



The influence of product quality and brand image on purchasing decisions in tiktok shop within the context of Batam city

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ABSTRACT

This study investigates the influence of product quality and brand image on purchase decisions among TikTok Shop consumers in Batam City, Indonesia. Using a quantitative approach and multiple linear regression analysis, data were collected from 100 respondents selected through purposive sampling. The findings reveal that both product quality and brand image have a positive and significant effect on purchase decisions. Specifically, higher perceived product quality, measured through performance, features, reliability, conformity, durability, service capability, aesthetics, and perceived quality, enhances consumer willingness to purchase. Similarly, a strong brand image, comprising company image, user image, and product image, significantly increases consumers' likelihood of making purchase decisions. These results align with previous research emphasizing that product attributes and brand perception are key determinants of consumer behavior in e-commerce environments. The study provides both theoretical and practical implications, particularly for online sellers and digital marketing strategists seeking to strengthen consumer trust and drive purchase intentions on live-streaming commerce platforms.

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1. INTRODUCTION

The rapid advancement of information and communication technologies has profoundly transformed global patterns of interaction and transaction. Within the era of the Fourth Industrial Revolution, characterized by the rise of digital industries and smart infrastructures (Yong et al., 2020), globalization has accelerated the reliance on technology as an essential component of daily life. One of the most significant outcomes of this transformation is the widespread integration of the internet. The increasing internet penetration and smartphone adoption have driven a surge in online shopping activities in Indonesia. With growing economic prosperity and a rising demand for convenience, digital platforms have become indispensable in fulfilling consumer needs. As observed in daily practices, Indonesians now integrate the internet into nearly every aspect of their lives.

The rapid expansion of online markets underscores the need for efficient logistics and integrated supply chains. Among the most prominent effects of this digital evolution is the widespread use of e-commerce as a primary medium for shopping. Data from Databoks (2025) and the Ministry of Trade's Data Center and Information System (PDSI Kemendag) indicate that e-

commerce usage in Indonesia has increased consistently from 2020 to 2025, with a peak projected in 2025, highlighting its vast potential in the national economy.

Indonesia's major economic hubs, Jakarta, Surabaya, Medan, and Batam, play crucial roles in the development of technology-based industries. Batam, in particular, has emerged as a significant center for technological and industrial innovation (Rudiansyah, 2025). Initially envisioned by B.J. Habibie as a high-tech, export-oriented industrial zone, Batam now stands as one of Indonesia's most digitized cities and has been designated a national hub for digital commerce (BP Batam, 2025). This makes Batam City an empirically relevant context for studying purchasing decisions on TikTok Shop because it represents one of Indonesia's most rapidly digitalizing urban economies, where the adoption of live-streaming commerce is notably high among both consumers and microenterprises. The city's strategic proximity to Singapore, high internet penetration, and concentration of digitally oriented SMEs create a distinctive environment in which shifts in consumer behavior toward online and impulsive purchases can be observed more dynamically than in other Indonesian regions. The increasing digitalization of Batam's economy has shifted local consumer behavior toward online shopping, as internet access and information technologies facilitate more efficient and practical purchasing processes.

E-commerce provides tangible benefits to consumers and Micro, Small, and Medium Enterprises (MSMEs) alike by enhancing operational efficiency and expanding market reach (Dermawan & Mulyanti, 2023). It eliminates the need for physical stores, reduces operational costs, and allows flexible shopping experiences. Among various e-commerce platforms, TikTok Shop has gained remarkable popularity. Developed by ByteDance in 2012 under the leadership of Zhang Yiming and Liang Rubo, TikTok Shop combines entertainment and commerce, reflecting the evolving nature of digital trade.

In late 2023, TikTok Shop underwent a structural integration in Indonesia following regulatory non-compliance with Ministry of Trade Regulation No. 31/2023 on electronic commerce licensing and supervision (Catriona & Sukmana, 2023). Subsequently, TikTok Shop resumed operations through a strategic partnership with PT GoTo Gojek Tokopedia (GoTo), the parent company of Tokopedia, resulting in a joint operational model under PT Tokopedia (Puspapertiwi & Pratiwi, 2023). Despite this collaboration, Databoks (2025) and Katadata (2025) show that TikTok Shop remains distinct from Tokopedia in user perception, ranking second among Indonesia's most visited e-commerce platforms.

