

THE EFFECT OF PRODUCT QUALITY, PRICE, CONSUMER TRUST, AND TIKTOK LIVE SHOPPING FEATURES ON PURCHASE DECISIONS FOR TAZZI SKINCARE PRODUCTS IN KRUENG MANE, NORTH ACEH

Rahmatul Ulia¹, Khairina AR^{2*}, Rusydi³, Halida Bahri⁴

Management Study Program, Faculty of Economics and Business, Universitas Malikussaleh,
Lhokseumawe, Indonesia

Corresponding Author: khairina@unimal.ac.id^{2*}

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Abstract

This study is motivated by the rapid growth of the beauty industry and digital marketing, particularly the use of the live shopping feature on the TikTok platform, which enables real-time interaction between sellers and consumers. It aims to examine the partial and simultaneous effects of product quality, price, consumer trust, and the TikTok live shopping feature on purchase decisions for Tazzi skincare products in Krueng Mane, North Aceh. Primary data were collected through a questionnaire distributed to 140 respondents who had purchased Tazzi skincare products, using a purposive sampling technique. The research instrument was tested for validity and reliability using Cronbach's Alpha, while the classical assumption tests covered multicollinearity, heteroscedasticity, and normality. Data were analyzed using multiple linear regression, the coefficient of determination (R^2), the t-test, and the F-test with SPSS. The results show that product quality ($t = 2.534$; $\text{sig.} = 0.012$), price ($t = 2.442$; $\text{sig.} = 0.016$), consumer trust ($t = 2.580$; $\text{sig.} = 0.011$), and the live shopping feature ($t = 2.483$; $\text{sig.} = 0.014$) each have a positive and significant partial effect on purchase decisions. Simultaneously, the four variables significantly affect purchase decisions ($F = 15.432$; $\text{sig.} = 0.001 < 0.05$). These findings confirm that product quality, price, consumer trust, and the live shopping feature, both partially and simultaneously, positively and significantly influence purchase decisions for Tazzi skincare products in Krueng Mane, North Aceh.

Keywords: Consumer Trust; Live Shopping Feature; Price; Product Quality; Purchase Decision.

INTRODUCTION

The beauty industry in Indonesia has grown rapidly, driven by changing lifestyles, growing self-care awareness, and easier access to information through digital media; what was once limited to simple cosmetics has evolved into broader skin, hair, body, and wellness care. Within this shift, product quality remains a primary consideration, as consumers choose skincare products that offer real benefits, are safe, properly licensed, and suited to their skin needs, so that perceived quality strongly shapes repeat purchases. Price is equally important, as consumers weigh cost against benefit and purchasing power, making affordably priced products offered through attractive promotions more appealing than costlier alternatives; the combination of the right price, good quality, and promotion through TikTok's live shopping feature can therefore jointly shape consumer purchase decisions.

To stay competitive amid this growing interest in skincare, businesses increasingly rely on innovative digital marketing, most notably the live shopping feature on TikTok, which allows sellers to demonstrate products, explain benefits and usage, and interact with prospective buyers in real time, making the shopping experience more engaging and persuasive. Tazzi is one of the local beauty brands built on this strategy: although relatively new, its products are BPOM-certified, clinically tested, and halal-certified, with a range spanning whitening, glowing, body lotion, and brightening serum lines that suit many Indonesian consumers' preference for bright and healthy skin, and its affordable prices have helped the brand go viral and reach a market share of around 4.5% in Indonesia's digital beauty industry (Top Brand Award, 2025) still behind major brands such as Garnier, Wardah, and Maybelline, but with clear room to grow.

In Krueng Mane, Muara Batu Sub-district, North Aceh Regency, high TikTok usage among teenagers and young adults has fuelled interest in purchasing skincare online, including Tazzi products marketed through live shopping

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sessions featuring discounts, bonus items, testimonials, and limited-time offers; a preliminary survey of 15 Tazzi users on 11 May 2026 found that most perceived the product quality and price favourably, though some still doubted the product quality or had differing experiences. Purchase decision-making itself is the process by which consumers select among alternatives and act on that choice, and prior studies show mixed evidence on what drives it: product quality has been found to significantly affect purchase decisions (Hidayat, 2021; Yuniwinarti & Zed, 2023) but not always (Nurmalasari & Istiyanto, 2021); price shows a similar pattern of significant (Gracia *et al.*, 2024; Kore *et al.*, 2023) and non-significant effects (Sri Mulyana, 2021); consumer trust essential when buyers cannot directly see or try a product has been found significant by Pakpahan and Idris (2022) and Novitasari and Hidayati (2023) but not by Hashifah and Nasution (2024); and the live shopping feature, which combines real-time broadcasting with online shopping (Bisari *et al.*, 2025), was found significant by Pasya *et al.* (2025) and Agustin and Asteria (2026) but not by Safitri *et al.* (2025).

