

## Analysis of Factors of Customer Purchasing Power for Fashion Products in the Digital Era

Randista Triyana<sup>1\*</sup>, Veta Lidya Delimah Pasaribu<sup>2</sup>  
Program Studi Ilmu Administrasi Bisnis, Fakultas Hukum, Ilmu Sosial dan Politik, Universitas Terbuka

**Corresponding Author:** Randista Triyana [trandista@gmail.com](mailto:trandista@gmail.com)

---

### ARTICLE INFO

*Keywords:* Consumer Behavior, Purchasing Power, E-Commerce, Online Fashion, Marketing Strategy

*Received:* 5, March

*Revised:* 26, March

*Accepted:* 28, April

©2025 Triyana, Pasaribu:  
This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The advancement of digital technology has significantly transformed lifestyles and consumption habits, including how people purchase fashion products. This study aims to identify the factors influencing consumer purchasing decisions in the digital era. Using a qualitative approach and literature review method, data were gathered from books, articles, and scientific journals. The findings indicate that ease of technological access, time efficiency, competitive pricing, trust in platforms, service quality, and the influence of social media and influencers are key determinants of online purchasing decisions. Additionally, consumptive and impulsive behaviors are characteristic of digital fashion shopping. These insights provide valuable guidance for industry players in formulating targeted marketing strategies.

## **INTRODUCTION**

Along with the development of the times, driven by the rapid development of technology, it has brought changes in people's lifestyles. Now, people tend to seek convenience in various aspects of life, including in meeting daily needs. With the development of technology, there has been a change in conventional (offline) buying styles to online buying styles, because they are considered more practical and profitable. The availability of internet access through mobile devices, both standard phones and smartphones, makes it easier for people to make buying and selling transactions online the concept of e-commerce, or electronic commerce, allows the buying and selling process to be carried out digitally through platforms such as Shopee, Lazada, and TikTok Shop (although it has now ceased operations in Indonesia). In addition to e-commerce applications, people also use social media such as Facebook, Instagram, and WhatsApp to make transactions.

This form of ease of online shopping has a big effect on changes in consumer behavior. Shopping no longer requires consumers to come directly to a physical store—simply through an app on their phone, products can be purchased quickly. However, this phenomenon also fosters consumptive behavior, where consumers are encouraged to buy goods for convenience or momentary desire, not just needs. According to Alamin, Missouri, Sutriawan, Fathir, and Khairunnas, (2023). Farki, and Baihaqi, 2016 stated that one form of ease of online shopping is the buying and selling of a marketplace that holds a place consisting of a website/ website for companies/ sellers to sell their products by providing safe transactions online.

From the development of this technology, there is the development of online business, there are several factors that cause customers' purchasing power for goods/ services through online on the site/ website ranging from price, time efficiency, various types of products, trust, ease of communication (Setyarko, 2016). Novitasari, S.Pd., M. Ak, and Sari, S. Hum., M.M (2019) said that the factors that influence the decision to shop online are the price factor, trust factor, convenience factor, product quality factor, security factor, and service quality factor. (Muttaqin, and Pasaribu, 2024) states that online stores can provide convenience for customers who will shop and choose products without having to go to the market/store and can consider the prices of several online stores. With today's technology, buying and selling activities have become common in the community. This technology also benefits business people because it has great profit opportunities without requiring large efforts. With the development of technology today, it is not strange that buying and selling business is more often carried out online through e-commerce (Muttaqin, and Pasaribu, 2024).

In the competition of the e-commerce business in the fashion sector, it is very hard to market the merchandise that it sells in various ways, one of which is to promote the product. With the development of current technology, fashion products can be obtained by customers in various regions. The trend of online shopping for fashion products is increasing over time due to the existence of e-commerce that makes it easy to buy digitally. The existence of websites/ websites in e-commerce, one of which is Shopee, in which there are online stores on one

site/website, this benefits customers because there is no need to move around looking for the desired fashion products (Azzahra, 2022).

