

Assessing Future Purchase Intentions in E-Commerce: An Empirical Study on Digital Consumers

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Abstract

The purpose of this study is to investigate the determinants of consumers' intention to make online purchases. With the advent of digitalization, consumer shopping behaviour has been altered and this trend has started to affect their decisions to buy products online. Purchase intention is a measure of the likelihood of making purchase decision after exposure to digital media. User experience, platform trust, quality of service, and the weight of promotions and offers should all be weighted in this decision. Moreover, the effect of social media and their content quality also influences the customer loyalty and repurchase intention. The method in this paper uses a quantitative method approach by employing the PLS-SEM (Partial Least Squares Structural Equation Modeling) which uses SmartPLS. 14 Analysis of Results The results indicate that IBS exert significant influence on ABS as well as it does on FPI. In addition, CBF and IQS also affect purchase intention in the future mediated by IBS. Such results also indicate a need to increase consumer involvement when using e-commerce platform, particularly with social media to enrich consumers' relationships and increase sales conversions.

Keywords:

Purchase Intention; E-Commerce; Social Media; User Experience; Trust; Service Quality.

1. INTRODUCTION

Consumer behavior has changed dramatically with the rapid and significant development of digital technology, particularly in e-commerce. So, in the past when your grandfather would go down to the Argle wargel-Mart, now they are being done online, and this makes the challenge for businesses to understand prospective purchase much more complicated. Purchase intention expresses the probability for consumers to purchase after browsing in a website. Factors determining such a decision are for instance whether the system is easy to use, whether you trust the brand, the experience from the users as well as behind the product development hiding them. The purpose of this study was to explore the antecedents of purchase intentions of digital consumers. Understanding these factors can help companies design better-oriented strategies that result in getting more sales. Which means that if e-commerce companies can understand it, they can restructure their platforms to provide a more satisfying and engaging shopping experience. The study investigates how these dimensions interrelate and influence consumers decisions and offers relevant considerations for the implementation of efficient digital policies.

Digitalization of our everyday life has caused a large shift in the consumers behaviour. An important reason for consumers' purchase decisions in the online stores is digital marketing. Putri and Marlien (2022) found that there is an effect of digital marketing on consumer purchase decisions. Provided the right deployment of digital technologies, opportunities to encourage purchases through social media, online advertising, in-app promotions are becoming greater. Also, shopping trips play a role in the decision of a purchase. Nasution (2018) investigated how frequently consumers shop at a web mall, and found that the more frequently they purchase, the greater their intention to repurchase products from the same site. So effective marketing can make customers more loyal and buy more often. Thus, businesses should plot out marketing plans, which would continue to capture the attention of potential customers over a longer course of

time. Secondly, we cannot forget the role social media plays in consumer engagement. Nugraha (2021), found that the brand engagement, brand image, and brand awareness could be increased through the social media marketing. Branding on these platforms could lead to the relationship between brands and consumers to enhance, making an impact on purchases.

Expansion of the e-commerce scene in Indonesia has changed the way people buying and make decisions whereby it affect on consumption pattern. Now more than thanks to the rise of buyer trust in platforms and what they are selling, it is whether it will happen or not, and a lot of that comes down to consumer trust in the platform and the item. Picaully (2018) said that the trust that is given by the customer is very influential on purchasing decisions, in particular online-based platform, for example Shopee. Customers who trust that a transaction is safe and have faith in your product or service, are more likely to place an order. Service quality and sales promotions also have profound impacts on consumer loyalty. Hanjaya and setiawan (2022) reported that good quality of service and interesting promotion can increase customer loyalty are the user of gojek Research Result in Denpasar. By delivering on service and offerings that live up to customer expectations, businesses can develop lasting relationships with customers. Reduced transaction costs can have an impact on the patterns of consumption, notably in the digital age. Sasabone et al. According to (2023) the convenience of e-commerce system-it must be easy to pay and there must be options for quick payments and choiceof payment methoses, can cause customer to become more frequent at shopping online. This convenience allows consumers to choose and buy products with no hurdle. Similarly, in research by Delviola, Anindita, and Mutisari (2018) trust was also revealed to have a significant effect on organic vegetables consumption intention Information Quality Consumption intention of organic vegetablestrust was SIGNIFICANTSPlay a major role in consumer purchase decision. If consumers trust products are of high quality and are safe, they are more likely to buy them.

