested in purchasing the promoted brand.

According to Rahmanisah & Fadli (2022) There are 3 indicators in Celebrity Endorser, including:

1. Trustworthiness: How much do consumers believe that celebrities are honest and have integrity in endorsing products.
2. Expertise: How expert or competent the celebrity is in the endorsed product domain, or how knowledgeable and reputable they are in that product category.
3. Attractiveness (Celebrity Endorser / Beauty / Interest): How attractive or appealing the celebrity is physically or personally seen by the public, which influences Celebrity Endorser endorsement. Additional services.

RESEARCH METHOD

This study uses a quantitative method with an associative approach. This approach functions to examine the relationship between two or more variables, as explained by Sugiyono (2013:57). The relationship analyzed in this study is causal, namely a cause-and-effect relationship, where there are independent variables and dependent variables (Sugiyono, 2013:59). This study focuses on determining the effect of the independent variables, namely Online Customer Reviews (X1) and Celebrity Endorsers (X2), on the dependent variable, namely Impulsive Buying (Y) on Skintific products through TikTok Shop in Mataram City.

The research location was Mataram City, the capital of West Nusa Tenggara Province, and the largest urban area in the province. This city is also the core of the metropolitan area and was selected as the research location in 2025. The location was chosen based on the increasing number of consumers in Mataram purchasing Skintific products through TikTok Shop, making it easier for researchers to find relevant respondents for the study.

According to Sugiyono (2018), a population is the entirety of objects or subjects with specific characteristics determined by the researcher and then analyzed to draw conclusions. In this study, the population consisted of all consumers who made impulsive purchases of Skintific products through the TikTok Shop in Mataram City. Furthermore, a sample is a portion of the population deemed representative of the population's characteristics (Sugiyono, 2018). Ferdinand (2014:171) also explains that a sample is a subset of the population selected due to limitations in examining all members of the population, thus

requiring a representation deemed capable of describing the overall condition of the population.

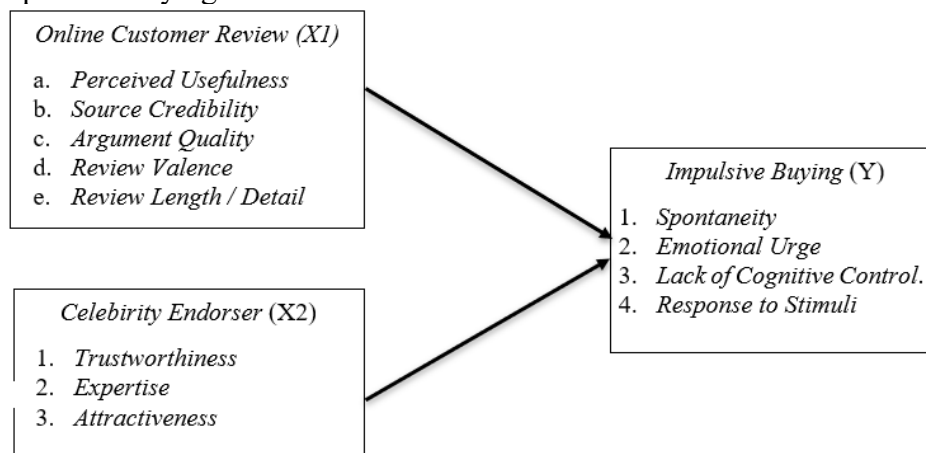
Research Hypothesis

This study aims to analyze the influence of Online Customer Reviews and Celebrity Endorsers on the impulsive buying of Skintific products on the TikTok Shop in Mataram City, according to the following formula:

- H1: Online Customer Reviews have a positive and significant effect on Impulsive Buying
- H2: Celebrity Endorser has a positive and significant influence on Impulsive Buying.

Research Model

This model will explain the relationship between the independent variables, namely Online Customer Review X1 and Celebrity Endorser X2, with the dependent variable, namely Impulsive Buying.



The hypothesis model used in this study describes a direct influence between the independent variables, namely Online Customer Review (X1) and Celebrity Endorser (X2), on the dependent variable, namely Impulsive Buying (Y). To test this relationship, this study uses Multiple Linear Regression analysis techniques. The research approach applied is a quantitative approach, with data collection carried out by distributing questionnaires to 100 respondents who became the research sample. Through this study, it is hoped that the results can contribute to the development of marketing strategies, especially in increasing product appeal through increasing consumer reviews and utilizing public figures as promotional supporters.