The platform's live-streaming feature, which allows real-time product demonstrations and limited-time offers, has been found to stimulate impulsive purchases through emotional triggers such as urgency and price discounts (Prasetyorini & Suprajang, 2023). However, this has also led to concerns over overclaiming practices by influencers (Rahman, 2023). The Indonesian Food and Drug Authority (BPOM) announced in early 2025 that it would summon influencers involved in overclaim content related to skincare products on TikTok Shop, as these misleading promotions have caused consumer distrust (Dali, 2024).

According to (Handayani & Sutawijaya, 2024) and (Alfira et al., 2021), purchasing decisions are influenced by product quality and brand image. Consumers tend to prefer well-known brands that evoke pride and confidence (Lattifia et al., 2025). While TikTok Shop seeks to maintain consumer satisfaction through "shoppertainment" strategies, integrating entertainment and commerce, numerous user complaints reveal dissatisfaction with its overall performance. User reviews on Playstore and Media Konsumen (2025) highlight recurring issues, including complex integration with Tokopedia, system errors, courier limitations, high transaction fees, poor interface responsiveness, and false bot detections. These experiences have negatively affected TikTok Shop's brand image and consumer trust.

In addition, misinformation within TikTok Shop's ecosystem has become a growing challenge. Data from Reuters Institute and YouGov (2025) show TikTok as one of the platforms with the highest levels of misinformation, following Facebook and X (Yonatan, 2023). This has eroded user confidence and further harmed the platform's reputation. Moreover, allegations of predatory pricing, selling goods below production cost, have drawn criticism from the Indonesian Ministry of Cooperatives and SMEs, which accused TikTok Shop of undermining local MSMEs

(Intan, 2023). Consequently, the government introduced Ministry of Trade Regulation No. 31/2023 to prohibit predatory pricing and protect domestic industries.

Beyond brand image, product quality remains a decisive factor in purchasing behavior (Handayani & Sutawijaya, 2024). As defined by (Cesariana et al., 2022), product quality encompasses all attributes that fulfill consumer needs and expectations. Consumers are attracted to platforms that provide reliable payment systems and seamless user experiences. TikTok Shop's payment integration with Tokopedia, however, has introduced confusion among users, leading to hesitation and transaction delay. User complaints reported by Media Konsumen (2025) also emphasize delivery failures, refund delays, and inadequate coordination between logistics partners and the marketplace, as illustrated by cases involving J&T Express (2025). Despite the growing number of studies on e-commerce and online purchasing behavior in Indonesia, there remains a notable research gap regarding how product quality and brand image interact within live-streaming-based social commerce models such as TikTok Shop. Prior literature has predominantly examined conventional e-commerce platforms that lack real-time interaction features, leaving limited empirical understanding of how consumer perceptions of product reliability and brand trust are shaped by live content, influencer behavior, and impulsive purchasing dynamics in social commerce ecosystems.

Collectively, these operational and reputational challenges illustrate the complex interplay between product quality, brand image, and purchasing decisions within Indonesia's digital commerce landscape. Persistent consumer dissatisfaction, misinformation, and unfair competition practices have diminished TikTok Shop's standing in the market. Given these developments, this study seeks to examine "The Influence of Product Quality and Brand Image on Purchasing Decisions in TikTok Shop within the Context of Batam City".

2. RESEARCH METHOD

2.1 Research Design

This study adopts a quantitative research design grounded in the positivist paradigm (Sugiyono, 2023), aimed at testing hypotheses through numerical data analysis. The research examines the relationship between product quality (X_1) and brand image (X_2) on purchase decision (Y) using statistical methods. It is causal-associative and descriptive-verify, seeking to explain cause-effect relationships between independent and dependent variables while verifying hypotheses empirically. The operational definitions describe how each variable is measured: product quality (X_1) represents attributes, features, and specifications that fulfill consumer needs, with indicators such as performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality, measured via a Likert scale; brand image (X_2) reflects consumer perception of the brand through company, user, and product image (Putra & Elpanso, 2023); and purchase decision (Y) refers to consumer purchasing actions, measured through indicators of product choice, place choice, purchase quantity, timing, and payment method (Varidah et al., 2022).