The next factor is the quality of service and price factors. The quality of service and price are related in making customer purchase decisions. With the right price with the appropriate quality of service, it will add value to customers, strengthen loyalty, and provide a competitive advantage for companies in an increasingly narrow market (Lubis, et al., 2017). Therefore, companies must oversee the equivalence between service quality and price in their marketing strategies to meet customer wants and needs and generate a competitive advantage (Sianipar, et al., 2023, in Mulyadi and Pasaribu, 2024).

Wardhana (2024) wrote a book about consumer behavior in the digital era. With the material taken, namely consumer purchase decisions. The purchase decision process involves consumers deciding to buy products directly. Generally, consumer purchasing decisions are based on preferences for specific brands. However, two factors affect the relationship between purchase intent and purchase decision. The first factor is the views of others that have significance for consumers. If the important person to the consumer suggests the purchase at the lowest price, the likelihood of buying a more expensive product can be reduced. The second factor is the unforeseen situation, where consumers form purchase intentions based on considerations such as expected revenue, desired price, and anticipated benefits of the product (Kotler, Keller, Chernev, 2021; Kotler & Armstrong, 2020; Solomon, 2019; Blackwell & Miniard, 2017; Amanah, 2017; Peter & Olson, 2013).

Purchasing decisions involve a series of choices made by consumers before executing a purchase. This process begins after the consumer has a desire to meet a specific need. Consumers must make decisions regarding the place of purchase, desired brand, product model, purchase amount, transaction time, amount of money to be spent, and payment method. Marketers have a role to play in influencing these decisions by providing relevant information about their products or services, which can guide the assessment process. Sudirman, S.E., M.M, et al. (2020) wrote a book on consumer behavior and its development in the digital era. The material taken is the consumer's purchase decision. Buying decision making is a process of a person's behavior to make choices about the product he will buy, this will be an attraction to buy the product.

### ***Problem Formulation***

Referring to the background and results of the literature review that has been presented, the main problems to be studied in this study can be formulated as follows: 1) How do the ease of access to technology and time efficiency affect consumer decisions in purchasing fashion products online? 2) To what extent are competitive prices and attractive promotions able to encourage consumer purchasing power on fashion e-commerce platforms? 3) How does the level of trust in the platform and the quality of service affect consumers' purchasing decisions? 4) What is the role of social media and influencers in shaping consumer consumptive behavior and impulsive decisions towards digital fashion products? 5) How does the interaction between rational and emotional

factors affect consumer purchasing power decisions in the context of online fashion? 6) How do social media and public figures (influencers) influence in shaping views, increasing interest, and encouraging consumer purchasing decisions for digital fashion products? 7) How strong is the influence of emotional factors, product visuals, and digital marketing approaches in stimulating consumptive behavior and impulsive purchases of fashion consumers? 8) How do the dynamics between rational considerations (such as price and quality) and emotional aspects (such as lifestyle and trends) play a role in shaping consumers' final purchase decisions on online fashion products?

## **LITERATURE REVIEW**

E-commerce is a modern trading system that replaces conventional methods through the use of Information and Communication Technology (ICT). Transactions in e-commerce can be in the form of business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), or consumer-to-consumer (C2C) relationships. Its development is aimed at improving the efficiency, speed, and ease of business activities. Systems such as Electronic Data Interchange (EDI) allow data exchange between companies digitally, without the need for physical documents.

Marketplace is a type of e-commerce that provides a digital space for many sellers to offer their products to consumers in a single platform. Marketplaces like Shopee allow various online stores to operate under one digital roof, giving consumers the flexibility to compare and choose products from various sellers. (Setyarko, 2016)

In addition, factors that influence consumers' purchasing decisions on platforms such as Shopee, Instagram, and other online stores include: product prices, quality of goods, ease of transactions, attractive offers (discounts and free shipping), and the variety of products available. Consumers also undergo a decision-making process consisting of: identification of needs, search for information, evaluation of alternatives, purchase decisions, and post-purchase behavior.

