

Research Article

Consumer Purchase Drivers in Everwhite Skincare: Evidence from Multiple Regression Analysis

Raihan Nabila¹, Amin Mansur^{2*}

^{1,2} Faculty of Economics and Business, YARSI University, Jakarta

Received: 20-02-2025; Accepted: 21-02-2026

Abstract

The purpose of this study was to determine the effects of Online Customer Reviews, Price Perception, Brand Awareness, and Consumer Income on Purchasing Decisions for Everwhite Skincare in Jakarta. The sampling technique used was purposive. Data were collected using a survey instrument. The data analysis method used was multiple regression analysis, t-test (partial) and F-test (simultaneous). The results of the study showed that: (1) Online customer reviews do not have a significant effect on purchasing decisions. (2) Price perception has a positive and significant effect on purchasing decisions. (3) Brand awareness does not affect purchasing decisions. (4) Consumer income has a significant effect on purchasing decisions. (5) Simultaneously, all independent variables have a significant effect on purchasing decisions. The managerial implications of this study indicate that business actors should pay close attention to Online Customer Reviews as the primary factor influencing consumer purchasing decisions. Positive reviews can increase customer trust in products, so companies must manage customer testimonials well. In addition, the perception of fair and competitive prices needs to be communicated clearly so that consumers feel they are getting value for money.

Keywords: Online Customer Reviews, Perceived Price, Brand Awareness, Consumer Income, Purchase Decision

JEL Classification: M31, D12, L81

How to cite: Nabila, R., Mansur, A., (2026). Consumer Purchase Drivers in Everwhite Skincare: Evidence from Multiple Regression Analysis. *Research of Business and Management*, 4(1), 21–32.

Corresponding author: Amin Mansur (amin.mansur@yarsi.ac.id)



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license

1. Introduction

Changes in time have also changed teenagers' behavior in Indonesia. People in Indonesia, especially women, now trust skin care services and products more. In general, skincare is the practice of caring for the outer skin of the body using certain products, especially among women, although men also use it. According to the Oxford dictionary, skincare is the use of special creams and products to care for the skin. Furthermore, skincare can be understood as a series of activities that support skin health, improve appearance and alleviate skin conditions. Skincare can include nutrition to help protect the skin from the negative effects of excessive sun.

Currently, skincare is developing rapidly, driving market competition, as evidenced by the many new skincare brands, both local and foreign. With many new local skincare brands offering a range of products, the beauty industry has become a promising space. One of the local skincare brands that has stolen attention since its inception is Everwhite skincare, founded by Jessica Lin. Everwhite was established in 2016 based on the skin problems she experienced. Everwhite also claims to be a local beauty brand (lifestyle.bisnis.com). This local product offers a range of beauty products with different functions and uses.

The Everwhite company has a unique strategy: it runs promotions to attract consumers' attention and interest in its skincare products. Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products with other parties. For consumer-centered companies, consumer satisfaction is the goal and means of marketing. Companies must pay closer attention to consumer satisfaction because the internet enables consumers to spread both good and bad news worldwide quickly.

Online customer reviews are a key driver of sales. In general, consumers look for information on a product's advantages and disadvantages, and its price perception before making an e-commerce purchase. They can find this information in various ways. The beauty industry prioritizes online customer reviews. Beauty products are included in the category of products that are assessed through personal information experiences. Product usage assessment is important for beauty product consumers. Positive and negative reviews from online customers influence sales and purchasing decisions in the beauty industry. According to the Ministry of Industry, in 2018, the national beauty industry experienced a 20% increase, or fourfold, compared to national economic growth in 2017.

Price perception is a consumer's emotional assessment of whether the seller's price is acceptable or justified. The better the consumer's perception of price, the more it will increase the purchasing decision. Price perception is how consumers view the price of a product, considering the benefits and quality it provides and whether those benefits and quality are acceptable. According to Tjiptono (2017), "price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a good or service. This understanding is in line with the concept of exchange in marketing". Price is a very important thing that consumers consider when buying a product or service. If consumers feel the price offered is suitable, they are more likely to make repeat purchases of the same product. Another factor that influences consumer purchasing decisions is income. Income is the most important factor influencing demand; in essence, it is a hypothesis that states that higher income is associated with greater demand for goods. Income shows all money or other material results achieved from the use of wealth or services received by a person during a certain period in an economic activity.