The population consists of all TikTok Shop consumers residing in Batam City, with an unknown total size (infinite population). The sample size was determined using the Lemeshow formula (Sundari et al., 2024):

$$n = \frac{Z^2 \times P \times (1-P)}{D^2} \quad (1)$$

where $Z = 1.96$, $P = 0.5$, and $D = 0.1$; yielding $n = 96.04$, rounded to 100 respondents. Sampling was conducted purposively, selecting respondents over 17 years old who actively shop on TikTok Shop in Batam and have made at least one purchase. The purposive sampling technique was chosen because the total population of TikTok Shop users in Batam is not precisely known, and not all internet users in the city engage in live-streaming commerce. This non-probability approach ensures that only respondents with actual purchasing experience on TikTok Shop are included, thereby increasing the validity and contextual relevance of the data. By focusing on active users who meet predefined behavioral and demographic criteria, purposive sampling effectively represents the characteristics of Batam's digital consumer segment and aligns with the study's objective to capture experience-based purchasing decisions. Primary data were collected

via online questionnaires distributed through WhatsApp and Instagram using Google Forms, while secondary data were obtained from literature, prior studies, and official statistics (Sugiyono, 2023).

Responses were measured on a five-point Likert scale (Varidah et al., 2022), where 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, and 1 = Strongly Disagree. Data were analyzed using SPSS, combining descriptive and inferential statistics to test hypotheses.

Descriptive analysis used the formula $RS = \frac{n(m-1)}{m}$ (2) (Sugiyono, 2023) with $n = 100$ and $m = 5$, giving $RS = 80$; category ranges were 100–180 (Strongly Disagree), 181–260 (Disagree), 261–340 (Neutral), 341–420 (Agree), and 421–500 (Strongly Agree).

Data quality was tested on the first 30 respondents for validity and reliability. Validity was assessed using the Pearson Product Moment (Dharma, 2021):

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{(N\sum X^2 - (\sum X)^2)(N\sum Y^2 - (\sum Y)^2)}} \quad (3)$$

where items are valid if $r_{count} > r_{table}$ at $\alpha = 0.05$.

Reliability was measured with Cronbach's Alpha (Sahir, 2021):

$$r_{11} = \frac{k}{k-1} \left(1 - \frac{\sum S_i^2}{S_t^2}\right) \quad (4)$$

where $r_{11} > 0.6$ indicates acceptable reliability.

Classical assumption tests included the Kolmogorov–Smirnov test for normality (data normal if significance > 0.05), VIF and Tolerance for multicollinearity (VIF < 10 indicates no issue), and heteroskedasticity testing through scatterplot and significance evaluation (Ghozali, 2023; Sahir, 2021).

The influence of variables was analyzed using multiple linear regression (Sahir, 2021):

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n \quad (5)$$

where Y is the dependent variable, a the constant, and b_i the regression coefficients. The coefficient of determination (R^2) measured the extent of influence of independent variables on the dependent variable (Sahir, 2021). Hypothesis testing employed the t-test for partial effects (Ghozali, 2023):

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \quad (6)$$

where significance occurs if $t_{count} > t_{table}$ and $p < 0.05$, and the F-test for simultaneous effects (Sugiyono, 2023):

$$F = \frac{(r^2/k)}{((1-r^2)/(n-k-1))} \quad (7)$$

With significance indicated when $F_{count} > F_{table}$ and $p < 0.05$. The research was conducted in Batam City, with a flexible schedule covering all stages from proposal preparation to final defense. The methodological design also allows this research to interpret the paradox between consumers' generally positive perceptions of product quality and brand image and the simultaneous prevalence of user complaints about TikTok Shop's operational issues. By combining quantitative measurements of satisfaction and purchasing behavior with targeted sampling of active users, the study provides an empirical foundation to explain why favorable evaluations coexist with persistent dissatisfaction in user-generated feedback channels, such as Playstore and Media Konsumen.

3. RESULTS AND DISCUSSIONS

3.1 Results

The research focuses on the TikTok Shop platform, officially launched in Indonesia in 2021, which integrates social media engagement with e-commerce activities through the innovative concept of *Shoppertainment*. This model enables Micro, Small, and Medium Enterprises (MSMEs)

and brands to reach digital markets by selling products directly via short videos, live streams, and an in-app shopping tab. Initially operating under the concept of Social Commerce, TikTok Shop distinguished itself from traditional e-commerce by utilizing algorithm-driven content discovery to organically reach targeted audiences. Its rapid growth, particularly among younger users, has established TikTok Shop as one of Indonesia's fastest-growing digital commerce platforms. By 2025, it had further strengthened its role as a primary online shopping destination for both lifestyle and daily products, introducing advanced live commerce features and creator tools that contribute to the digital transformation of MSMEs and Indonesia's creative economy.

