The Influence of Destination Branding and the TikTok Platform on Purchase Decisions at DEWI Pandawa, Ponokawan Village, Krian, Sidoarjo

Bunga Zulkarnain[1], Fedianty Augustinah[2], Liling Listyawati[3]

[1,2]Business Administration Study Program, Faculty of Administrative Sciences
Universitas Dr. Soetomo Surabaya, Indonesia

Abstract
This research analyzes the impact of destination branding and the use of TikTok on tourists' purchasing decisions at the tourist destination (Dewi Pandawa) Ponokawan, Krian, Sidoarjo. With a quantitative approach, data was collected from 100 respondents aged 15-40 who are active on TikTok. The results show that effective branding strengthens the emotional connection and purchasing decisions of tourists. TikTok plays a role in attracting a wider audience with engaging content, increasing awareness and interest in destinations. Analysis with SPSS ensures there is no multicollinearity and heteroscedasticity, confirming the validity of the regression model. Branding and TikTok have proven to be important factors in influencing consumer behavior in the tourism sector, providing insights to enhance marketing through quality content and consistent branding. This research also identifies the need for quality content and the risk of dependency on a single social media platform.

Keywords : Destination Branding, TikTok Platform, Purchase Decisions, Tourist Destinations

Introduction
The TikTok platform has become one of the most effective digital marketing channels for capturing the attention of the younger generation; trends and engaging content are highly influential in attracting TikTok users' attention. Creative content that aligns with current trends can increase the likelihood of being shared and viewed by more people. For example, videos showcasing the natural beauty or exciting activities at Tourism Destination (Dewi Pandawa) can capture users' attention and encourage them to visit the destination. (Oktavia, 2021). According to research by (Maulid et al., 2022), engaging video content can increase user interaction and engagement, which can ultimately influence purchasing decisions. In the context of Tourism Village (Dewi Pandawa), various creative content showcasing the natural beauty and local culture has successfully attracted the attention of many users.

Tourist Destination (Dewi Pandawa), located in the village of Ponokawan Krian Sidoarjo, is one of the interesting destinations to explore due to its rapid growth in the tourism sector. With its natural beauty and rich local culture, this village has great potential to attract tourists. Based on data from the Central Statistics Agency (BPS), the development of domestic tourist trips from January to June 2023, compared to 2022, experienced a significant increase, especially in March and June, as follows:

Figure 1: Number of Domestic Tourists in Major Provinces January – June 2023
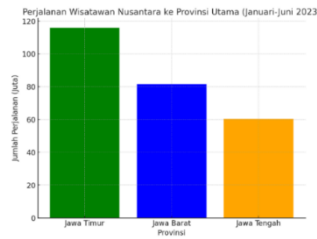
Source: Central Statistics Agency (BPS) 2023 Province

Based on Figure 1, it can be seen that East Java attracted more domestic tourists, totaling 115.91 million trips, compared to West Java and Central Java provinces. Tourist Destination (Dewi Pandawa) itself is located in East Java province, which shows a very strong tourist attraction. With the increasing visits from domestic tourists, this can be driven by effective destination branding efforts and digital promotion through platforms like TikTok, which enhance tourism awareness.

Destination branding has become one of the important strategies in attracting tourists' attention. According to (Sita Michandani & Sukma Arida, 2022) ineffective branding strategies can increase tourist visits in product purchasing decisions. According to (Wahyu iet al., 2024) social media no longer only functions as a means of communication and entertainment, but has also become a significant opportunity in the business world, especially in marketing. Social media TikTok as a promotional platform allows tourist destinations to reach a wider and more diverse audience.

However, there are several challenges that need to be addressed. Not all content uploaded on TikTok can guarantee an increase in tourist visits. Content quality, consistency in branding, and interaction with the audience are important factors that must be considered. Besides that, excessive dependence on one social media platform can become a risk if there are changes in the platform's algorithm or policies (Pranadiewi iet al., 2024).

