

The Influence of Double Date Digital Campaign and Electronic Word of Mouth on Erigo Product Purchases on Shopee" Survey of Business Administration Students at International Women's University

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Article History:

Received: 15-10-2024

Revised: 22-10-2024

Accepted: 14-11-2024

Keywords: Digital Campaign, E-Commerce, Electronic Word of Mouth, Purchase Decision, Shopee

Abstract: *The rapid growth of e-commerce in Indonesia has intensified competition among local fashion brands, especially on digital platforms like Shopee. One of the marketing strategies that significantly attracts consumers is the Double Date Digital Campaign, combined with Electronic Word of Mouth (e-WOM), which affects the buying behavior of Generation Z and millennials. This study aims to analyze the influence of the Double Date Digital Campaign and e-WOM on Erigo product purchase decisions on Shopee. This quantitative research uses a survey method with a Likert scale questionnaire distributed to 95 randomly selected active Business Administration students at the International Women's University. Data were analyzed using classical assumption tests, multiple linear regression, the coefficient of determination, and hypothesis testing through SPSS. The results show that both the Double Date Digital Campaign and e-WOM positively and significantly influence purchasing decisions, with an Adjusted R Square of 0.678, indicating that 67.8% of the variance in purchase decisions is explained by these variables. The findings reveal that the Double Date Digital Campaign has a more dominant effect than e-WOM. The study concludes that momentum-based digital promotions strengthen consumer purchase intentions, while positive online reviews enhance trust and purchasing confidence.*

How to Cite: Vira Citra Lestari, Ucu Supriatna. *The Influence of Double Date Digital Campaign and Electronic Word of Mouth on Erigo Product Purchases on Shopee" Survey of Business Administration Students at International Women's University*. 2(2). pp.128-138 <https://doi.org/10.61536/escalate.v2i2.441>



<https://doi.org/10.61536/escalate.v2i2.441>

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Introduction

Business is the main foundation of economic development that encourages the distribution of social benefits fairly while being profit-oriented [Alfonsius & Gilbert, 2021]. The creation of local products from domestic resources supports the national economy, particularly through MSMEs, which employ almost the entire workforce and contribute significantly to Indonesia's GDP (BPS, 2024). Law Number 20 of 2008 defines MSMEs as micro-enterprises that meet legal requirements, while digital transformation is revolutionizing the global business paradigm, including in Indonesia, through digital marketing regulated by Law Number 11 of 2008 concerning Electronic Commerce and Electronic Transactions (ITE) and Government Regulation Number 80 of 2019 concerning Electronic Commerce. Global e-commerce growth has reached trillions of dollars [eMarketer, 2024], and in Indonesia it is projected to reach hundreds of billions of dollars by 2030, with Shopee as the dominant platform thanks to the integration of technology, promotion, and logistics.

In Indonesia, the value of e-commerce transactions will soar beyond thousands of trillions of rupiah in 2023 (BPS, 2024), driven by a shift in consumer behavior towards online shopping, especially in West Java, which contributes the largest portion of business actors [Fitriana et al., 2023]. Shopee dominated with campaigns like the 11.11 Big Sale and twin dates, leveraging social media, live streaming, and flash sales, while fashion was the top-selling category (49%) due to fast-paced trends, the influence of influencers, and easy digital access. Local brands like Erigo, founded in the 2010s by Muhammad Sadad, grew rapidly through Shopee with a focus on casual fashion for millennials and Gen Z [January, 2025]. However, negative reviews related to product size mismatches still appear, affecting potential buyers' perceptions despite its high popularity [Debataraja et al., 2024].

Shopee's twin-date shopping festival significantly increases transactions compared to regular days (Kredivocorp.com, 2022), creating purchasing urgency through limited-time discounts. A pre-survey of 30 Business Administration students showed that 80-90% of respondents were positive about Shopee's digital promotions and reviews, but low engagement (50%) and skepticism about the honesty of reviews (20-40% neutral/disagree) were crucial issues. Generation Z and millennials, as primary users, rely more on ratings and easy payments than reviews [Islamic & Simamora, 2023], emphasizes the need for trust-building strategies to encourage rational purchasing decisions amidst the fierce competition of e-commerce.