Given these inconsistent findings and the limited research jointly examining product quality, price, consumer trust, and the TikTok live shopping feature for a local beauty brand, this study addresses how each of these four factors partially and simultaneously affects the purchase decision for Tazzi skincare products in Krueng Mane, North Aceh, and accordingly aims to determine and analyze their partial and simultaneous effects on that purchase decision.

LITERATURE REVIEW

Purchase Decision

Purchase decision refers to the series of actions consumers take in deciding to buy a product, comprising problem identification, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behaviour (Najah, 2023).

Product Quality

Product quality is a product's ability to meet or exceed consumer needs and expectations through its performance, benefits, and attributes. Good product quality increases consumer satisfaction and influences the purchase decision, and is commonly assessed through performance, additional features, reliability, conformance to specification, durability, and aesthetics (Nurul *et al.*, 2023).

Price

Price is the monetary value exchanged for a good, through which a consumer obtains that good and its associated benefit within a given period. Price indicators include affordability, price–quality conformity, competitiveness relative to rival products, price–benefit conformity, and conformity with consumers' purchasing power (Mesita & Wahyudi, 2024).

Consumer Trust

Consumer trust is the degree of confidence a consumer has in the competence, integrity, reliability, and credibility of a seller, brand, or platform to fulfil its promises and deliver the expected product or service, thereby reducing perceived uncertainty and risk in the purchase process. Its indicators include belief in the seller's honesty, reliability, competence, and attentiveness to consumer interests, feeling safe when transacting, and willingness to rely on the seller (Pakpahan & Idris, 2022).

Live Shopping Feature

The live shopping feature is a real-time interactive selling format that provides product information and promotions during a live broadcast. Its key indicators are seller credibility, promotion system, interactivity, transaction convenience, social influence, and an engaging shopping experience (Nindiyasti & Susanti, 2026).

Hypothesis Development

Product quality is expected to positively influence purchase decisions, as consumers who perceive a skincare product to be safe, effective, and suited to their needs are more inclined to buy it (H1). Price is expected to positively influence purchase decisions, since an appropriate, competitive, and affordable price increases the likelihood of purchase (H2). Consumer trust is expected to positively influence purchase decisions, because higher trust in the seller or brand reduces perceived risk in an online transaction (H3). The live shopping feature is expected to positively influence purchase decisions, as real-time interaction, product demonstration, and live promotions increase

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consumer confidence before purchasing (H4). Finally, product quality, price, consumer trust, and the live shopping feature are expected to jointly and significantly influence purchase decisions (H5). Based on this reasoning, the conceptual framework positions product quality (X_1), price (X_2), consumer trust (X_3), and the live shopping feature (X_4) as independent variables influencing the purchase decision (Y), both partially and simultaneously.

METHOD

This research was conducted in Krueng Mane, Muara Batu Sub-district, North Aceh Regency, Aceh Province, with the subjects being consumers who had purchased Tazzi skincare products through TikTok. The population comprised all consumers in Krueng Mane who had used Tazzi skincare products, an exact number of which was unknown. The sample size was determined by multiplying the number of indicators (28) by 5, yielding a sample of 140 respondents. Sampling used a non-probability, purposive technique, with respondents required to reside in Krueng Mane and to have purchased a Tazzi skincare product through the TikTok live shopping feature.

Primary data were collected through questionnaires distributed directly to respondents, using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The operational definitions of the research variables are presented in Table 1.

Table 1. Operational Variables

Variable	Definition	Indicators	Scale
Purchase Decision (Y)	The series of actions consumers take in deciding to purchase a product.	Problem identification; information search; evaluation of alternatives; purchase decision; post-purchase behaviour (Najah, 2023)	1–5
Product Quality (X1)	A product's ability to meet or exceed consumer needs and expectations.	Performance; additional features; reliability; conformance to specification; durability; aesthetics (Nurul et al., 2023)	1–5
Price (X2)	The monetary value exchanged for a product and its benefit.	Affordability; price–quality conformity; price competitiveness; price–benefit conformity; conformity with purchasing power (Mesita & Wahyudi, 2024)	1–5
Consumer Trust (X3)	Consumer confidence in the seller's competence, integrity, and reliability.	Seller honesty; reliability; competence; attentiveness to consumer interests; transaction safety; willingness to rely on the seller (Pakpahan & Idris, 2022)	1–5
Live Shopping Feature (X4)	Real-time interactive selling with product information and promotion during broadcast.	Seller credibility; promotion system; interactivity; transaction convenience; social influence; engaging shopping experience (Nindiyasti & Susanti, 2026)	1–5

Source: developed by the authors (2026)

Instrument validity was assessed by comparing the calculated r-value with the r-table value, while reliability was tested using Cronbach's Alpha through IBM SPSS Statistics, with a threshold of ≥ 0.60 considered reliable (Saidah et al., 2026). Classical assumption tests included multicollinearity (tolerance > 0.10 and VIF < 10), heteroscedasticity (Glejser test), and normality (One-Sample Kolmogorov–Smirnov test, histogram, and normal P–P plot).