This research aims to examine the influence of destination branding and the use of the TikTok platform on tourists' purchasing decisions at the tourist destination (Dewi Pandawa). By understanding the factors that affect purchasing decisions, this research is expected to provide insights for destination managers in designing more effective marketing strategies. In addition, this research also aims to identify challenges and opportunities in utilizing TikTok as a promotional tool for tourist destinations, thereby contributing significantly to the development of local tourism.

Literature Review
Destination Branding
Destination Branding is a series of marketing activities that support the creation of an identity such as a name, symbol, logo, or image, which is easily identifiable and distinguishes a destination. Destination branding also functions to strengthen the emotional connection between visitors and the destination, as well as reduce search costs and perceived risks for consumers. Overall, this activity aims to create an image of the destination that can positively influence tourists' choices (Amielia iet al., 2023). Destination branding is measured using indicators according to (Anholt, 2003) which include 4 aspects:

1. Image and Reputation of a Destination: The perception or image held by visitors about a place. A good image influences tourists' decisions to visit and builds a reputation through consistent and positive interactions.
2. Message Consistency: Communication regarding the destination must be delivered consistently across all channels, from advertisements and social media to direct experiences at the destination.
3. Emotional Experience: It encompasses how tourists feel when they visit the place, which can include deep impressions of beauty, adventure, or both..

Digital Marketing Platform TikTok

The use of the TikTok platform as a digital marketing tool has become a significant trend in the tourism industry. Digital marketing is a series of marketing activities that, although using digital technology to reach and interact with consumers, still focuses on human interaction (Ryan & Jonies, 2005). According to research by (Rijitha, 2021) one of the key successes of marketing through TikTok is the number of views and interactions received. Data from the official account of Tourism Destination (Dewi Pandawa) shows that the promotional video uploaded on TikTok received more than 1,000 views in a short time. This shows that interesting content can reach a wider audience and increase awareness about the destination. The indicator of digital marketing itself according to (Kotlier iet al., 2021) is:

1. Customer Engagement: Continuous interaction between the destination and customers through various digital platforms. This indicator reflects how actively customers interact with the brand.
2. Data-Driven Marketing: A marketing approach that uses customer data collected from various sources to make more accurate and relevant purchasing decisions.
3. Omnichannel Marketing: A strategy that involves the use of various marketing channels in an integrated manner to provide a consistent customer experience, regardless of the platform used.

The researcher chose three indicators to measure the Digital Marketing platform TikTok because these indicators align with those used by the research subjects. This ensures that the measurements remain relevant and accurate within the context of the analyzed TikTok platform.

Product Purchase Decision
According to (Yusuf, 2021) the purchase decision is the process that consumers go through in choosing or determining whether to buy a product or service. Consumer purchasing decisions are shaped by intentions and behaviors from previous purchasing experiences. The main considerations in this decision include product choice, quality, service, price, and location. In the digital era, online reviews and hedonic factors also play an important role. Online reviews help consumers see the experiences of others, while hedonic factors are related to the emotional satisfaction of the purchasing process itself (Alfira iet al., 2024). According to (Kotlier & Kiellier, 2016) the indicators of purchasing decisions are as follows:

1. Confidence in a Product: Consumers who feel confident in the quality and benefits of a product tend to be more satisfied with their purchase. This stability is influenced by positive reviews, recommendations from friends, and effective marketing.
2. Habits in Buying Products: Patterns of behavior often exhibited by consumers when shopping
3. Giving Recommendations to Others: Satisfied consumers not only tend to make repeat purchases but also share their positive experiences with friends, family, or on social media.

The researcher used three indicators to measure the Purchase Decision because all three are factors that consumers consider when deciding to buy a product in this study. This indicator is aligned with what is considered important by consumers.