This study offers a novelty by integrating Shopee's Double Date Digital campaign, which leverages the momentum of double dates for promotional urgency and Electronic Word of Mouth (e-WOM), including consumer and influencer reviews, into purchasing decisions for local fashion brands like Erigo. Different from previous studies, the focus on Gen Z/millennial college students in West Java reveals the dynamics of review skepticism in the era of AI and live commerce, supported by an empirical pre-survey highlighting low promotional engagement despite high satisfaction. Previous studies such as [Kusnawan et al., 2019] only analyzed double-date discounts against sales without e-WOM, while [Sholichah et al., 2025] limited it to homogeneous reviews without differentiating sources (consumers vs. influencers). Other studies such as [Pratama et al., 2023] highlights a combined influence of

up to 63.8%, but ignores the specific context of Shopee-Erigo and the younger generation [Puspitasari & Aruan, 2023] This gap is addressed with a simultaneous model that tests the dominance of digital campaigns amid mixed reviews.

Based on the identification of these issues, the research questions in this study include the impact of the Double Date Digital Campaign and Electronic Word of Mouth (e-WOM) on the decision to purchase Erigo products on Shopee, the partial impact of the Double Date Digital Campaign on purchasing decisions, the partial impact of e-WOM on purchasing decisions, and the simultaneous impact of both variables on the decision to purchase Erigo products on Shopee.

Research Methods

This research chose to use a quantitative approach. Quantitative research aims to evaluate ideas by measuring research variables numerically, allowing for an objective analysis of cause and effect relationships. In this study, primary data was obtained from respondents who were Happy Go Lucky Bandung customers who had made purchases. Data collection was conducted through a questionnaire using a Likert scale, using the Google Form digital platform. Secondary data in this study was used to support the primary data, including company documents, annual reports, scientific articles, textbooks, and research journals. In this study, the population included all 1,844 active registered students. This study used the Probability Sampling method. The approach used was Simple Random Sampling, a sample selection strategy that ensures that every member of the population has an equal opportunity to become a research respondent. This study selected 95 active student respondents as a representative sample of the research community. The data collection strategy in this study was a survey using a questionnaire. Analyzed through classical assumption tests, as well as multiple linear regression with the help of SPSS software. Based on the identification of these issues, the research questions in this study include the impact of the Double Date Digital Campaign and Electronic Word of Mouth (e-WOM) on the decision to purchase Erigo products on Shopee, the partial impact of the Double Date Digital Campaign on purchasing decisions, the partial impact of e-WOM on purchasing decisions, and the simultaneous impact of both variables on the decision to purchase Erigo products on Shopee.

Results and Discussion

Classical Assumption Test

1. Normality Test

The results of the data normality test according to the Kolmogorov-Smirnov test are presented in Table 1, namely.

Table 1. Results of normality test

One-Sample Kolmogorov-Smirnov Test					Unstandardiz ed Residual
N					95
Normal Parameters ^{a,b}	Mean				,0000000
	Std. Deviation				,47714665
Most Extreme Differences	Absolute				,088
	Positive				,079
	Negative				-,088
Test Statistic					,088
Asymp. Sig. (2-tailed)					,066 ^c
Monte Carlo Sig. (2-tailed)	Sig.				,431 ^d
	99% Confidence Interval	Lower Bound			,418
		Upper Bound			,443

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Based on the findings of the normality test using the Kolmogorov-Smirnov method on the regression residuals, the Asymp. Sig. (2-tailed) value is $0.066 > 0.05$, and the Monte Carlo Sig. (2-tailed) value is $0.431 > 0.05$. Thus, the regression residuals are regularly distributed, and the regression model meets the normality assumption. In addition to the Kolmogorov-Smirnov test, data normality testing is carried out visually using a histogram graph with a normal curve to see the distribution pattern of the regression residuals. The histogram is used to determine whether the residuals have a normal distribution pattern. The regression model is considered normal if the residual distribution is bell-shaped, spread fairly symmetrically around the mean, and does not show excessive skew to the left or right, as well as any deviation from the normal curve.