Data were analyzed using multiple linear regression to identify the direction and magnitude of the effect of product quality (X_1), price (X_2), consumer trust (X_3), and the live shopping feature (X_4) on purchase decisions (Y), expressed as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

where Y is the purchase decision, a is the constant, b_1 – b_4 are the regression coefficients, X_1 – X_4 are the independent variables, and e is the error term. The coefficient of determination (R^2) was used to assess how well the model explains variation in the dependent variable (Fatmawati & Lubis, 2020). Hypotheses were tested using the t -

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test at a 5% significance level (H1–H4 accepted if t-count > t-table and sig. < 0.05) and the F-test to determine the simultaneous effect of the independent variables (H5 accepted if F-count > F-table and sig. < 0.05).

RESULTS AND DISCUSSION

Respondent Characteristics

The 140 respondents were dominated by women (88.6%), consumers above 27 years old (37.1%), those categorised as “other” occupations (38.6%), those earning Rp1,000,000–Rp1,500,000 per month (35.7%), and those who had used Tazzi skincare products for less than one month (43.6%), as summarised in Table 2.

Table 2. Respondent Characteristics

Category	Group	n	%
Gender	Male	16	11.4
	Female	124	88.6
Age	16–19 years	12	8.6
	20–23 years	30	21.4
	24–27 years	46	32.9
	> 27 years	52	37.1
Occupation	Student	35	25.0
	Civil/private employee	19	13.6
	Self-employed	3	2.1
	Homemaker	29	20.7
	Other	54	38.6
Monthly income	< Rp1,000,000	38	27.1
	Rp1,000,000–Rp1,500,000	50	35.7
	Rp1,500,000–Rp2,000,000	30	21.4
	Rp2,000,000–Rp2,500,000	8	5.7
	> Rp3,000,000	14	10.0
Duration of use	< 1 month	61	43.6
	1–3 months	50	35.7
	> 3 months	29	20.7

Source: processed by the authors (2026)

Validity and Reliability

All 28 questionnaire items produced a calculated r-value greater than the r-table value, confirming that every item was valid. As shown in Table 3, Cronbach's Alpha for every variable exceeded the 0.60 threshold, so all constructs were reliable.

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Table 3. Reliability Test

Variable	Cronbach's Alpha	Standard	Conclusion
Product Quality (X1)	0.966	0.60	Reliable
Price (X2)	0.959	0.60	Reliable
Consumer Trust (X3)	0.960	0.60	Reliable
Live Shopping Feature (X4)	0.968	0.60	Reliable
Purchase Decision (Y)	0.962	0.60	Reliable

Source: processed by the authors (2026)

Classical Assumption Tests

The multicollinearity test (Table 4) shows tolerance values above 0.10 and VIF values below 10 for all independent variables, indicating no multicollinearity problem. The Glejser heteroscedasticity test showed residuals scattered randomly above and below zero with no discernible pattern, indicating homoscedasticity. The normality test using One-Sample Kolmogorov–Smirnov produced an Asymp. Sig. (2-tailed) of 0.200, well above 0.05, and the histogram and normal P–P plot both showed residuals following a bell-shaped, diagonal pattern, confirming that the regression residuals were normally distributed.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF
Product Quality (X1)	0.758	1.320
Price (X2)	0.854	1.171
Consumer Trust (X3)	0.792	1.262
Live Shopping Feature (X4)	0.813	1.231

Source: processed by the authors (2026)

Multiple Linear Regression

The regression results in Table 5 yield the equation $Y = 2.869 + 0.180X_1 + 0.204X_2 + 0.189X_3 + 0.172X_4$. The positive coefficients indicate that improvements in product quality, price fairness, consumer trust, and the live shopping feature are each associated with an increase in the purchase decision, holding the other variables constant.

Table 5. Multiple Linear Regression Results

Model	B	Std. Error	Beta
(Constant)	2.869	1.812	-
Product Quality (X1)	0.180	0.071	0.208
Price (X2)	0.204	0.083	0.188
Consumer Trust (X3)	0.189	0.073	0.207
Live Shopping Feature (X4)	0.172	0.069	0.196

Source: processed by the authors (2026)

As shown in Table 6, the coefficient of correlation (R) is 0.560, indicating a strong relationship between the four independent variables and the purchase decision, while the adjusted R^2 of 0.293 indicates that product quality, price, consumer trust, and the live shopping feature together explain 29.3% of the variance in purchase decisions, with the remaining 70.7% explained by variables outside the model.