All of these aspects show that in the digital age, purchasing power is no longer only determined by revenue or price, but also by consumers' digital experience, platform image, and careful and adaptive marketing strategies. Novitasari, S.Pd., M. Ak, and Sari, S. Hum., M.M (2019).

Consumer purchasing decisions are the result of cognitive and emotional processes that involve various considerations such as needs, information, product evaluation, and belief in the brand or store. In e-commerce, this decision is greatly influenced by how attractive the digital promotion is received as well as how convincing the reviews or recommendations from other users are.

The ease of online shopping, time efficiency, flexibility, and the ability to compare prices and quality directly from different sellers, make digital platforms the top choice for consumers today – especially in the highly dynamic and trend-sensitive fashion sector. (Muttaqin, and Pasaribu, 2024).

Consumer behavior is the study of how individuals and groups select, purchase, use, and evaluate products or services to meet their needs and desires. According to Kotler and Keller (2016), this behavior includes cognitive, emotional, and real

processes influenced by the surrounding environment. Factors that drive consumers to behave include motivation, perception, learning, and memory, which collectively form the basis for decision-making.

Purchasing decisions are the mental and behavioral processes that consumers go through before deciding to buy a product. This process consists of five main stages: identification of needs, search for information, evaluation of alternatives, decision to purchase, and post-purchase evaluation (Kotler & Keller, 2017). Purchasing decisions are influenced by internal factors such as psychological and personal, as well as external factors such as social and cultural.

Factors influencing purchasing decisions include: 1) Culture, as the main determinant of consumer value and preferences; 2) Social, such as reference groups, families, roles, and status; 3) Personality, including age, occupation, lifestyle, and personality; 4) Psychological, such as motivation and perception.

In the context of fashion products, e-commerce has changed people's consumption patterns, especially women. Fashion not only serves as a basic need, but also as an expression of one's identity and lifestyle. This phenomenon is reinforced by digital trends, such as social media and influencer marketing, which encourage impulse and visual aspiration-based purchases.

Based on data from Katadata Insight Center and Kredivo, fashion products are the most popular category in online shopping in Indonesia, with a proportion of 22% of total e-commerce transactions in 2020. This shows the great interest of consumers in digital fashion and the importance of understanding the factors that drive their purchase. (Azzahra, 2022).

Service quality and price are closely related in influencing consumer purchasing behavior. The balance between the two must be the main focus of marketing strategies so that companies can meet customer expectations while achieving a competitive advantage in an increasingly dynamic market (Sianipar et al., 2023; Lubis et al., 2017 in Mulyadi and Pasaribu, 2024).

### ***Framework***

The rapid advancement of digital technology has brought a significant transformation in people's consumption patterns, including in the purchase of fashion products. This transformation led to a shift from traditional shopping methods to online shopping systems that are considered more practical, flexible, and easily accessible through mobile devices. E-commerce platforms and social media are now the main means of supporting the transaction process digitally.

Wide internet access, the existence of marketplace features, and various attractive offers such as discounts, cashback, and free shipping services, also encourage convenience and increase consumer opportunities to make purchases. Consumers' decisions to buy fashion products online are not only based on logical considerations such as price and quality of goods, but are also heavily influenced by emotional aspects – such as the push from social media, lifestyle, growing trends, and reviews from influencers.

Previous studies have shown that some of the main factors that influence consumer purchasing power decisions in the digital context include: 1) ease of access to technology, 2) time savings and ease of transaction processing, 3)

competitive price offers and promotions, 4) level of trust in platforms and security guarantees in transactions, 5) quality of service, 6) social media and the role of industry, 7) Emotional factors and product visualization, 8) Interaction between rational and emotional aspects

Based on these things, the framework of thinking in this study is designed to link technological advances and digitalization with changes in consumer behavior patterns. This research focuses on the analysis of the interaction between rational factors, including: efficiency, quality, and price. With emotional factors, such as lifestyle trends, visual appearance, and social media influences. In influencing consumers' decisions to buy fashion products through online platforms.