2. Multicollinearity Test

Table 2. Multicollinearity Test

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	31,238	,930		33,578	<,001		
	Double Date Digital Campaign	,207	,037	,592	5,632	<,001	,311	3,219
	Electronic Word of Mouth	,080	,031	,267	2,546	,013	,311	3,219

a. Dependent Variable: Keputusan Pembelian

The test results show that the Digital Campaign variable has a tolerance value of 0.311 and a VIF value of 3.219, as does the Online Reviews variable. The tolerance value obtained exceeds the limit of 0.10, while the VIF value is below the maximum limit of 10. As a result, the independent variables of the regression model do not show signs of multicollinearity. Thus, the Digital Campaign and Online Reviews variables can be used simultaneously in the regression model because they do not influence each other linearly, which indicates that the regression model meets the multicollinearity assumption and is ready for the next stage of analysis.

3. Heteroscedasticity Test

Table 3. Results of the Glejser Heteroscedasticity Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	,361	,619		,583
	Double Date Digital Campaign	,035	,024	,263	1,432
	Electronic Word of Mouth	-,037	,021	-,328	-1,786

a. Dependent Variable: ABS_RES

The test results show that the Double Date Digital Campaign variable has a significance value of 0.155, while the Electronic Word of Mouth variable has a significance value of 0.077. All significance values are greater than 0.05, which means that both independent variables do not significantly influence the absolute value of the residual. Thus, it can be concluded that the regression model does not experience symptoms of heteroscedasticity based on the Glejser test.

Correlation Coefficient Analysis**Table 4. Relationship Double Date Digital Campaign and Electronic Word of Mouth on Purchasing Decisions**

		Correlations		
		Double Date Digital Campaign	Electronic Word of Mouth	Keputusan Pembelian
Double Date Digital Campaign	Pearson Correlation	1	,830**	,814**
	Sig. (2-tailed)		<,001	<,001
	N	95	95	95
Electronic Word of Mouth	Pearson Correlation	,830**	1	,759**
	Sig. (2-tailed)	<,001		<,001
	N	95	95	95
Keputusan Pembelian	Pearson Correlation	,814**	,759**	1
	Sig. (2-tailed)	<,001	<,001	
	N	95	95	95

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the Pearson correlation test, it is known that there is a positive and significant relationship between the variables of Double Date Digital Campaign and Electronic Word of Mouth with a correlation coefficient value of 0.830. In addition, Double Date Digital Campaign also has a positive and significant relationship with Purchasing Decisions with a correlation value of 0.814. Meanwhile, Electronic Word of Mouth shows a strong positive and significant relationship with Purchasing Decisions with a correlation value of 0.759. All of these relationships have a significance value of less than 0.05, which indicates that the relationship between variables is significant. Thus, it can be concluded that the increase in digital campaigns on double dates and positive online reviews tends to be followed

by an increase in consumer purchasing decisions.

Multiple Linear Regression Analysis

Table 5. Linear Regression Analysis Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	31,238	,930		33,578	<.,001
	Double Date Digital Campaign	,207	,037	,592	5,632	<.,001
	Electronic Word of Mouth	,080	,031	,267	2,546	,013

a. Dependent Variable: Keputusan Pembelian

Based on the results of the multiple linear regression analysis, the regression coefficient value used in formulating the equation is the unstandardized coefficient (B). These results are then used to form the multiple linear regression equation as follows:

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

$$Y = 31,238 + 0,207X_1 + 0,080X_2 + e$$

Description: Y = Purchase Decision X_1 = Double Date Digital Campaign X_2 = Electronic Word of Mouth = error

Based on the multiple linear regression equation, it can be explained as follows:

- The constant value of 31.238 indicates that if the Double Date Digital Campaign and Electronic Word of Mouth variables are considered to be zero, the Purchase Decision value remains at 31.238. This indicates that there is a basic level of purchase decision that is formed even without the influence of these two independent variables.
- The regression coefficient of the Double Date Digital Campaign (X_1) is 0.207, which is positive, meaning that every one unit increase in the intensity of the double date digital campaign will increase the Purchase Decision by 0.207 units, assuming other variables are constant. This result indicates that the more attractive and effective the double date digital campaign is, the higher the consumer's tendency to make a purchase decision.
- The regression coefficient of Electronic Word of Mouth (X_2) of 0.080 is also positive, meaning that every one-unit increase in electronic consumer reviews or recommendations will increase Purchase Decision by 0.080 units, assuming other variables remain constant. This indicates that positive online reviews play a role in strengthening consumer confidence to make a purchase.