This study situates the rapid growth of the skincare industry within Indonesia's expanding beauty market by explicitly referring to market statistics that highlight rising consumer expenditure, intensified brand competition, and the proliferation of digitally mediated product evaluations. Despite extensive prior research on e-commerce platforms and cross-brand purchasing behavior, limited attention has been given to single-brand analyses that integrate online reviews, price perception, brand awareness, and consumer income within a single empirical model. This gap is particularly relevant for local brands with strong digital engagement trajectories. Focusing on Everwhite consumers in Jakarta provides highly informative evidence, as the city represents Indonesia's most digitally connected and consumption-intensive urban market, where exposure to online opinions, variations in purchasing power, and brand signaling mechanisms intersect. The novelty of this research is therefore clarified along three dimensions: contextually, it contributes localized empirical evidence from a growing domestic skincare brand; methodologically, it applies comprehensive multiple-regression diagnostics to test simultaneous and partial effects; and theoretically, it explores the heterogeneous influence of consumer reviews relative to economic and perceptual drivers. Collectively, these contributions position the study to inform the international marketing literature while offering practical, policy-relevant insights for emerging beauty industry ecosystems.

2. Literature Review and Hypothesis

Literature Review

Online customer review

Online customer reviews are a form of Word-of-Mouth Communication in online buying and selling that can benefit sellers and consumers: sellers can market their products for free, and consumers can obtain information about the products they want to buy. Online customer reviews are a means for buyers to learn the outcomes of assessments from other buyers who have purchased a product. Reviews are part of Electronic Word of Mouth (eWOM), which is direct opinion from someone, not an advertisement. Reviews are one of several factors that determine a person's purchasing decision. Online customer reviews for consumers today are not only a consideration in buying a product but also help shape expectations for a product.

Understanding Price Perception

Price perception is the main factor in consumers' purchase decisions. Usually, before a buyer buys an item, they check the price tag. Price perception is a factor buyers consider when deciding whether to buy an item. By paying attention to the price of an item, consumers will find it easier to compare items they plan to buy. If product A is cheaper than product B, consumers will prefer product A. Price is the amount of money buyers pay to acquire an item.

Brand Awareness

Brand Awareness is a level that describes how well consumers recognize and remember a product's brand, which is the main dimension of brand equity (Kotler & Keller in Syahrul, 2021). Brand awareness is the extent to which potential consumers recognize and remember a brand within a particular product category.

Purchasing Decision

A purchasing decision is a consumer behavior pattern that determines and follows the decision-making process for two or more alternative product choices to satisfy the consumer's needs. According to Kotler & Armstrong (2019), the purchasing decision is a stage in the buyer's decision-making process in which the consumer purchases. Based on the experts' above, in understanding consumer behavior, many influences underlie a person's decision to purchase a product. Consumer purchasing behavior is often initiated and influenced by stimuli from outside themselves, including marketing stimuli and stimuli from other environments. The personal characteristics of consumers used to process these stimuli are highly complex, and one of them is their motivation to buy.

Hypothesis

The Influence of Online Customer Reviews on Purchasing Decisions

Consumer reviews are part of Electronic Word of Mouth, which represent the opinions of buyers, not those from promotions. Consumer reviews are among several factors that determine consumer purchasing decisions, and the number of reviews can serve as an indicator of product popularity or value, influencing the likelihood of purchase. However, increasing reviews does not mean that customers will purchase the product. Study prove that online customer reviews have a positive and significant effect on purchasing decision variables. Study also shows that online customer reviews have a significant effect on consumer purchasing decisions. Which found that the Online customer review variable has a significant and positive effect on purchasing decisions. Thus, Online customer reviews are an important determining factor in purchasing decisions.

H1: Online Customer Reviews have a positive and significant effect on Purchasing Decisions

The Influence of Price Perception on Purchasing Decisions

Price is the amount of money paid to obtain a product or service, or it can be said to determine a product's value in consumers' minds. This opinion aligns with research by Lubis and Hidayat (2017), which found consistent results: that price has a positive and significant effect on purchasing decisions.

H2: Price Perception has a positive and significant effect on Purchasing Decisions

The Influence of Brand Awareness on Purchasing Decisions

Creating brand awareness is an important step for companies to promote their products and services. Brand awareness consists of brand recognition and brand recall. Brand recognition is a prospective buyer's ability to identify a company's brand. At the same time, Brand Recall is the ability of a prospective buyer to retrieve the brand when remembering the product category. Brand Awareness positively affects purchasing decisions. This explains that, while other variables remain the same, the greater the brand awareness, the greater the purchasing decision variable will be. Brand Awareness means that consumers know and remember the product/service's attributes.

H3: Brand Awareness has a positive and significant effect on purchasing decisions

The Influence of Consumer Income on Purchasing Decisions

There is a positive, significant relationship between income levels and purchasing decisions. This means that the higher the income level, the more likely the purchase. To ensure consumption needs continue to be met, when making purchases, consumers are expected to consider all expenses so that the income they receive can also be used to meet other needs. The income received should also be saved as a precaution in case of urgent needs in the future.