## **METHODOLOGY**

This study applies a qualitative approach using the literature study method. The selection of this method is considered appropriate to explore, understand, and analyze social dynamics related to changes in consumer behavior in purchasing fashion products in the digital era, by referring to various relevant literature.

The data sources in this study come from secondary literature, including scientific journals, academic books, research articles, industry reports, and digital publications related to consumer behavior, e-commerce, and digital marketing strategies. The selection of references is carried out purposively, namely by filtering sources that specifically review factors that influence purchasing decisions in the digital realm, especially in the fashion industry.

The data analysis process is carried out through the content analysis method, which is by identifying, classifying, and interpreting content from the literature obtained to find the main themes related to consumer purchasing power decisions online. To maintain the validity of the findings, source triangulation is carried out, namely by comparing the results of the study from various reliable and up-to-date references.

## **RESEARCH RESULT AND DISCUSSION**

This research was carried out with a qualitative approach through a literature study method to explore and analyze various factors that affect consumer decisions in purchasing fashion products in the digital era. Based on the results of the literature review, a number of important points were found that were directly related to the focus of the problem that had been formulated.

### ***Ease of Access Technology***

Advances in information technology allow people to connect to the internet faster and easier, especially through mobile devices. The speed and stability of the internet connection support consumer activities in accessing e-commerce and social media platforms anytime and anywhere. This condition offers convenience and flexibility, so many consumers are starting to switch from traditional shopping methods to online systems.

### ***Time Efficiency and Practical Transactions***

The fast-paced lifestyle of modern society makes online shopping a top choice because it saves time. Without having to go to a physical store, consumers can search for products and complete transactions directly through the app or website. This is very suitable for the characteristics of busy urban society and prioritizes efficiency and practicality in daily activities.

### ***Affordable Prices and Attractive Promotions***

Discounts, cashback, and free shipping are important factors in attracting the attention of online shoppers. Online fashion business actors take advantage of these various promotional strategies to attract and retain customers. In addition, the price comparison feature in the e-commerce platform helps consumers make more informed and economical purchasing decisions.

### ***Trust in the Platform and Transaction Security***

The level of consumer trust in the services of online shopping platforms greatly influences their decisions. Security in the payment system, clarity of other buyers' reviews, return policy, and seller reputation are factors that determine this trust. The higher consumer confidence, the greater the chance of online purchase transactions.

### ***Quality of Consumer Service***

Consumer satisfaction is greatly influenced by the seller's quick response, clarity of product information, and timeliness of delivery. When the service provided is satisfactory, it can build loyalty and increase the chances of repeat purchases. Conversely, poor service has the potential to hinder purchasing decisions from customers.

### ***Social Media Influence and Influencers***

Social media has evolved into an effective means of shaping consumer perceptions and decisions. Engaging visual content, user testimonials, and promotions carried out by influencers or public figures have an important role in generating buying interest. The aesthetic appearance of the product also strengthens the desire of consumers to buy to support their appearance or lifestyle.

### ***Consumptive Tendencies and Impulse Purchases***

Research shows that not all purchases are made on a need-based basis. Many consumers are driven by momentary emotions, such as being captivated by product displays, following fashion trends, or because of personalized ads that appear on digital media. This shows the strong tendency of impulsive behavior in the consumption of fashion products online.

### ***Thematic Analysis of Influencing Factors***

The results of the literature review indicate that all the factors that have been described are related to each other in influencing consumer purchasing decisions. Considerations in buying are not only based on logic such as price and

product quality, but are also greatly influenced by emotional and social aspects. For example, the urge to follow trends or influences from the digital environment is often more dominant than mere rational considerations.