Framework

Figure 2. Concieptual framiework of riesiearch
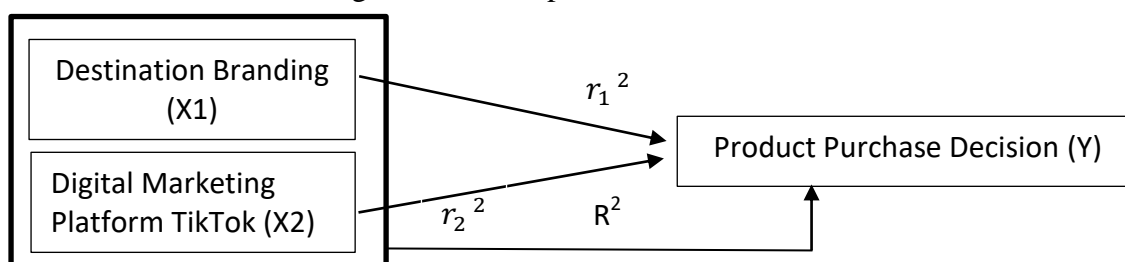
Sourcie: Prociessied by Riesiearchiers

Information:
R2: The influence of variables X1 and X2 on Y simultaneously

r12, r22: The influence of variables X1 and X2 on Y partially
Hypothesis
H1: Destination Branding has a positive and significant impact on Purchase Decisions at the Tourist Destination (Dewi Pandawa) Ponokawan Krian Sidoarjo
H2: The TikTok Digital Marketing Platform has a positive and significant effect on Purchase Decisions at the Tourist Destination (Dewi Pandawa) Ponokawan Krian Sidoarjo
H3: Destination Branding and the TikTok Digital Marketing Platform together have a positive effect on the interest in visiting.

Method
Type Of Research
This research is conducted within the scope of the TikTok platform. This research uses a quantitative method with a survey approach. This research was chosen to measure the influence of destination branding and the use of the digital marketing platform TikTok on tourists' purchasing decisions at Pandawa Tourism Destination.

Research Location
The research location is a place or area where the researcher conducts the research. The location of this research is at the Tourist Destination (Dewi Pandawa), Jl. Raya Ponokawan KM.27 No.8b, Karangpoh, Ponokawan, Kec. Krian, Sidoarjo Regency, East Java, where the researcher collected visitor data using survey methods and the distribution of questionnaires.

Population And Sample
The population in this study is all tourists who visit the Tourist Destination (Dewi Pandawa). The sample taken was using the random sampling technique, with the criteria that respondents are active TikTok users and have visited the destination in the period from August to September 2024. To determine the number of representative samples, the Slovin formula is used with a margin of error of 10%. The Slovin formula is as follows:

$$n = \frac{N}{1+N(e^2)}$$

n = Number of samples

N = Sample size

e = Margin of error

$$n = \frac{1000}{1+1000(0,1^2)}$$

$$n = \frac{1000}{1+1000(0,01)}$$

$$n = \frac{1000}{1+10}$$

$$n = \frac{1000}{11}$$

n = 91

Thus, the required sample size is approximately 91 respondents. However, to ensure more accurate data and anticipate the possibility of non-response, the sample size was increased to 100 respondents.

Data Source
The data source used in this research employs primary data from tourists who have visited the tourist destination (Dewi Pandawa) in Krian, Sidoarjo, with special attention to those who are active TikTok users, making the collected data relevant to this study.

Data Collection Technique
The data collection technique was carried out through the distribution of questionnaires with closed-ended questions online using Google Forms to the community aged 15 to 40 years, as this age group is considered most suitable for the research objectives. Respondents were randomly selected but specifically targeted at users of the TikTok platform to ensure relevance. Data was collected from a population of 1000, resulting in 91 respondents. Data is processed using Excel and SPSS.

Data Analysis Technique
The data collected from the questionnaire were analyzed using the SPSS statistical software. The analysis included validity tests, reliability tests, classical assumption tests, and hypothesis tests.