H4: Consumer Income has a positive and significant effect on Purchasing Decisions

The Influence of Online Customer Reviews, Price Perception, Brand Awareness, and Consumer Income on Purchasing Decisions

Online customer reviews are consumer evaluations of products across various aspects. With this information, consumers can find the quality of the product they are looking for through reviews and experiences written by other consumers who have purchased products from online sellers. According to Kotler (2018), price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of buying or using the product or service. Thus, price is the amount the buyer pays the seller or service provider to meet the buyer's needs and desires.

Brand awareness is the ability of individuals to recognize and remember brands from a particular product category and is the main dimension in brand equity. According to Tjiptono (2014), purchasing decisions are a process in which consumers recognize their problems, seek information about products, evaluate alternatives to solve the problem, and then make a purchasing decision. Consumer income is the portion of household income used to finance the purchase of various services and other needs. The amount of consumption always changes with income levels. Suppose consumer income is high, based on previous research on Online customer reviews, Price Perception, and Brand Awareness on Purchasing Decisions. So overall, it can be concluded:

H5: Online customer reviews, Price Perception, Brand Awareness and Consumer Income simultaneously have a significant effect on Purchasing Decisions

Conceptual Framework

Based on the theoretical basis, this research has four independent variables and one dependent variable. Online customer review as the first independent variable, price perception as the second independent variable, brand awareness as the third independent variable, consumer income as the fourth independent variable, and purchasing decisions as the dependent variable. The relationship between the independent variables and the dependent variables can be seen through the following conceptual framework:

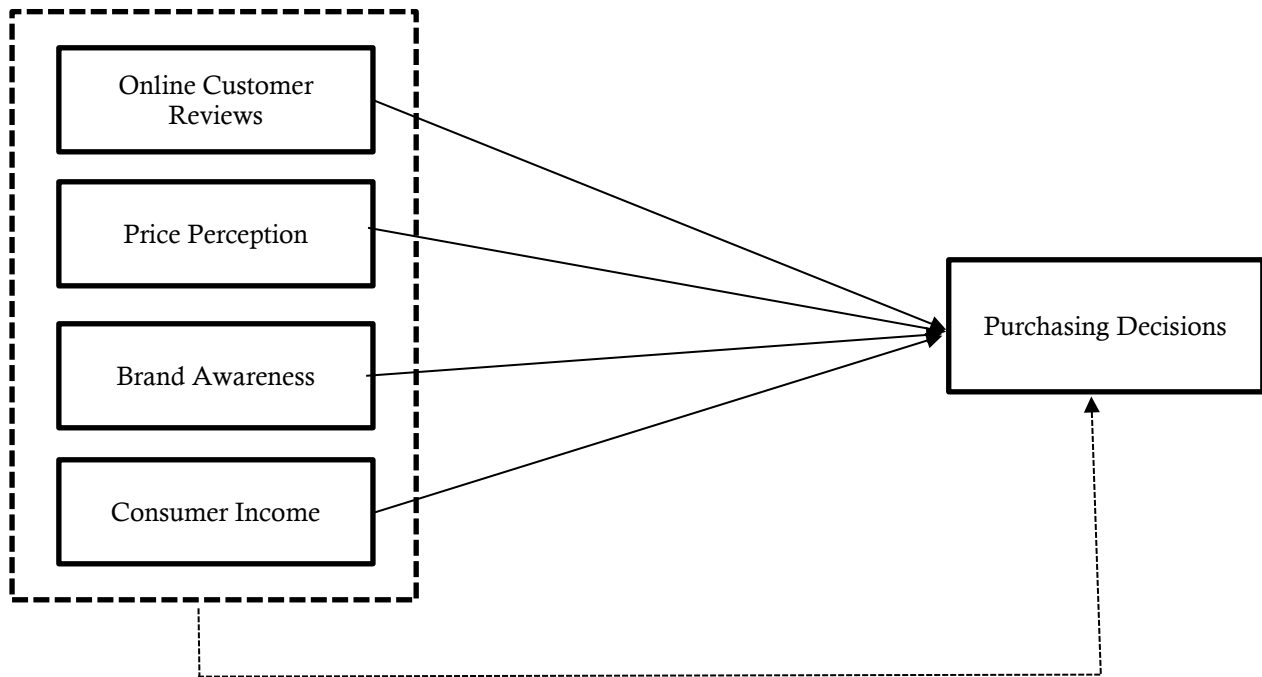


Figure 1. Conceptual Framework

3. Data and Method

Type of Research

The type of research used in this study is associative. Associative research examines the relationship between two or more variables, whether causal or non-causal. In this study, the scope was limited by the dependent variable, Purchasing Decisions, and the independent variables, Online customer reviews, Price Perception, Brand Awareness, and consumer income. The method used in this study is a survey, in which the author distributed questionnaires to collect data. The approach used in this study is quantitative. The quantitative research method is grounded in the philosophy of positivism. Quantitative methods are used to examine a representative sample of a specific population to test an established hypothesis.