#### Strategic Impact for Digital Fashion Business Actors

The results of these findings can be used as a basis for consideration for online-based fashion business people in designing marketing strategies that are more targeted and personalized. Some of the approaches that can be taken include:

- 1) Presenting high-quality product visual content to attract consumer interest.
- 2) Establish cooperation with influencers who have a close relationship with the target audience.
- 3) Improve the quality of customer service as well as optimize the overall user experience.
- 4) Implement a personalized promotional program that is tailored to consumer behavior segmentation.

With a thorough understanding of the various factors that influence purchasing decisions, digital fashion business actors can develop more adaptive and competitive strategies in dealing with the changing dynamics of the online market.

## **CONCLUSIONS AND RECOMMENDATIONS**

The development of digital technology has brought major changes to consumer behavior, especially in terms of purchasing fashion products. The shift from traditional shopping methods to online shopping through e-commerce and social media is not only driven by the aspects of convenience and efficiency, but also by the social and psychological factors that emerge in the digital age.

The results of the study show that consumers' decisions in purchasing fashion products online are influenced by several main factors, including:

- 1) Easy access to technology, allowing consumers to shop anytime and anywhere;
- 2) Time efficiency and ease of transaction process, which is in accordance with the practical lifestyle of modern society;
- 3) Competitive price offers and attractive promotions such as discounts, cashback, and free shipping services;
- 4) The level of trust in the platform, including payment security systems and information disclosure;
- 5) Quality of customer service, which includes response speed and timeliness of delivery;
- 6) The role of social media and influencer figures in shaping product perception and encouraging visual desire;
- 7) Consumptive attitude and tendency to make impulsive purchases influenced by emotions, trends, and visual appearance of products.

Overall, consumer purchasing decisions in the realm of digital fashion are the result of a combination of logical and emotional considerations. These findings emphasize the importance of responsive and data-driven marketing strategies for digital fashion businesses to optimize communication with consumers and create a satisfying shopping experience.

Based on the results of the research that has been conveyed, here are some suggestions that can be conveyed:

1. Business actors in the digital fashion sector should not only focus on price and product quality aspects, but also design effective visual and emotional approaches, for example through the use of social media and strategic cooperation with influencers to strengthen brand appeal.
2. E-commerce platform operators are advised to improve service quality and strengthen transaction security systems in order to build consumer trust and maintain long-term loyalty.
3. Meanwhile, consumers are expected to be able to be more rational in online shopping by considering between actual needs and emotional impulses, so that they can avoid impulsive shopping behavior.
4. For future researchers, it is recommended to develop this study using a quantitative approach or mixed methods in order to gain a deeper understanding of the influence of each variable on consumer purchasing decisions.

#### **ADVANCED RESEARCH**

Future research is encouraged to adopt a more comprehensive methodological approach by employing quantitative or mixed-methods designs to validate and measure the significance of each identified factor influencing consumer purchasing decisions in digital fashion. In particular, exploring the mediating roles of emotional triggers and social influence in the relationship between platform trust and impulsive buying behavior could offer deeper insights into consumer psychology. Moreover, comparative studies across different demographic groups, cultural contexts, or regional markets would enrich the understanding of how digital behavior patterns vary globally. Longitudinal studies could also be conducted to assess changes in consumer attitudes over time as digital ecosystems continue to evolve, especially with the emergence of technologies such as AI-driven recommendations, augmented reality try-on features, and live commerce.