The respondents' characteristics, which serve to ensure the precision and relevance of the information collected, include gender, age, occupation, and monthly income. Based on 100 valid responses, the gender distribution shows that 57% of respondents were female and 43% were male. The age composition reveals that 31% were below 22 years old, 37% were between 23–28, 25% between 29–34, and 7% above 35. In terms of occupation, 34% were students, 31% civil servants, 26% entrepreneurs, and 9% housewives. Monthly income levels varied, with 43% earning below IDR 2,000,000, 5% between IDR 2,100,000–4,000,000, 44% between IDR 4,100,000–6,000,000, and 8% above IDR 6,000,000. These distributions indicate a predominantly young, digitally active population with moderate income levels, aligning with TikTok Shop's target demographic.

Respondents' perceptions were measured through 30 questionnaire items: 11 for product quality (X_1), 11 for brand image (X_2), and 8 for purchase decision (Y). Each item used a five-point Likert scale. The descriptive analysis for product quality (X_1) yielded an average score of 386.63 (mean = 3.87), placing it within the "agree" category (Data Processing, 2025). Respondents agreed that TikTok Shop offers a reliable purchasing system, attractive promotions, integrated "shoppable content" within videos, and adequate data security. Similarly, the brand image variable (X_2) produced an average score of 370.81 (mean = 3.71), also categorized as "agree." Users perceived TikTok Shop as a creative platform combining entertainment and commerce, with accessible and trustworthy sellers. For the purchase decision variable (Y), the mean score reached 385.12 (mean = 3.85), signifying that respondents generally agreed they were satisfied with their purchases and intended to continue using and recommending TikTok Shop.

Data quality testing confirmed that all variables met validity and reliability requirements. Validity testing using Pearson's correlation ($r_{\text{table}} = 0.196$) indicated that all product quality (X_1), brand image (X_2), and purchase decision (Y) items were valid, with r_{count} values ranging between 0.713–0.833 (Data Processing, 2025). Reliability analysis based on Cronbach's Alpha yielded coefficients of 0.934 for product quality, 0.924 for brand image, and 0.924 for purchase decision, exceeding the 0.60 threshold, thus confirming internal consistency.

Classical assumption tests demonstrated that the data fulfilled regression prerequisites. The normality test using histograms, P–P plots, and the Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) of $0.200 > 0.05$, indicating normal data distribution. Multicollinearity testing showed tolerance values of 0.967 and VIF values of 1.034 for both independent variables, confirming the absence of multicollinearity. The scatterplot for heteroskedasticity testing displayed no discernible pattern, suggesting homoscedastic data distribution.

The multiple linear regression analysis produced the following equation:

$$Y = 9.773 + 0.373X_1 + 0.198X_2 + e \quad (8)$$

(Constant = 9.773; Data Processing, 2025). The results indicate that both independent variables have a positive and significant effect on purchase decisions. A one-point increase in product quality (X_1) is predicted to raise purchase decision (Y) by 0.373 points, while a one-point increase in brand image (X_2) raises it by 0.198 points.

The coefficient of determination (Adjusted R^2) was 0.458, indicating that 45.8% of the variation in purchase decision (Y) can be explained by product quality and brand image, while 54.2% is influenced by other factors not included in the model (Data Processing, 2025). Partial hypothesis testing (t-test) showed that product quality (X_1) had a t_{value} of 8.483 ($p < 0.05$) and brand image (X_2) had a t_{value} of 5.085 ($p < 0.05$), both exceeding the t_{table} value of 1.984. This supports hypotheses H_1 and H_2 , confirming that both variables significantly and positively influence purchase decisions on TikTok Shop. The simultaneous F-test revealed an F_{value} of 42.804 ($p <$

0.05), surpassing the F_{table} of 3.089, thereby supporting hypothesis H_3 and verifying that product quality (X_1) and brand image (X_2) jointly exert a significant and positive effect on purchase decisions (Y).

Overall, the findings affirm that TikTok Shop's integrated social commerce model effectively enhances consumer purchase decisions through its strong product quality management and appealing brand image, contributing significantly to the digital economic landscape in Indonesia.

3.2 Discussion

As shown in Results, the t -value obtained for Product Quality (X_1) is 8.483, which exceeds the t -table value. Moreover, the corresponding significance value is less than 0.05, indicating that H_1 is accepted. This finding confirms that the Product Quality variable (X_1) has a positive and significant effect on Purchase Decisions (Y) on the TikTok Shop e-commerce platform.

This result demonstrates that the better the product quality perceived by consumers on the TikTok Shop application, the stronger their intention to make a purchase. High product quality, characterized by conformity to description, durability, and reliability, provides assurance and reduces perceived risk, particularly in live-streaming commerce contexts where trust and real-time evaluation are crucial (Simanjuntak & Saputra, 2024). Therefore, improved product quality directly enhances consumer purchasing decisions on TikTok Shop.