Data Collection Techniques

Primary data is direct data obtained from informants through questionnaires. Questionnaires are data-collection techniques that involve distributing questions to Everwhite Skincare consumers via Google Forms. To measure each variable, the Likert Scale is used in the questionnaire. Explains that to measure research subjects' attitudes, perceptions, and opinions regarding an event or issue in society, a Likert scale can be used.

Population and Sample

A population is a general area consisting of objects or subjects that have certain quantities and characteristics, determined by researchers to be studied, and after which conclusions are drawn. The population is not only humans or living things but also includes other natural objects. In addition, the population also includes all the characteristics or properties possessed by the subject or object. The population in this study was comprised of individuals who had purchased and used Everwhite skincare products and were domiciled in Jakarta.

Research Sample

A sample is a part of the population's number and characteristics. Samples taken from the population must be truly representative. The population in this field is unknown, so the number of samples needed to represent it is determined using the Lemeshow formula.

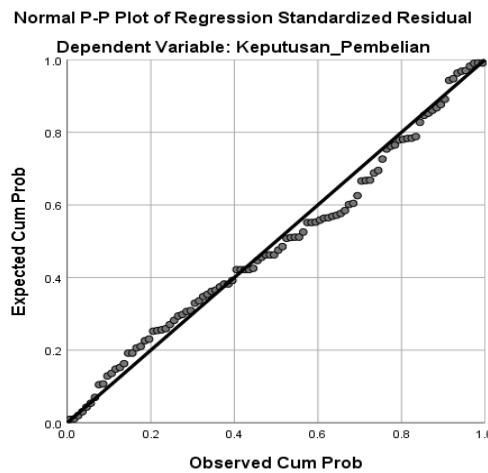
Data Analysis Method

The purpose of this study is to determine the effect of online customer reviews, price perceptions, brand awareness, and consumer income on purchasing decisions for Everwhite skincare products. To support the research results, the data will be analyzed using statistical tools, including SPSS.

4. Results

Data Normality Test Results

Data normality testing is done in two ways: making a histogram of the Standardized Residual distribution and a Normal Probability Plot for each model. To obtain accurate results, calculations are performed using a computer. The results of the study are as follows:



In the normality of data, as shown in the Normal P-P Plot above, the data points are spread around the diagonal line, and the distribution of data points follows the diagonal line; this indicates that the data in this study meet the assumption of normality.

Multicollinearity Test Results

Collinearity tests are used to assess whether the independent variables are collinear. The method used is to calculate Tolerance and VIF. From the calculation results, the Tolerance value is determined for each study stage. The researcher states as follows:

Table 1. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Online Customer Review	0,767	1,303
Price Perception	0,368	2,720
Brand Awareness	0,782	1,278
Consumer Income	0,370	2,704

Source: Data Processing Results (2023)

Based on the Table above, all variables have tolerance values, indicating that there is no significant relationship between the independent variables Online Customer Review, Price Perception, Brand Awareness, and Consumer Income, and no collinearity. The VIF values for all variables in the Table above are <10, indicating no collinearity among the independent variables: Online Customer Review, Price Perception, Brand Awareness, and Consumer Income. Thus, the multiple regression model using the independent variables Online Customer Review, Price Perception, Brand Awareness, and Consumer Income for Purchasing Decisions is appropriate.

Heteroscedasticity Test Results

This test checks whether the distributions of Purchase Decision data for the variables Online Customer Review, Price Perception, Brand Awareness, and Consumer Income are random. For this test, a scatterplot of the predicted values and the residuals is created. The results of the heteroscedasticity test are shown in the following figure.