## REFERENCES

- Alamin, Z., Missouri, R., Sutriawan, S., Fathir, F., & Khairunnas, K. (2023). Perkembangan E-commerce: Analisis Dominasi Shopee sebagai Primadona Marketplace di Indonesia. *J-ESA (Jurnal Ekonomi Syariah)*, 6(2), 120-131. (<https://ejournal.iaimbima.ac.id/index.php/jesa/article/view/2484>)
- Asep, S., & Subekti, SH (2020). Persepsi Harga, Risiko, Kualitas Informasi dan Pengaruhnya Terhadap Keputusan Pembelian Secara Online (Studi Kasus pada Kaum Milenial DKI Jakarta). (<http://repository.stei.ac.id/362/>)
- Ayumi, B., & Budiarmo, A. (2021). Pengaruh harga dan promosi terhadap keputusan pembelian melalui minat beli sebagai variabel intervening (studi pada konsumen Hypermart paragon semarang). *Jurnal Ilmu Administrasi Bisnis*, 10(2), 1169-1176.
- Azzahrah, F. (2022). Faktor-faktor Keputusan Pembelian Konsumen E-commerce Terhadap Produk Fashion Wanita Di Kota Makassar= Consumer Purchase Decision Factors Through E-Commerce on Women's Fashion Products in The City of Makassar (Doctoral dissertation, Universitas Hasanuddin). (<https://repository.unhas.ac.id/id/eprint/25318/>)
- Bakti, U. (2020). Pengaruh Kualitas Pelayanan, Produk dan Harga Terhadap Minat Beli Pada Toko Online Lazada di Bandar Lampung. *Jurnal Ekonomi*, 22(1), 101-118.
- Chan, A., & Raharja, SUJ (2021). Analisis faktor-faktor yang mempengaruhi keputusan pembelian konsumen pada industri kreatif di Kota Bandung, Indonesia. *Jurnal Internasional Perdagangan dan Pasar Global*, 14 (2), 213-223. (<https://www.inderscienceonline.com/doi/abs/10.1504/IJTGM.2021.114055>)
- Farki, A., & Baihaqi, I. (2016). Pengaruh online customer review dan rating terhadap kepercayaan dan minat pembelian pada online marketplace di Indonesia. *Jurnal Teknik ITS*, 5(2), A614-A619. (<https://ejournal.its.ac.id/index.php/teknik/article/view/19671>)
- Febriani, N., & Dewi, W. W. A. (2019). Perilaku konsumen di era digital: Beserta studi kasus. Universitas Brawijaya Press. ([https://books.google.co.id/books?hl=id&lr=&id=YXXRDwAAQBAJ&oi=fnd&pg=PR5&dq=+Perilaku+Konsumen+di+Era+Digital&ots=0asDACdN34&sig=CcG\\_XOz8ZZKTwRRtESFH-WGpY3I&redir\\_esc=y#v=onepage&q=Perilaku%20Konsumen%20di%20Era%20Digital&f=false](https://books.google.co.id/books?hl=id&lr=&id=YXXRDwAAQBAJ&oi=fnd&pg=PR5&dq=+Perilaku+Konsumen+di+Era+Digital&ots=0asDACdN34&sig=CcG_XOz8ZZKTwRRtESFH-WGpY3I&redir_esc=y#v=onepage&q=Perilaku%20Konsumen%20di%20Era%20Digital&f=false))
- Mulyadi, M., & Pasaribu, VLD (2024). Pengaruh Kualitas Pelayanan dan Harga terhadap Keputusan Pembelian pada PT Lautan Berlian Utama Motor Jakarta Barat. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 4 (1), 147-154. (<https://www.ojs.pseb.or.id/index.php/jmeh/article/view/680>)
- Muttaqin, AK, & Pasaribu, VLD. (2024). Pengaruh Digital Marketing dan Word of Mouth terhadap Keputusan Pembelian Produk Online pada E-Commerce Tokopedia (Studi Kasus pada Mahasiswa Prodi Manajemen S1