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Table 6. Coefficient of Determination (R²) and Correlation (R)

Model	R	R Square	Adj. R Square	Std. Error of Estimate
1	0.560	0.314	0.293	4.48132

Source: processed by the authors (2026)

Hypothesis Testing

With $n = 140$, $k = 4$, and $\alpha = 0.05$, the t-table value is 1.977. As shown in Table 7, product quality ($t = 2.534$; sig. = 0.012), price ($t = 2.442$; sig. = 0.016), consumer trust ($t = 2.580$; sig. = 0.011), and the live shopping feature ($t = 2.483$; sig. = 0.014) each exceed the t-table value with significance below 0.05, so H1, H2, H3, and H4 are all accepted: each variable has a positive and significant partial effect on the purchase decision for Tazzi skincare products.

Table 7. Partial Test (t-test)

Model	t	Sig.
(Constant)	1.584	0.116
Product Quality	2.534	0.012
Price	2.442	0.016
Consumer Trust	2.580	0.011
Live Shopping Feature	2.483	0.014

Source: processed by the authors (2026)

The F-table value, at $k = 4$ and $n = 140$, is 2.67. As shown in Table 8, the calculated F-value of 15.432 exceeds the F-table value, with a significance of 0.001 (< 0.05), so H5 is accepted: product quality, price, consumer trust, and the live shopping feature simultaneously and significantly affect the purchase decision for Tazzi skincare products in Krueng Mane, North Aceh.

Table 8. Simultaneous Test (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,239.637	4	309.909	15.432	< 0.001
Residual	2,711.106	135	20.082		
Total	3,950.743	139			

Source: processed by the authors (2026)

Discussion

Product quality is shown to have a positive and significant effect on the purchase decision for Tazzi skincare products, meaning that the better consumers perceive the product quality to be, the more likely they are to purchase. In this study, Tazzi's quality is reflected in its safe, BPOM- and halal-certified ingredients, comfortable texture, good packaging, and consistent claimed results, all of which build consumer confidence that the product can meet their skincare needs. This finding is consistent with Rahmawati et al. (2025) and Chandra (2026), both of whom found that product quality positively and significantly influences skincare purchase decisions.

Price also has a positive and significant effect on the purchase decision. Consumers perceive Tazzi's price as affordable and proportionate to the quality and benefits received, which strengthens their sense that the product offers good value for money; competitive pricing together with discounts, promotions, and special offers during live shopping sessions further increases purchase interest. This result aligns with Karimah et al. (2024) and Agustina et al. (2024), both of whom reported a positive and significant effect of price on skincare purchase decisions.

Consumer trust likewise has a positive and significant effect on the purchase decision: the more confident consumers are that Tazzi's ingredients are safe, that claimed benefits are delivered, and that the seller is honest, reliable, and offers secure transactions, the more likely they are to purchase. This is consistent with Pratondo and

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Opier (2024) and Agustria Lolita Anggi (2025), who found that consumer trust positively and significantly affects skincare purchase decisions.

Finally, the live shopping feature has a positive and significant effect on the purchase decision. Clear product information, live usage demonstrations, responsive interaction between seller and consumer, ease of transaction, and special promotions or vouchers offered during live sessions all increase consumer confidence and reduce hesitation before purchasing. This supports Nindiyasti and Susanti (2026) and Steviani *et al.* (2026), who found that the live shopping feature significantly improves purchase interest and decisions through seller credibility, promotion, interactivity, transaction convenience, social influence, and an engaging shopping experience.

CONCLUSION

Based on the results and discussion, this study concludes that (1) product quality has a positive and significant effect on the purchase decision for Tazzi skincare products in Krueng Mane, North Aceh; (2) price has a positive and significant effect on the purchase decision; (3) consumer trust has a positive and significant effect on the purchase decision; (4) the TikTok live shopping feature has a positive and significant effect on the purchase decision; and (5) product quality, price, consumer trust, and the live shopping feature simultaneously have a positive and significant effect on the purchase decision.

Sellers of Tazzi skincare products are encouraged to keep improving the accessibility and clarity of product information — including ingredients, benefits, usage instructions, and before-after results — through consistent, interactive, and responsive live shopping sessions, since information search was found to be the weakest-rated purchase-decision indicator. Continued investment in product quality, transparent communication of ingredient safety and benefits, and consistent user testimonials is also recommended, as these were identified as areas with room for improvement. Future research could extend this model with additional variables and broader samples beyond Krueng Mane to improve generalisability.

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