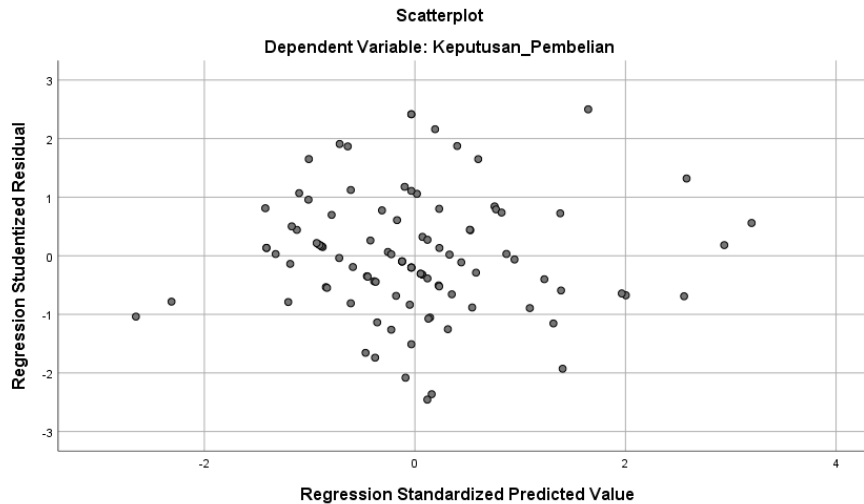


Figure 2. Heteroscedasticity Test Results

The image above shows that the data is scattered around 0 (0 on the Y axis) and does not form a clear pattern or trend. Thus, the data are heteroscedastic and meet the requirements for regression analysis.

t-Test (Partial)

To test the hypothesis or suspicion of partial influence, namely by comparing the calculated t value with the t-table value, with the assumption that if the calculated t value > t-table, then there is a significant influence between the independent variable and the dependent variable, and vice versa if the calculated t value < t-table then the independent variable does not affect the dependent variable. The t-test has an alpha significance value of 5%. So, the hypothesis is as follows:

Table 2. Results of the t-Test (Partial)

Model	T	Sig.
1 (Constant)	1,010	0,315
Online Customer Review	0,170	0,865
Price Perception	5,167	0,000
Brand Awareness	0,429	0,669
Consumer Income	2,468	0,015

Source: Data Processing Results (2023)

The results of the t-test (partial test) on the model indicate that the variables Price Perception and Consumer Income have a significant effect on the model, with p-values of 0.000 and 0.015, respectively ($p < 0.05$). The Price Perception variable has the strongest influence with a t value of 5.167, indicating that price perception significantly affects the dependent variable in this study. Meanwhile, Consumer Income also has a significant effect, with a t-value of 2.468. On the other hand, the variables Online Customer Review and Brand Awareness do not have a significant effect, with p-values of 0.865 and 0.669, respectively ($p > 0.05$). In addition, the t value for the constant is 1.010 with a p-value of 0.315, indicating that, overall, the model is still influenced by factors outside the variables being tested.

Coefficient of Determination (2)

The determination coefficient analysis is used to determine the percentage contributions (shares) of the Online Customer Review variable, the Price Perception variable, the Brand Awareness variable, and Consumer Income to Purchasing Decisions for Everwhite Skincare. The results of the calculation process can be seen in Table 3 below:

Table 3. Determination Coefficient Value

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.775 ^a	.601	.584	1.48819

Source: Data Processing Results (2023)

Based on the calculation above, the Adj (2) value is 0.584, or 58.4%, of the variability in the Everwhite Skincare Purchasing Decision, indicating that Online Customer Reviews, Price Perception, Brand Awareness, and Consumer Income account for 58.4% of the variability. In other words, the influence of Online Customer Reviews, Price Perception, Brand Awareness, and Consumer Income on the Purchasing Decision for Everwhite Skincare is 58.4%. In comparison, the remaining 41.6% is influenced by other factors not discussed in this study.

5. Discussion

The Influence of Online Customer Reviews on Purchasing Decisions

The regression coefficient of the Online Customer Review variable is positive. So, for every 1-point increase in the Online Customer Review variable, the Purchasing Decision variable decreases, assuming the other variables are constant. Based on the results of the t-test, the t-count value is significant, while the t-table value is obtained from the Table. So, based on the <t Table and the level of significance, H₀ is accepted, and H_a is rejected, meaning that, partially, there is no significant influence of Online Customer Reviews on Purchasing Decisions for Everwhite Skincare customers. This result is not in line with research conducted by Hidayati (2018) and Ardianti & Widiartanto (2018), which found that Online Customer Reviews have a significant influence on purchasing decisions. Thus, if Everwhite skincare receives good or bad reviews on its official website, the decision to purchase will remain the same and not be influenced by the reviews.

The Influence of Price Perception on Purchasing Decisions

The regression coefficient of the Price Perception variable is positive. Therefore, every 1-point increase in the Price Perception variable score increases the Purchase Decision variable. Based on the results of the t-test, the t-count value is condensed with a significant value, while the t-table value is obtained from the Table. So, if t count > t-table at the significant level, then H₀ is rejected and H_a is accepted, indicating a significant influence of Price Perception on Purchase Decisions for Everwhite Skincare customers. These results align with research by Lubis and Hidayat (2017), which found that Price Perception significantly influences purchasing decisions. Thus, if Everwhite skincare customers feel the company's prices are fair, the likelihood of purchasing this beauty product will increase. Conversely, if Everwhite skincare is considered to have set a price that customers find less appealing, then the purchase decision for this product will increase.