RESULTS AND DISCUSSION

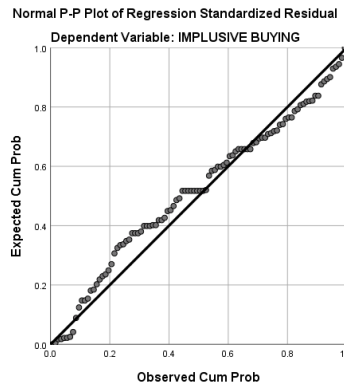


Figure 1.

Normality Test

Source: Processed Primary Data (2025)

Based on the image above, it can be seen that the Normal PP Plot has been normally distributed in Impulsive Buying. This can be seen from the points that

Table 1.

Multicollinearity Test
 Coefficientsa

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Online Customer Review	.512	2,182
Celebrity Endorser	.512	2,209

a. Dependent Variable: Impulsive Buying

Source: Processed Primary Data (2025)

From the table above, it can be seen that the VIF value is <10 and the Tolerance Value is >0.1. Therefore, it can be concluded that there is no multicollinearity.

Table 2.

F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	454,554	3	151,518	54,388	.000b
	Residual	267,446	96	2,786		
	Total	722,000	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X1, X2						

Source: Processed Primary Data (2025)

Based on the table above, it can be seen that the significant probability value is 0.000. This significant probability value is smaller than 0.05, which means it is suitable for

use. This result indicates that the regression model can be said to meet the assumptions of the feasibility of a research model.

Table 3.
t-test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.448	1.678		3.246	.002		
	ONLINE CUSTOMER REVIEW	.506	.081	.546	6.216	.000	.512	1.951
	CELEBRITY ENDORSER	.289	.085	.300	3.416	.001	.512	1.951

a. Dependent Variable: IMPLUSIVE BUYING

Source: Processed Primary Data (2025)

Based on the table, it can be seen that:

1. The calculated t value for Online Customer Review is 6.216. This value will be compared with the t value of the t distribution table. The number of samples in this study is 100 and a significance level of 0.05 with a df = 100 degree, with the t value obtained being 1.664. This means that the calculated t value is greater than the t table (6.216 > 1.664) so it can be concluded that Online Customer Review has a significant effect on Impulsive Buying.
2. The calculated t value for Celebrity Endorser is 3.416, which means that the calculated t value is greater than the t table value (3.416 > 1.664), so it can be concluded that Celebrity Endorser has a significant influence on Impulsive Buying.

Table 4.
Multiple Linear Analysis Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.448	1.678		3.246	.002		
	ONLINE CUSTOMER REVIEW	.506	.081	.546	6.216	.000	.512	1.951
	CELEBRITY ENDORSER	.289	.085	.300	3.416	.001	.512	1.951

a. Dependent Variable: IMPLUSIVE BUYING

Source: Processed Primary Data (2025)

Based on the results of data analysis using the SPSS version 26 program, the constant coefficient value was obtained at 4.448, the Online Customer Review coefficient at 50.6, and the Celebrity Endorser coefficient at 28.9. Therefore, the regression equation can be formulated as follows:

$$Y = a + bX_1 + bX_2 + \epsilon$$

$$Y = 4.448 + 50.6X_1 + 28.9X_2 + \epsilon$$

Information:

Constant: 4.488 Y = Impulsive Buying

X1 : 50.6 X1 = Online Customer Review

X2 : 28.9 X2 = Celebrity Endorser

e = Standard error

Based on the regression equation above, the results of the regression coefficient can be interpreted as follows:

1. The constant value in the equation is 4.488 This shows that if there is no influence of the two variables (Online Customer Review, Celebrity Endorser, Impulsive Buying) then the value of Impulsive Buying on Skintific products is 4.488.
2. The regression coefficient value for the Online Customer Review variable (X1) is 50.6. This means that every one-unit increase in the Celebrity Endorser variable on Skintific Products on TikTok Shop in Mataram City will increase Impulsive Buying of Skintific Products on TikTok Shop in Mataram City by 50.6 one unit, assuming that other variables remain unchanged.
3. The regression coefficient value for the Celebrity Endorser variable (X2) is 28.9, which means that every one unit increase in the Celebrity Endorser variable on Skintific Products on TikTok Shop in Mataram City will increase Impulsive Buying of Skintific Products on TikTok Shop in Mataram City by 28.9 one unit, assuming that other variables do not change or remain constant.