Results And Discussion
Validity Test

Table 1. Destination Branding Variable Test Results (X1)

Variable	r calculated	r table	Significance	Conclusion
X1.1	1	0.1716	0.000	Valid
X1.2	0.817	0.1716	0.000	Valid
X1.3	0.794	0.1716	0.000	Valid
X1.4	0.844	0.1716	0.000	Valid
X1.5	0.612	0.1716	0.000	Valid
X1.6	0.779	0.1716	0.000	Valid

Source: SPSS Output Data (prociessied by riesiearchiers)

Tablie 2. Digital Marketing Platform TikTok Variablie Tiest Riesult (X2)

Variable	r calculated	r table	Significance	Conclusion
X2.1	0.752	0.1716	0.000	Valid
X2.2	0.742	0.1716	0.000	Valid
X2.3	0.675	0.1716	0.000	Valid
X2.4	0.641	0.1716	0.000	Valid
X2.5	0.641	0.1716	0.000	Valid
X2.6	0.717	0.1716	0.000	Valid

Source: SPSS Output Data (prociessied by riesiearchiers)

Table 3. Decision on Variable Selection Test Result (Y)

Variable	r calculated	r table	Significance	Explanation
Y.1	0.791	0.1716	0.000	Valid
Y.2	0.709	0.1716	0.000	Valid
Y.3	0.752	0.1716	0.000	Valid
Y.4	0.752	0.1716	0.000	Valid
Y.5	0.748	0.1716	0.000	Valid
Y.6	0.682	0.1716	0.000	Valid

Source: SPSS Output Data (prociessied by riesiearchiers)

From the table above, it can be explained that the calculated r value > table r based on the 0.05 significance test, meaning that the above variables are declared valid. The 18 valid variables will then undergo a reliability test.

Reliability Test

Table 4. Sample Size (Responden)

Casie Prociessing Summary		N	%
Casies	Valid	91	100.0
	iExcludie d^a	0	.0
	Total	91	100.0
a. Listwisie dielietion basied on all variablies in thie prociedurie.			

Source: SPSS Output Data (prociessied by riesiearchiers)

The output table above presents data regarding the number of samples or respondents (N) analyzed in the SPSS Program, with a total N of 91 people. Since there are no missing data (all respondent answers are filled), the valid number reaches 100%. Next, the Cronbach's Alpha value is calculated to determine whether these 18 variables are reliable. The condition is that the Cronbach's Alpha value must be greater than the r Table value, so first we find the r Table value. The r Table value is obtained from n (number of variables) – 2, so 18-2 = 16. Next, with a significance level of 10% (0.1), the r Table value is obtained as 0.1716. The results of the analysis can be seen in Table 5 below:

Tablie 5. Rieliability Tiest Riesults

Variable	Cronbach's Alpha	R Table	Interpretation
X1.1	0.980	0.1716	Reliable
X1.2	0.980	0.1716	Reliable
X1.3	0.980	0.1716	Reliable
X1.4	0.979	0.1716	Reliable
X1.5	0.981	0.1716	Reliable
X1.6	0.980	0.1716	Reliable
X2.1	0.980	0.1716	Reliable
X2.2	0.980	0.1716	Reliable
X2.3	0.982	0.1716	Reliable
X2.4	0.980	0.1716	Reliable
X2.5	0.981	0.1716	Reliable
X2.6	0.980	0.1716	Reliable
Y.1	0.980	0.1716	Reliable
Y.2	0.980	0.1716	Reliable
Y.3	0.980	0.1716	Reliable
Y.4	0.979	0.1716	Reliable
Y.5	0.979	0.1716	Reliable
Y.6	0.980	0.1716	Reliable

Source: SPSS Output Data (prociessied by riesiearchiers)

From the table above, it is stated that 18 variables are reliable, as the Cronbach's Alpha value > r Table.

**Normality Test**

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		91
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.02340025
Most Extreme Differencies	Absolute	.342
	Positive	.342
	Negative	-.284
Test Statistic		.342
Asymp. Sig. (2-tailed)		.241[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source : SPSS Output Data (processed by researchers)

The condition for data from the Kolmogorov-Smirnov Normality Test to be considered normally distributed is that the significance value is greater than 0.05. Based on the table above, it shows that the significance value of 0.241 is greater than 0.05, thus it can be concluded that the data of the three tested variables are normally distributed.