The Influence of Brand Awareness on Purchasing Decisions

The regression coefficient of the Brand Awareness variable is positive. So, for every 1 increase in the Brand Awareness variable score, the Purchase Decision variable score decreases, assuming the other variables are constant. Based on the results of the t-test, the t-count value is condensed with a significant value, while the t-table value is obtained from the table. So, if t-count < t-table at the significant level, then H₀ is accepted and H_a is rejected, meaning that, to some extent, there is no significant influence of Brand Awareness on Purchasing Decisions for Everwhite Skincare customers. Which found that Brand Awareness significantly influences purchasing decisions. In other words, increasing or decreasing public awareness of Everwhite skincare will not affect the decision to purchase this beauty product.

The Influence of Consumer Income on Purchasing Decisions

The regression coefficient of the Consumer Income variable is positive. So, every 1 increase in the Consumer Income variable score influences the increase in the Purchase Decision variable score, assuming that the other variables are constant. Based on the results of the t-test, the t-count value is condensed with a significant value, while the t-table value is obtained from the table. So, if $t\text{-count} > t\text{-table}$ at the significant level, then H_0 is rejected, and H_a is accepted, indicating the significant influence of Consumer Income on Purchasing Decisions for Everwhite Skincare customers. Which found that consumer income significantly influences purchasing decisions. Thus, the decision to purchase Everwhite skincare will increase as consumers' incomes rise. However, if consumer income decreases, purchasing decisions for Everwhite skincare will decrease.

The Influence of Online Customer Reviews, Price Perception, Brand Awareness and Consumer Income on Purchasing Decisions

Based on the results of the multiple linear regression, a positive constant is obtained, indicating that if the variables Online Customer Review, Price Perception, Brand Awareness, and Consumer Income are included, the Purchasing Decision will be valuable. Based on the results of the F-count test. At the same time, the critical F-value at the specified significance level is obtained. Thus, $F\text{-count} > F\text{-table}$. This shows that, together, Online Customer Reviews, Price Perception, Brand Awareness, and Consumer Income significantly affect Purchasing Decisions for Everwhite Skincare. Based on the calculation of the coefficient of determination, the value (Adj) or variability of the Everwhite Skincare Purchasing Decision that occurs is caused by Online Customer Review, Price Perception, Brand Awareness, and Consumer Income. In other words, the influence of Online Customer Review, Price Perception, Brand Awareness and Consumer Income simultaneously on Purchasing Decisions on Everwhite Skincare, while the rest is influenced by other factors not discussed in this study.

6. Conclusion

This study contributes to the consumer behavior and beauty marketing literature by providing brand-specific empirical evidence on the determinants of purchasing decisions within Indonesia's rapidly expanding skincare industry. The findings highlight that price perception and consumer income are the most influential drivers of Everwhite purchasing decisions. At the same time, online customer reviews and brand awareness show no significant partial effects despite their simultaneous relevance in the model. These results extend prior e-commerce-dominant studies by demonstrating that economic capacity and value perception may outweigh digital opinion exposure in single-brand contexts, particularly for local skincare products competing in price-sensitive urban markets. Methodologically, the study reinforces the usefulness of multiple regression diagnostics in disentangling the relative strength of perceptual and socioeconomic predictors within integrated consumer decision frameworks.

However, this study is subject to several limitations that must be acknowledged. The geographic focus on Jakarta restricts external validity across Indonesia's diverse regional markets, while the cross-sectional survey design limits causal inference and the temporal dynamics of consumer behavior. In addition, the model excludes potentially relevant constructs such as brand trust, product quality, influencer credibility, and digital promotion intensity. Future research should therefore test explicit and generalizable propositions for example, whether price perception mediates the influence of online reviews, or whether income moderates brand awareness effects using larger, multi-city or cross-country samples. Longitudinal designs, mixed-methods approaches, and experimental manipulations are recommended to strengthen causal explanations and enhance the generalizability of findings for international scholarship and policy formulation in the beauty industry.

Recommendation

Future studies should expand the sample to multiple cities to enhance generalizability and capture regional variation in skincare consumer behavior. Experimental approaches such as price-framing

manipulations and review-visibility A/B tests are recommended to establish stronger causal evidence regarding marketing effectiveness. Researchers are also encouraged to pre-register analysis plans to improve transparency, methodological rigor, and replicability. From a managerial standpoint, firms should implement quarterly key performance indicators (KPIs) to evaluate intervention outcomes, including conversion lift, average order value, and review engagement rates. Integrating broader sampling, experimental validation, and performance-based metrics will strengthen both academic contributions and the practical scalability of evidence-driven marketing strategies.