Based on the analysis, it can be concluded that the Double Date Digital Campaign and Electronic Word of Mouth jointly have a positive influence on Purchase Decisions. The Double Date Digital Campaign variable has a more dominant influence than Electronic Word of Mouth, as indicated by the larger regression coefficient value. Thus, the digital campaign strategy during the double date moment is a major factor driving consumer purchase decisions, supported by the role of online reviews as a reinforcement in the decision-making process.

Coefficient of Determination (R²)

Table 6. Adjusted R Square Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,827 ^a	,684	,678	,482

a. Predictors: (Constant), Electronic Word of Mouth, Double Date Digital Campaign

Based on the results of the determination coefficient test shown in the Model Summary table, the Adjusted R Square value was obtained at 0.678. This value indicates that 67.8% of the variation in Purchasing Decisions can be explained by the Double Date Digital Campaign and Electronic Word of Mouth variables in the regression model used. Meanwhile, the remaining 32.2% is explained by other factors outside this research model. The Adjusted R Square value is used because it is able to provide a more accurate picture of the model's ability to explain the dependent variable by taking into account the number of independent variables and sample size. Thus, these results indicate that the regression model has strong explanatory power, so that the Double Date Digital Campaign and Electronic Word of Mouth variables together play an important role in influencing Purchasing Decisions.

Hypothesis Testing

1. t-Test (Partial)

Table 7. Partial Test Results (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	31,238	,930		<,001
	Double Date Digital Campaign	,207	,037	,592	<,001
	Electronic Word of Mouth	,080	,031	,267	,013

a. Dependent Variable: Keputusan Pembelian

a. The Influence of Double Date Digital Campaign on Purchasing Decisions

To determine whether there is an influence between the Double Date Digital Campaign variable and the Purchasing Decision, a partial test (t-test) was carried out with the following steps:

1) Determining the hypothesis

H₀: Double Date Digital Campaign has no effect on Purchasing Decisions.

H₁: Double Date Digital Campaign influences Purchasing Decisions.

2) Determining the calculated t value, based on the results of data processing using SPSS, the calculated t value was 5.632.

3) Determining the t-table value, with a significance level of 0.05 and degrees of freedom (df) = n – k – 1 = 95 – 2 – 1 = 92, the t-table value obtained is 1.986.

4) Decision making, because the calculated t value (5.632) $>$ t table (1.986) and the significance value < 0.05 , then H_0 is rejected and H_1 is accepted. Thus, it can be concluded that the Double Date Digital Campaign has a positive and significant effect on Purchasing Decisions.

b. The Influence of Electronic Word of Mouth on Purchasing Decisions

Furthermore, to determine the influence of the Electronic Word of Mouth variable on Purchasing Decisions, a partial test was conducted with the following stages:

1) Determining the hypothesis

H_0 : Electronic Word of Mouth has no influence on Purchasing Decisions.

H_1 : Electronic Word of Mouth influences Purchasing Decisions.

2) Determining the calculated t value, the results of the SPSS calculation show that the calculated t value is 2.546 .

3) Determining the t -table value, with a significance level of 0.05 and degrees of freedom (df) of 92 , the t -table value obtained is 1.986 .

4) Decision making, because the calculated t value (2.546) $>$ t table (1.986) and the significance value of $0.013 < 0.05$, then H_0 is rejected and H_1 is accepted. This shows that Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions.

2. F Test (Simultaneous)

Table 8. F-Test Results (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,431	2	23,215	99,800	$< .001^b$
	Residual	21,401	92	,233		
	Total	67,832	94			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth, Double Date Digital Campaign

Based on the F test results shown in the ANOVA table, the calculated F value was 99.800 with a significance level of < 0.001 . This significance value is smaller than the specified significance level, which is 0.05 . In addition, the calculated F value obtained is greater than the F table value. This indicates that the regression model used in this study meets the eligibility criteria. Therefore, it can be concluded that the Double Date Digital Campaign and Electronic Word of Mouth together have a significant effect on Purchasing Decisions. These results indicate that the combination of digital campaign strategies at the moment of the double date and marketing communications through online reviews can influence consumer decisions in making purchases. Thus, the regression model used is declared feasible and can be used for further analysis in explaining the factors that influence Purchasing Decisions.