Table 5.
Test of the Coefficient of Determination (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.617	.609	1.68928

a. Predictors: (Constant), CELEBRITY ENDORSER, ONLINE CUSTOMER REVIEW

b. Dependent Variable: IMPLUSIVE BUYING

Source: Processed Primary Data (2025)

Based on the data above, a coefficient of determination of 0.617 or 61.7% was obtained. This indicates that the contribution or ability of Online Customer Reviews, Celebrity Endorsers, and Impulsive Buying is 61.7% influenced by other variables on Skintific beauty products. Meanwhile, 3.83% is influenced by other variables not included in this research model.

The Influence of Online Customer Reviews on Impulsive Buying (Y)

Online customer reviews can be understood as opinions, responses, or assessments conveyed by consumers through digital media regarding their experience using a product or service. These reviews can be positive or negative and serve as a reference source for potential buyers in making their choice. Cheung & Thadani (2012) state that online reviews are a form of internet-based communication that contains consumer evaluations of a particular product. Similarly, Filieri (2015) emphasizes that customer reviews play a role in building quality perceptions and influencing consumer confidence before making a purchase. Meanwhile, Mudambi & Schuff (2010) highlight that comprehensive, credible, and relevant reviews tend to have a direct impact on consumer purchasing decisions.

In the context of TikTok Shop, consumers can access reviews directly through comments, video testimonials, and livestreams showcasing real-life product experiences. This makes online reviews even more powerful in triggering impulse purchases, especially

for skincare products like Skintific, whose quality relies heavily on the real-life experiences of other users.

The results of the study showed that the calculated t-value of 6.216 was greater than the t-table value of 0.660 with a significance level of $0.000 < 0.05$. This finding confirms that the Online Customer Review variable (X1) has a positive and significant influence on Impulsive Buying (Y) for Skintific products in the TikTok Shop in Mataram City. This condition indicates that the more often consumers see positive reviews, video testimonials, or evidence of use results, the greater the impulse to spontaneous purchases that arise. Forms of reviews such as before-after, explanations of usage results, and honest assessments from other users can increase confidence while reducing consumer doubts. In addition, TikTok features such as recommended shows, live comments, and repeated exposure on the For You Page (FYP) page accelerate purchasing decisions without careful planning.

The Influence of Celebrity Endorsers on Impulsive Buying

A celebrity endorser is a public figure with a certain popularity and image that companies leverage for promotional activities. The presence of celebrities in marketing content generally conveys a positive impression, as consumers tend to believe that products used or recommended by famous figures are of good quality. McCracken (1989) explains that celebrities are widely known individuals who lend their personal image to convey marketing messages. Ohanian (1990) adds that an endorser's success is influenced by attractiveness, trustworthiness, and expertise. Erdogan (1999) also emphasizes that public trust in celebrities can increase consumer interest and confidence in a product.

This influence is even stronger when promotions are conducted through short videos or live selling on TikTok Shop, as it creates a more personal and authentic feel. When celebrities showcase the results of using Skintific products, consumers perceive them as safe and effective, leading to spontaneous purchases.

The empirical research results show a t-count value of 3.416 greater than the t-table of 0.660 with a significance value of $0.002 < 0.05$, so that the Celebrity Endorser variable (X2) has a positive and significant effect on Impulsive Buying (Y). This means that the stronger the appeal and credibility of the celebrity who promotes Skintific products, the greater the tendency of consumers to make spontaneous purchases. This phenomenon is further strengthened by discount moments, live promotions, flash sales, and purchase time restrictions.

These findings support Heni's (2017) research, which also showed that public figures have a significant influence on impulse buying. Both previous and this research identified the mechanism of influence through psychological aspects, namely trust, attraction, and perceived quality generated by the endorser.

Overall, it can be concluded that celebrity endorsers play a significant role in increasing impulse purchases through their personal appeal, social legitimacy, and persuasive messages. In the context of Skintific products on the TikTok Shop in Mataram City, celebrities have been shown to elicit emotional responses in consumers, encouraging quick purchasing decisions without lengthy deliberation.

CONCLUSION

Based on the results of the discussion in Chapter IV regarding the Influence of Online Customer Reviews and Celebrity Endorsers on Impulsive Buying of Skintific products on TikTok Shop in Mataram City, the following conclusions can be drawn:

1. Online customer reviews have a positive and significant impact on the impulsive buying of Skintific products on TikTok Shop. This means that more frequent positive online customer reviews will increase the impulsive buying of Skintific products on the TikTok Shop in Mataram City.
2. Celebrity endorsement has a positive and significant impact on the impulsive buying of Skintific products on the TikTok Shop in Mataram City. This means that the more positive the celebrity endorser's message, the higher the impulsive buying of Skintific products on TikTok Shop in Mataram City.

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