References

- Al Hafizi, N. A., & Ali, H. (2021). Purchase Intention And Purchase Decision Model: Multi-Channel Marketing And Discount On Medcom.Id Online News Portal. *Dinasti International Journal Of Digital Business Management*, 2(3), 460–470. <https://doi.org/10.31933/dijdbm.v2i3.826>
- Ali, H. (2019a). Building Repurchase Intention And Purchase Decision: Brand Awareness And Brand Loyalty Analysis (Case Study Private Label Product In Alfamidi Tangerang). *Saudi Journal Of Humanities And Social Sciences*. <https://doi.org/10.36348/sjhss.2019.v04i09.009>
- Ali, H., Zainal, V. R., & Ilhamalimy, R. R. (2022). Determination Of Purchase Decisions And Customer Satisfaction: Analysis Of Brand Image And Service Quality (Review Literature Of Marketing Management). *Dinasti International Journal Of Digital Business Management*, 3(1), 141–153. <https://doi.org/10.31933/dijdbm.v3i1.1100>
- Anggita, R., & Ali, H. (2017a). The Influence Of Product Quality, Service Quality, and Price on the Purchase Decision Of SGM Bunda Milk. *Scholars Bulletin*. <https://doi.org/10.21276/sb>
- Anggita, R., & Ali, H. (2017b). The Influence Of Product Quality, Service Quality, and Price On Purchase Decision Of SGM Bunda Milk (Study On PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*. <https://doi.org/10.21276/sb>
- Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1–11.
- Authors, F. S. A. C. Gunawan (2017). *Pengaruh Bauran Promosi Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Maybelline Di Kota Padang*. <https://osf.io/preprints/inarxiv/npjqh>
- Ernawati, Eny (2017) *Analisis Mekanisme Penetapan Harga Jual Produk Dalam Upaya Meningkatkan Pendapatan Ekonomi Rumah Tangga Menurut Perspektif Ekonomi Islam (Studi Pada Siger Roemah Batik Kec. Kemiling-Bandar Lampung)*. Undergraduate Thesis, UIN Raden Intan Lampung.
- Fauzi, D. H., & Ali, H. (2021). Determination Of Purchase And Repurchase Decisions: Product Quality And Price Analysis (Case Study On Samsung Smartphone Consumers In The City Of Jakarta). *Dinasti International Journal Of Digital Business Management*, 2(5), 794–810. <https://doi.org/10.31933/dijdbm.v2i5.965>
- Febtiani. (2021). PENGARUH ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN LIP PRODUCT EMINA MELALUI CITRA MEREK, http://repository.unwidha.ac.id/2080/1/ervina_fix.pdf. *febtiani*, 3(april), 49–58
- Fuadin, Taufiq (2021) *Pengaruh Jam Kerja Terhadap Pendapatan Driver Gojek Di Paguyuban Jacket Ijo Community Kediri*. Undergraduate (S1) Thesis, IAIN Kediri.
- Geraldine, Y. M. (2021). Pengaruh Citra Merek, Kualitas Produk, Media Sosial Dan Harga Terhadap Minat Beli Konsumen Pada Produk Brand Wardah. *POINT: Jurnal Ekonomi Dan Manajemen*, 3(1), 71–82. <https://doi.org/10.46918/point.v3i1.880>
- Hariyanto, H. T., & Trisunarno, L. (2021). Analisis Pengaruh Online Customer Review, Online Customer Rating, Dan Star Seller Terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian Pada Toko Online Di Shopee. *Jurnal Teknik ITS*, 9(2). <https://doi.org/10.12962/j23373539.v9i2.56728>
- Hasyim, U., & Ali, H. (2022). Reuse Intention Models Through Customer Satisfaction During The Covid-19 Pandemic: Cashback Promotion And E-Service Quality Case Study: Ovo Electronic Money In. *Dinasti International Journal Of Digital Business Management*, 3(3), 440–452.