These findings are consistent with those of (Handayani & Sutawijaya, 2024), who concluded that product quality has a positive and significant impact on purchase decisions. Similarly, (Simbolon et al., 2020) found that product quality partially and significantly influences consumer purchase decisions. Collectively, these results reinforce the conclusion that product quality is a critical determinant of consumer purchasing behavior in digital commerce environments (Kusuma et al., 2022).

As indicated in Results, the t -value obtained for Brand Image (X_2) is 5.085, which is greater than the t -table value. Additionally, the significance value is below 0.05, leading to the conclusion that H_2 is accepted. Thus, the Brand Image variable (X_2) has a positive and significant effect on Purchase Decisions (Y) in the TikTok Shop e-commerce platform.

This finding indicates that a stronger and more favorable brand image formed in the minds of customers, encompassing the company's reputation, the perceived identity of brand users, and the image of the products offered, leads to higher consumer purchase decisions. In other words, when consumers perceive TikTok Shop as a credible, modern, and trustworthy brand, their likelihood of making purchases increases accordingly.

The present findings align with prior studies by (Handayani & Sutawijaya, 2024), who explicitly demonstrated that brand image has a positive and significant influence on purchase decisions, and by (Varidah et al., 2022), who confirmed that brand image is an essential factor shaping consumer purchase behavior.

3.3 Implications of the Findings

The implications of this study represent the consequences derived from the conducted research and serve as a comparative reference for previous studies. The theoretical implication of this research lies in the empirical verification that the independent variables, product quality and brand image, tested using multiple linear regression analysis, have a significant effect on the dependent variable, purchase decision. This finding reinforces existing theoretical frameworks suggesting that both product-related and brand-related attributes substantially shape consumer purchasing behavior within the context of e-commerce platforms (Ramli et al., 2025).

From a practical perspective, the implications highlight two main dimensions. First, the product quality variable, measured through eight indicators, namely performance, features, reliability, conformity, durability, service ability, aesthetics, and perceived quality, was found to exert a positive and significant partial effect on purchase decisions. This implies that enhancing these aspects of product quality can effectively increase consumer confidence and stimulate purchase intentions on digital shopping platforms. Moreover, the finding that product quality exerts a greater influence than brand image in the social commerce context suggests that consumers on

platforms like TikTok Shop prioritize tangible product attributes over symbolic brand perceptions. In live-streaming environments where purchasing decisions occur rapidly, consumers tend to rely on observable cues such as product performance, functionality, and reliability rather than long-term brand reputation. This indicates a behavioral shift toward utilitarian and experience-based evaluations, emphasizing that consistent product quality remains the dominant determinant of trust and purchase continuity in social commerce ecosystems. Second, the brand image variable, assessed through three indicators comprising company image, user image, and product image, also demonstrated a positive and significant partial influence on purchase decisions. These results suggest that maintaining a strong, credible, and appealing brand image across all dimensions contributes meaningfully to consumers' purchasing choices, particularly within competitive online marketplaces such as TikTok Shop.

4. CONCLUSION

Based on the analysis results, this study concludes that product quality and brand image both have a positive and significant impact on purchase decisions among TikTok Shop consumers in Batam City. The empirical evidence indicates that improved product quality, reflected through superior performance, durability, and reliability, directly increases consumer confidence and satisfaction, thereby enhancing purchase decisions. Likewise, a strong and favorable brand image contributes to shaping consumers' perceptions and emotional attachment to the product, further encouraging purchasing behavior. These findings reinforce prior studies asserting that product excellence and brand reputation are critical factors influencing consumer decision-making in digital commerce. Theoretically, this research supports the application of consumer behavior and marketing mix theories, confirming that tangible product attributes and intangible brand perceptions jointly influence purchasing patterns. Practically, the study implies that businesses operating within e-commerce platforms such as TikTok Shop should prioritize maintaining consistent product quality and cultivating a positive brand image to enhance competitiveness and customer loyalty. For MSMEs and live sellers, these results highlight the need to ensure product authenticity, transparent communication, and responsive service to strengthen consumer trust and repeat purchases. Future research may extend this model by incorporating moderating variables such as consumer trust or online review credibility to provide a more comprehensive understanding of purchasing dynamics in live-streaming commerce contexts. Future studies could integrate variables such as influencer credibility, live-stream engagement, and algorithmic exposure to deepen understanding of consumer decision-making in social commerce.

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