- Reguler C Kamis Universitas Pamulang). Tinjauan Ekonomi dan Bisnis Digital, 5 (2), 943-970. (<https://www.ojs.stieamkop.ac.id/index.php/ecotal/article/view/1347>)
- Nafisah, L., & Santoso, R. P. (2022). Pengaruh E-commerce, Harga dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas Hasyim Asy'ari yang Belanja Online di Shopee). *BIMA: Journal of Business and Innovation Management*, 5(1), 76-83. (<https://ejournal.unhasy.ac.id/index.php/bima/article/view/5647>)
- Nasution, A. E., Putri, L. P., & Lesmana, M. T. (2019, October). Analisis pengaruh harga, promosi, kepercayaan dan karakteristik konsumen terhadap keputusan pembelian konsumen pada 212 mart di kota medan. In *Prosiding Seminar Nasional Kewirausahaan* (Vol. 1, No. 1, pp. 165-173).
- Nasution, S. L. A., Limbong, C. H., & Ramadhan, D. A. (2020). Pengaruh kualitas produk, citra merek, kepercayaan, kemudahan, dan harga terhadap keputusan pembelian pada e-commerce shopee (Survei Pada Mahasiswa S1 Fakultas Ekonomi Jurusan Manajemen Universitas Labuhan Batu). *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 7(1), 43-53.
- Niam, M. F., Rumahlewang, E., Umiyati, H., Dewi, N. P. S., Atiningsih, S., Haryati, T., ... & Wajdi, F. (2024). Metode penelitian kualitatif ([https://repository.penerbitwidina.com/id/publications/567869/metod e-penelitian-kualitatif](https://repository.penerbitwidina.com/id/publications/567869/metod-e-penelitian-kualitatif))
- Novitasari, S.Pd., M. Ak, dan Sari, S. Hum., M.M (2019) mengatakan bahwa faktor yang mempengaruhi keputusan berbelanja online yaitu faktor harga, faktor kepercayaan, faktor kemudahan, faktor kualitas produk, faktor keamanan, dan faktor kualitas pelayanan. (<https://jurnal.pnj.ac.id/index.php/ekbis/article/view/2490>)
- Pasaribu, V. L. D. (2018). Analisis Pengaruh Promosi, Kualitas Produk Dan Desain Kemasan Terhadap Keputusan Pembelian Hand and Body Lotion Merek Citra (Studi Kasus Carrefour Pamulang, Tangerang Selatan). *Jurnal Pemasaran Kompetitif*, 1(4), 77-92. (<https://core.ac.uk/download/pdf/337610382.pdf>)
- Pasaribu, V. L. D., & Setiawan, R. (2024). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Keputusan Pembelian di Optik Sejahtera Depok. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 4(1), 155-163. (<https://www.ojs.pseb.or.id/index.php/jmeb/article/view/681>)
- Putri, A. A., Rahadatul'Aisyi, L., Permatasari, P. D., & Iskandar, T. (2024). ANALISIS PERILAKU MAHASISWI SEBAGAI KONSUMEN MUSLIM TERHADAP DAYA BELI PRODUK ONLINE DI E-COMMERCE SHOPEE. *ESENSI: Jurnal Manajemen Bisnis*, 8-24.
- Setyarko, Y. (2016). Analisis persepsi harga, promosi, kualitas layanan, dan kemudahan penggunaan terhadap keputusan pembelian produk secara online. *Jurnal Ekonomika dan Manajemen*, 5(2), 128-147. ([https://feb.budiluhur.ac.id/wp-content/uploads/2017/08/b.-Yugi\\_Analisis-persepsi-harga\\_rev.pdf](https://feb.budiluhur.ac.id/wp-content/uploads/2017/08/b.-Yugi_Analisis-persepsi-harga_rev.pdf))

- Sudirman, A., Alaydrus, S., Rosmayati, S., Syamsuriansyah, S., Nugroho, L., Arifudin, O., ... & Rijal, K. (2020). Prilaku konsumen dan perkembangannya di era digital (<https://repository.penerbitwidina.com/publications/314622/prilaku-konsumen-dan-perkembangannya-di-era-digital>)
- Sugiyono, D. (2010). Memahami penelitian kualitatif ([https://digilib.unigres.ac.id/index.php/index.php?p=show\\_detail&id=966&keywords=](https://digilib.unigres.ac.id/index.php/index.php?p=show_detail&id=966&keywords=))
- Wardhana, A. (2024). Perilaku Konsumen Di Era Digital. (<https://repository.penerbiteureka.com/publications/567181/perilaku-konsumen-di-era-digital>)