- Hidayat, R. R., & Rayuwanto, R. (2022). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian. *Keizai*, 3(2). <https://doi.org/10.56589/keizai.v3i2.292>
- Ike, Widiyasari (2022) *Pengaruh Harga Dan Tempat Usaha Terhadap Pendapatan Menurut Perspektif Ekonomi Islam (Studi Pada Gerai Handphone Di Sukarame, Bandar Lampung)*. Undergraduate Thesis, Universitas Islam Negeri Raden Intan Lampung.
- Ikhsani, K., & Ali, D. H. (2017). Keputusan Pembelian: Analisis Kualitas Produk, Harga Dan Brand Awareness (Studi Kasus Produk Teh Botol Sosro Di Giant Mall Permata Tangerang). In *Journal SWOT*.
- Jeni, Jaelani (2021) *Analisis Pengaruh Gaya Hidup, Brand Awareness Dan Kemudahan Transaksi Terhadap Keputusan Pembelian Online Produk Shopee Pada Masa Pandemi Covid-19 Di Jakarta (Studi Pada Pengguna Shopee Di Jakarta)*. Skripsi Thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta.
- Jogi, Tasya (2022) *Pengaruh Promosi, Kualitas Pelayanan, Dan Persepsi Hargaterhadap Keputusan Pembelian Shopee Di Jakarta Pusat*. Diploma Thesis, Universitas Nasional.
- Kotler Dan Armstrong. (2012). Prinsip-Prinsip Pemasaran. Edisi 13. Erlangga.
- Kotler, P., & Keller, K. L. (2016). In Global Edition.
- Kotler, P., & Keller, K. L. (N.D.). No Title Manajemen Pemasaran Edisi 12 Jilid 1 & 2.
- Mujahid, A. (2017). Labelisasi Halal, Harga, dan Celebrity Endorser Terhadap Keputusan Pembelian Pada Produk Wardah. *Manajemen Dan Bisnis*, 5(5), 1–23.
- Novansa, H., & Ali, H. (2017). Purchase Decision Model: Analysis Of Brand Image, Brand Awareness, and Price (Case Study SMECO Indonesia SME Products). *Saudi Journal Of Humanities And Social Sciences*. <https://doi.org/10.21276/sjhss>
- Oktafia Indah Lestari, Indah (2021). *Penerapan Pencatatan Pendapatan Dan Beban pada Warehouse Pt. Supra Raga Transport*. Laporan Tugas Akhir Thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta.
- Oktafiyarini, Putri (2020) *Pengaruh Brand Awareness, Perceived Quality, Promotion, Dan Life Style Terhadap Keputusan Pembelian Smartphone Oppo Studi Kasus Pada Mahasiswa Fakultas Bisnis IAIN Kudus 2016/2017*. Undergraduate Thesis, IAIN Kudus.
- Prihartono, & Ali, H. (2020). The Promises, Ethics, and Marketing Concept Strategy As A Competitive Advantage On Private Higher Education (A Survey On Perception Of Product Attributes And Promotion Mix In Indonesia). *Talent Development And Excellence*.
- Rizki, R. (2018). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Konsumen Produk Kosmetik Wardah (Studi Kasus Konsumen Matahari Department Store Mall Ska Pekanbaru). *Jom Fisip*, 5, 1–12.
- Sari, S., Syamsuddin, S., & Syahrul, S. (2021). Analisis Brand Awareness Dan Pengaruhnya Terhadap Buying Decision Mobil Toyota Calya Di Makassar. *Journal Of Business Administration (JBA)*, 1(1), 37. <https://doi.org/10.31963/jba.v1i1.2678>
- Sulistiorini, M. S., & Ali, H. (2017). Customer Satisfaction Model: Product Analysis, Price, Promotion, and Distribution (Case Study At PT Integrasia Utama). *International Journal Of Applied Business And Economic Research*.
- Thanh Nguyen, P., Ali, H., & Agung Hudaya. (2019). Model Buying Decision And Repeat Purchase: Product Quality Analysis (Case Study Of Bank Permata Syariah Jakarta KPR Financing Customers). *Dinasti International Journal Of Management Science*. <https://doi.org/10.31933/dijms.v1i1.29>
- Tjiptono, F. (2015). Strategi Pemasaran, (Edisi Keempat).
- Trenz, M., & Berger, B. (2013). Analyzing Online Customer Reviews - An Interdisciplinary Literature Review And Research Agenda. *ECIS 2013 - Proceedings Of The 21st European Conference On Information Systems*.
- Wahyudi, T., & R, B. H. (2019). Online Customer. *Jurnal Riset Manajemen*, 19, 1–7.
- Yanti, N. D., & Darwanto. (2021). Analisis Pengaruh Labelisasi Halal Dan Digital Selling Terhadap Minat Beli Kosmetik Halal. *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 5(1), 1–21. <https://doi.org/10.30868/ad.v5i01.1144>

- Yulina, Anisa (2022) *Pengaruh Price, Online Customer Review, Dan Islamic Branding Terhadap Keputusan Pembelian Pada Aplikasi Shopee Menurut Perspektif Bisnis Islam (Studi Pada Mahasiswa FEBI UIN Raden Intan Lampung Angkatan 2017)*. Undergraduate Thesis, UIN Raden Intan Lampung.
- Yunita, D., & Ali, H. (2017). Model Of Purchasing Decision (Renting) Of Generator Set: Analysis Of Product Quality, Price, and Service At PT. Hartekprima Listrindo. *Economics, Business, and Management*. <https://doi.org/10.21276/sjebm.2017.4.11.12>