Heteroscedasticity Test

Figure 3. ScatterPlot Graph for Heteroscedasticity Test
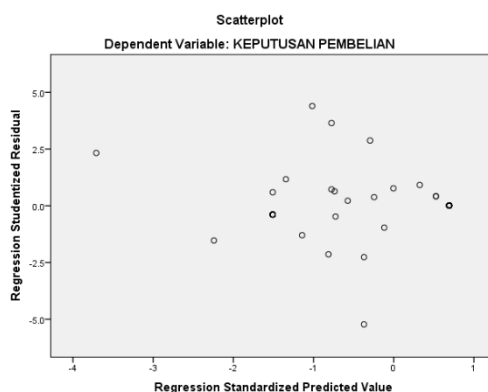
Source : SPSS Output Data (processed by researchers)

Based on the results of the calculations with SPSS on the diagram, the data points are randomly scattered, without forming any clear specific pattern, and are distributed above and below the number 0 on the Y-axis. This indicates that there is no heteroscedasticity in the regression model, making the regression model suitable for use.

Multicollinearity Test

Tabile 7. Multicollinіearity Tіest

Coіefficiіents[a]		
Modіel	Collinіearity Statistics	
	Tolіerancіe	VIF
1 Destination Branding	.183	5.467
Digital Marketing Platform TikTok	.183	5.467
a. Dіepіendіent Variablіe: Purchase Decision		

Sourcіe : SPSS Output Data (procіessіed by rіesіearchіers)

Based on Table 7, it can be seen that the regression model is free from multicollinearity issues. This is shown by the tolerance values of each free variable that exceed 0.1. The VIF calculation also shows that the VIF value for each independent variable is below 10. Due to that, it can be concluded that there is no multicollinearity among the independent variables in the regression model.

Multiple Regression Analysis

Table 8. Results of Multiple Linear Regression Analysis

Coіefficiіents[a]							
Modіel	Unstandardizіed Coіefficiіents		Standardizіed Coіefficiіents	t	Sig.	Collinіearity Statistics	
	B	Std. іError	Bіeta			Tolіerancіe	VIF
1 (Constant)	2.016	1.133		1.780	.079		
Destination Branding	.418	.092	.421	4.527	.0000	.183	5.467
Digital Marketing Platform TikTok	.515	.091	.529	5.686	.0000	.183	5.467
a. Dіepіendіent Variablіe: Purchase Decision							

Sourcіe : SPSS Output Data (procіessіed by rіesіearchіers)

The regression equation model produced can be expressed as follows:

$$Y = 2.016 + 0.418X_1 + 0.515X_2 + e$$

The explanation regarding the regression equation is:

1. The constant value (B) of 2.016 indicates that if the variables of destination branding and the digital marketing platform TikTok remain constant or equal to 0, the purchasing decision will be valued at 2.016 units.
2. The regression coefficient of the destination branding variable is 0.418, which is positive, meaning that if destination branding increases by one unit, the purchasing decision will increase by 0.418 units.
3. The regression coefficient of the TikTok digital marketing platform variable is 0.515, which is positive, meaning that if the TikTok digital marketing platform increases by one unit, the purchasing decision will increase by 0.515 units.

T-Test (Partial) and F-Test (Simultaneous)

Table 9. Partial Test

Variable	T count	T table	Sig.	Conclusion
Destination Branding	4.527	1.66235	0.000	Ha_1 accepted and Ho rejected
Digital Markieting Platform TikTok	5.868	1.66235	0.000	Ha_2 accepted and Ho rejected

Sourcie : SPSS Output Data (prociessied by riesiearchiers)

Based on the t-test results conducted, this analysis can be explained as follows:

1. The Influence of Destination Branding on Purchase Decisions: The t-test value indicates that Destination Branding (X1) has a partial influence on Purchase Decisions (Y) with a significance value of 0.000 and a t-value of 4.527. Therefore, Ho is rejected and Ha is accepted because the significance value <0.05 and the t-value > t-table (4.527 > 1.66235).
2. The Influence of the TikTok Digital Marketing Platform on Purchase Decisions: The t-test value indicates that the TikTok Digital Marketing Platform (X2) has a partial influence on Purchase Decisions (Y) with a significance value of 0.000 and a t-value of 5.868. Therefore, Ho is rejected and Ha is accepted because the significance value <0.05 and the t-value > t-table (5.868 > 1.66235).

