

REFERENCES:

- Jain Vipin, Arya Satyendra, Malviya Bindoo. 2021. "An Overview of Electronic Commerce (e-Commerce)." *Journal of Contemporary Issues in Business and Government* 27 (3). <https://doi.org/10.47750/cibg.2021.27.03.090>.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Ali Khan Scholar, M., & SohaibZubair, S. (2019). Impact of Sales Promotion on Consumer Buying Behavior: A Case of Modern Trade, Pakistan. In *Governance and Management Review (GMR)* (Vol. 4, Issue 1).
- Amora, J. T. (2021). Convergent validity assessment in PLS-SEM: A loadings-driven approach. In *Data Analysis Perspectives Journal* (Vol. 2, Issue 1).
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Ariful Haque Chowdhury, M., Jahid Hasan, M., & Farjana Hani, F. (n.d.). The Impact of Social Media on Consumer Purchase Decision: Mediating Role of Brand Attitude, Customers Engagement, and Brand Equity. *The Comilla University Journal of Business Studies*, 7(1). <https://www.researchgate.net/publication/364284110>
- Asrulla, Asrulla. n.d. "Populasi Dan Sampling (Kuantitatif), Serta Pemilihan Informan Kunci (Kualitatif) Dalam Pendekatan Praktis." <https://www.researchgate.net/publication/386875018>.
- Berndt, A. E. (2020). Sampling Methods. *Journal of Human Lactation*, 36(2), 224–226. <https://doi.org/10.1177/0890334420906850>
- Chen, M. J. (2020). Examining the Influence of Emotional Expressions in Online Consumer Reviews on Perceived Helpfulness. *Information Processing and Management*, 57(6). <https://doi.org/10.1016/j.ipm.2020.102266>
- Chen, T., Samaranyake, P., Cen, X. Y., Qi, M., & Lan, Y. C. (2022). The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.865702>
- Daroch, B., Nagrath, G., & Gupta, A. (2021). A study on factors limiting online shopping behaviour of consumers. *Rajagiri Management Journal*, 15(1), 39–52. <https://doi.org/10.1108/ramj-07-2020-0038>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2). <https://doi.org/10.1016/j.jjime.2022.100102>
- Ika Kusuma Wardhani, N., Cordelia Izaak, W., & Ricki Yohanes, M. (2020). *Analysis of OCR's Factor and Sales Promotion on E-commerce* (Vol. 3, Issue 2). <http://ebgc.upnjatim.ac.id/index.php/ebgc>
- Jamal Ali, B. (n.d.). *Assessing (The impact) of advertisement on customer decision making: Evidence from an educational institution*. <https://ssrn.com/abstract=3764088>
- Jamil, K., Dunaan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>

- Kamis, A., Saibon, R. A., Yunus, F. A., & Rahim, M. B. (n.d.). *The SmartPLS Analyzes Approach in Validity and Reliability of Graduate Marketability Instrument*.
<https://www.researchgate.net/publication/348295457>
- Hajar Moayery Fard., Mohammed Umair Kashmiri., and Ekaterine Jikidze (2025). The impact of social media advertising features on consumer purchase intentions: Evidence from Georgian consumers using Temu. *Innovative Marketing*, 21(4), 232-245. doi:10.2151/im.21(4).2025.17
- Macheke, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462–482. <https://doi.org/10.1108/YC-05-2023-1749>
- Maryanto, K., Sampurno, S., & Derriawan, D. (2022). The Effect of E-Wom and Endorsers on Something Serum Product Trust That Impact on E-Commerce Shopee Consumer Purchase Interest. *JHSS (JOURNAL OF HUMANITIES AND SOCIAL STUDIES)*, 6(1), 081–086.
<https://doi.org/10.33751/jhss.v6i1.5336>
- Mazhar, S. A. (2021). Methods of Data Collection: A Fundamental Tool of Research. *Journal of Integrated Community Health*, 10(01), 6–10. <https://doi.org/10.24321/2319.9113.202101>
- Mehrad, A., & Zangeneh, M. T. (n.d.). *Comparision between Qualitative and Quantitative Research Approaches: Social Sciences*. <https://orcid.org/0000-0003-4364-5709>
- Nasution, M. I., Fahmi, M., Jufrizen, Muslih, & Prayogi, M. A. (2020). The Quality of Small and Medium Enterprises Performance Using the Structural Equation Model-Part Least Square (SEM-PLS). *Journal of Physics: Conference Series*, 1477(5). <https://doi.org/10.1088/1742-6596/1477/5/052052>
- Purwanto, A., & Sudargini, Y. (n.d.). Partial Least Squares Structural Squation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4). <https://doi.org/10.7777/jiemar.v2i4>
- Rao, Y., Saleem, A., Saeed, W., & Ul Haq, J. (2021). Online Consumer Satisfaction During COVID-19: Perspective of a Developing Country. *Frontiers in Psychology*, 12.
<https://doi.org/10.3389/fpsyg.2021.751854>
- Rachmad Suhartopo, Handoyo Djoko Waluyo (2020). Pengaruh Brand Awarness dan Ccustomer Behavior Terhadap Kepuasan Penggunaan Taksi Kosti Semarang
Jurnal Administrasi Bisnis, Vol. IX, No. III
- Rasoolimanesh, S. M. (n.d.). *Discriminant validity assessment in PLS-SEM: A comprehensive composite-based approach*. <https://www.scriptwarp.com>,
- Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1), 54–68. <https://doi.org/10.1177/0973258618822624>
- Sinha, S. K., & Verma, P. (2020). Impact of sales Promotion's benefits on perceived value: Does product category moderate the results? *Journal of Retailing and Consumer Services*, 52.
<https://doi.org/10.1016/j.jretconser.2019.101887>
- Sriram, K. V., Namitha, K. P., & Kamath, G. B. (2021). Social media advertisements and their influence on consumer purchase intention. *Cogent Business and Management*, 8(1).
<https://doi.org/10.1080/23311975.2021.2000697>
- Suryani, I., & Syafarudin, A. (2021). Ilomata International Journal of Tax & Accounting (IJTC) Effect of Sales Promotion on Purchasing Decisions. *Ilomata International Journal of Tax & Accounting*, 2(2), 122–133. <https://www.ilomata.org/index.php/ijtc>
- Supiyandi, Andi, Sri Hastjarjo, and Yulius Slamet. 2022. "Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions." *CommIT Journal*. Vol. 16.
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.720151>

Zhao, J., Butt, R. S., Murad, M., Mirza, F., & Saleh Al-Faryan, M. A. A. (2022). Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. *Frontiers in Psychology, 12*. <https://doi.org/10.3389/fpsyg.2021.803348>