Discussion

The Influence of Double Date Digital Campaign (X1) on Purchasing Decisions (Y)

According to (Munandar et al., 2024), digital marketing is a series of marketing activities that utilize digital media in an integrated manner to create value, build interactions, and encourage consumers in the decision-making process. One form of digital marketing implementation that is widely used in e-commerce practices is momentum-based promotional campaigns, such as double date campaigns, which are designed to create urgency and increase consumer purchasing interest. The results of this study indicate that the Double Date Digital Campaign has a positive and significant effect on Purchasing Decisions. This is proven through the results of the partial test (t-test) which shows a calculated t value of 5.632, which is greater than the t table of 1.986, with a significance level of <0.05 . Thus, the hypothesis that states that the Double Date Digital Campaign has an effect on Purchasing Decisions can be accepted.

These findings indicate that the more engaging and intensive the digital campaign conducted on double-date events, the greater the consumer's likelihood of making a purchase. Double-date campaigns serve not only as a means of price promotion but also as a digital communication strategy capable of building perceived value, creating emotional impulses, and accelerating the purchasing decision process. These research findings align with the digital marketing concept proposed by [Munandar et al., 2024], which emphasizes that the effectiveness of digital marketing is greatly influenced by the strategy's ability to create direct consumer experiences and responses.

The Influence of Electronic Word of Mouth (X2) on Purchasing Decisions (Y)

[Girsang & Situmeang, 2024] explains that marketing communication is the process of delivering messages aimed at influencing consumer attitudes and behavior through various communication channels. In the digital context, marketing communication develops in the form of electronic word of mouth (e-WOM), namely the exchange of information, opinions, and consumer experiences online that can influence the decisions of other consumers. Based on the results of the study, Electronic Word of Mouth has been proven to have a positive and significant effect on Purchasing Decisions. This is indicated by the calculated t value of 2.546, which is greater than the t table of 1.986, with a significance value of $0.013 < 0.05$. Thus, the hypothesis stating that Electronic Word of Mouth influences Purchasing Decisions can be accepted.

These results indicate that consumer reviews, comments, and recommendations conveyed through digital media play a significant role in shaping the trust and confidence of potential consumers. Information obtained from other consumers' experiences is perceived as more credible and relevant, thus reducing doubts and encouraging consumers to make purchasing decisions. This finding aligns with the marketing communications theory proposed by [Girsang & Situmeang, 2024], which states that marketing messages originating from other consumers tend to have stronger persuasive power than one-way communication from the company.

The Influence of Double Date Digital Campaign (X1) and Electronic Word of Mouth (X2) on Purchasing Decisions (Y)

The results of this study indicate that Double Date Digital Campaign and Electronic Word of Mouth simultaneously have a significant effect on Purchasing Decisions. This is

proven through the results of the simultaneous test (F test) which shows a calculated F value of 99.800 with a significance level of <0.05 , so it can be concluded that both independent variables together have a significant effect on the dependent variable. Thus, the hypothesis stating that Double Date Digital Campaign and Electronic Word of Mouth simultaneously influence Purchasing Decisions can be accepted. In addition, the results of the determination coefficient test show an Adjusted R Square value of 0.678, which means that 67.8% of the variation in Purchasing Decisions can be explained by Double Date Digital Campaign and Electronic Word of Mouth, while the rest is influenced by other factors outside the research model. This value indicates that the regression model has a strong ability to explain consumer purchasing decision behavior.

Conclusion and Recommendation

Based on data analysis and discussion in the previous chapter, the Double Date Digital Campaign has a positive and significant effect on purchasing decisions, as evidenced by a partial test that shows that digital promotional strategies during the double date moment are able to encourage consumers intensively. Electronic Word of Mouth also shows a positive and significant effect through the same test, where digital reviews and recommendations shape consumer perceptions, trust, and confidence. Simultaneously, these two variables have a significant effect based on the combined test, with a strong regression model where most of the variation in purchasing decisions can be explained by it, and the Double Date Digital Campaign is the most dominant factor.

As a recommendation, business owners are advised to optimize the Double Date Digital Campaign through creative concepts, clear offers, and persuasive messages, while managing Electronic Word of Mouth by encouraging positive reviews and actively responding to consumer feedback to increase brand trust. For academics, further research should add potential variables such as trust, price perception, or product quality, and use qualitative or mixed methods with a wider sample for more comprehensive results and high generalizability.

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