Table 10. Simultaneous Test

ANOVA[a]						
Modiel	Sum of Squaries	df	Miean Squarie	F	Sig.	
1 Riegriession	581.893	2	290.946	271.620	.000[b]	
Riesidual	94.261	88	1.071			
Total	676.154	90				
a. Diepiendient Variablie: Purchase Decision						
b. Priedictors: (Constant), Digital Marketing, Destination Branding						
Sourcie : SPSS Output Data (prociessied by riesiearchiers)						

Based on Table 10, it can be seen that the significance value is 0.000 and the F-calculated value is 271.620. Therefore, Ho is rejected and Ha is accepted because the significance value is <0.05 and Fcalculated > Ftable (271.620 > 3.099). In conclusion, Destination Branding (X1) and the Digital Marketing Platform TikTok (X2) simultaneously influence Purchase Decisions (Y).

Table 11. Coefficient Determination Test

Modiel Summary[b]					
Modiel	R	R Squarie	Adjustied R Squarie	Std. iError of thie iEstimatie	Durbin-Watson
1	.928[a]	.861	.857	1.035	1.987
a. Priedictors: (Constant), Digital Marketing Platform TikTok, Destination Branding					
b. Diepiendient Variablie: Purchase Decisions					

Sourcie : SPSS Output Data (prociessied by riesiearchiers)

The regression equation shows an adjusted R² value of 0.857. This means that 85.7% of the variation in branding destination is influenced by the digital marketing platform TikTok. Meanwhile, the remaining 14.3% is influenced by other factors outside of these three variables.

Conclusion and Advice

Based on the research results regarding the influence of destination branding and the use of the TikTok platform on purchasing decisions at the tourist destination (Dewi Pandawa) in Ponokawan Village, Krian, Sidoarjo, the following conclusions can be drawn:

1. The Influence of Destination Branding

Destination branding has a significant impact on tourists' purchasing decisions. A strong and consistent branding strategy helps build an emotional connection between tourists and the destination, thereby enhancing purchasing decisions.

2. The Influence of TikTok Digital Marketing

The use of the TikTok platform as a promotional medium has also been proven to significantly influence tourists' purchasing decisions. Creative and interesting content uploaded on TikTok successfully attracts a wider audience, increasing interest and awareness towards the destination.

3. Simultaneous Influence

Simultaneously, destination branding and the use of the TikTok platform have a significant impact on tourists' purchasing decisions at the Tourism Destination (Dewi Pandawa). The research results show that these two factors are able to explain a large part of the changes in tourists' purchasing decisions.

4. Variable Contribution

The results of the regression test show that the variables of destination branding and TikTok digital marketing explain 85.7% of the variation in purchasing decisions, while the remaining variation is influenced by factors outside the scope of this study.

Suggestion:

1. Improvement of Content Quality

The managers of the tourist destination (Dewi Pandawa) need to continuously innovate in presenting high-quality and creative content on TikTok. Engaging content will strengthen the destination's image and attract potential visitors.

2. The Use of Diversified Marketing Platforms

Although TikTok is effective, it is highly recommended not to rely on just one platform. Using other digital channels such as Instagram, YouTube, or Facebook can expand the reach of promotions and reduce the risks that arise from algorithm changes.

3. Strengthening the Image and Reputation of the Destination

Besides digital marketing, strengthening the image and reputation of the destination through improving service quality at tourist locations will provide a more positive and sustainable experience for tourists.

4. Periodic Evaluation

Destination managers should conduct periodic evaluations of the marketing strategies implemented to measure the effectiveness of destination branding and the use of digital platforms, as well as adapt them according to market trends and needs.

References

1. Alfira, H., Raharjo, P. G., & Kristiadi, A. A. (2024). Enhancing Consumer Trust and Purchase Decisions Through Online Reviews and Hedonic Factors: A Study of Coffee Shops in Jakarta. *International Journal of Scientific Research and Management (IJSRM)*, *12*(07), 6804–6814. https://doi.org/10.18535/ijsrm/v12i07.em09

2. Amelia, V., Muthmainnah, A. N., & Romadhan, M. I. (2023). Strategi Pengelolaan Konten Berita Harian.disway.id dalam Menghadapi Persaingan Media Online. *Warta ISKI*, *6*(2), 132–142. https://doi.org/10.25008/wartaiski.v6i2.247

3. Anholt, S. (2003). *BOOK BRAND NEW JUSTICE THE UPSIDE OF GLOBAL BRANDING*. Elsevier Science & Technology Books.

4. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). MARKETING 5.0 : TECHNOLOGY FOR HUMANITY. In *John Wiley & Sons, Inc., Hoboken, New Jersey*. simultaneously. https://doi.org/9781119668541

5. Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Journal of Marketing* (15th ed., Vol. 37, Issue 1). Pearson Education Limited.

6. Maulid, D. L., Hurriyati, R., & Hendrayati, H. (2022). The Impact of Social Media Marketing on Consumer Purchase Decisions. In *Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)* (Vol. 657, Issue November 2021). https://doi.org/10.2991/aebmr.k.220701.045

7. Oktavia, R. A. (2021). Pemanfaatan Digital Content Media Sosial Tiktok Dalam Proses Pemasaran Produk. *EAS TEchnopreneurship*, *1*(4), 1–9. http://repository.untag-sby.ac.id/7436/

8. Pranadewi, A., Hildayanti, S. K., & Emilda, E. (2024). Pengaruh Live Streaming, Harga dan Personal Branding terhadap Keputusan Pembelian Konsumen Pengguna Aplikasi Tiktok. *Jurnal Nasional Manajemen Pemasaran & SDM*, *5*(1), 20–31. https://doi.org/10.47747/jnmpsdm.v5i1.1690

9. Rijitha, R. (2021). The Impact of Social Media Marketing on Consumer Purchase Decisions. In *Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)* (Vol. 657, Issue November 2021). https://doi.org/10.2991/aebmr.k.220701.045

10. Ryan, D., & Jones, C. (2005). Going digital – the evolution of marketing. In *Understanding Digital Marketing: Marketing strategies for engaging the digital generation*. http://faculty.olympic.edu

11. Sita Michandani, E., & Sukma Arida, I. N. (2022). Perancangan Destination Branding Desa Wisata Tambakrejo Kabupaten Malang Sebagai Upaya Meningkatkan Brand Awareness. *Jurnal Pengabdian Dan Pengembangan Masyarakat*, *31*(4), 771–776. https://www.jurnalfti.unmer.ac.id/index.php/senasif/article/view/166%0Ahttps://ejournal.akprind.ac.id/index.php/dharma/article/view/2675%0Ahttps://e-journal.staimaswonogiri.ac.id/index.php/albasirah/article/view/13%0Ahttps://e-journal.staimaswonogiri.ac.i

12. Wahyu, S., N, R., & Alfian, P. B. (2024). Pengaruh Electronic Word of Mouth, Harga Dan Kemudahan Pengguna Terhadap Keputusan Pembelianpada Social Commerce Tiktok Shop (Studi Pada Mahasiswa Feb Universitas Islam Malang Angkatan 2019-2020). *E-Jurnal Riset Manajemen*, *12*, 1–11. https://doi.org/10.22441/jfm.v4i1.23161

13. Yusuf, A. (2021). The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, *4*(1), 472–481. https://doi.org/10.33258/birci.v4i1.1629