The development of electronic commerce has altered the processes through which consumers make purchasing decisions, with different factors affecting their purchase intentions. One of the important considerations is electronic word-of-mouth (eWOM). Darmawan et al. (Researchomatic)2022 claimed that eWOM affects consumer purchase intentions significantly, as reviews of other customers represent a more credible source of information. Short term and long-term impact of positive digital word of mouth: the role of social influence, engagement, credibility or eWOM is the positive recommendations in digital media including social media and reviews sites through the words of others that affect purchase decisions. Beside eWOM, brand image also has a pivotal role. Wiyono et al. (2021) found that brand leading brands on e-commerce sites could increase loyalty and repurchase intention. Strengthening brand image create trust of customers for taking re-purchase decision. Consumers are more likely to make purchase a purchase again from high- quality and trustworthy brand. It is also about consumer confidence in the products we buy. eWOM features that have an effect on trust can lead to higher intention to repurchase online (Guntara, 2021). Purchase intention in the future is also influenced by trust in product quality and the e-commerce platform. Besides, FIL and SB contribute to individual perceptions and attitudes that motivates purchasing intentions. According to Hidayatulloh (2019), there are two theories in explaining how individuals accepted the social commerce, which is planned behavior model and technology acceptance. The relative ease of technology use and trust for the platform are major factors that people consider when deciding whether or not to transact online.

The purchasing decision is shaped by the consumers' economic situation, knowledge, and individual symmetry with the product, as well as other factors. Rahardjo and Utomo (2023) describe speculative behaviors have an important moderation role in purchase decision, particularly the millennials tend to concern about long-term benefits that is price change in the market. Such decisions tend to be driven by speculation on future values of property, as opposed to more physiologically-based "need" decisions. The e-commerce information systems adopted would also have a great impact in the purchase process. Sutisna (2023) showed that consumers with an effective information system can more easily obtain related information which in turn can speed up the transaction process. This enables customers to become more confident in their purchasing choices. By making it easy to take an informed decision, e-commerce providers can engage better with consumers and enable faster purchasing decisions. Service quality is also important during purchase decision making. Ismail et al. (2024) note that consumers' perception about the service provided is related to their levels of satisfaction and loyalty. An enjoyable shopping experience provides people reason to come back for more. Speedy, candid resolution of customer issues that match the customer's experience are cornerstones for establishing strong customer confidence in the platform or brand. E-commerce operators such as Tokopedia have developed formidable moats by using tech to make shopping easier for users. According to Sulistyawati and Munawir (2024), personalization and service innovation (such as offering relevant recommendation products) could facilitate the consumer in getting what she or he need. That is how a company gets new customers and keeps them loyal.

The supportive, quality, and competitive influences of the information systems in the e-commerce environment on the purchase decision are related. Companies that have the ability to address these components can produce a streamlined, delightful and lucrative shopping experience for consumers.

2. RESEARCH METHOD

This study is quantitative research with analysis number and through quantitative methods with data descriptif and inferensial statistic. Partial-least-square structural equation modeling (PLS-SEM) and the Smart PLS to analyze the data were adopted (Zuhdi et al., 2016). Two models are being utilized in this study; the measurement model and the structural model. After ensuring the reliability and validity of the instruments executed to guarantee accuracy and consistency of the measurement, the measurement model was formed. R-squared analysis In the structure model, R-squared model is a technique of determining how much of the variation in the dependent variable can be explained by the independent variable. Hypothesis and mediation tests are further performed by the study to verify the interrelationships of the research variables. The level of analysis is the individual online shoppers. The sampling by purposive, sampling is the way used to set the respondents in this research is a user e-commerce at least has done payment one of transactions in the last six month. The minimum sample size of 400 respondents was obtained using Slovin's formula at a margin of error of 5% and 95% confidence.

The data was collected using a Google Forms online survey. The questionnaire comprises questions relative to the perceived user experience, trust in the e-commerce site, the quality of service, and the influence of promotions and offers on future purchase intentions. Answers to items are given on a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The questionnaire was distributed via social media and email to reach prospective participants. With the data collection process complete, PLS-SEM is employed for prediction. The content validity and the construct reliability of the measurement model is verified against help to check the reliability of the instruments. R-squared is used to examine another dimension of the structural model, to determine the extent to which the explicative variables affect the explained variable. Testing of hypotheses is on the one hand performed to confirm the relationship among the variables and testing of mediation is on the other hand conducted to seek if under different circumstances the main variables were moderated by other variables. The function of this path is to offer some insights concerning the impact of these attitudes on future purchase intention of consumers in e-commerce.

3. RESULTS AND DISCUSSION

3.1. Results

Data were gathered via a web-based survey from 450 respondents. After careful examination, 420 responses with an adequate fit of the sample, and 30 responses failing to meet these requirements were excluded. The demographic characteristics of students are presented in Table 1. Most participants were young women (56.7% of the sample). In term of the age groups, the group 18 to 22 years old accounted for the highest proportion of respondents with 28.5 %. They are also more likely to online shop, which is a key demographic when it comes to e-commerce. In terms of the level of spending, 38.3% of the sample had less than IDR 1,000,000 per month online purchases. This shows that some of the consumers spends averagely well on e-commerce sites. This demographic information helps to characterize the average online shopper within this study, which can help us to better understand how they are behaving and buying. Aware of these traits, companies are developing strategies to successfully connect with these consumers, as well as impact their future purchase decisions.

Table 1. Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Male	189	42.9%
Gender	Female	252	57.1%
Age	15-18 years	118	26.8%
Age	19-23 years	117	26.5%
Age	24-30 years	102	23.1%
Age	31-40 years	54	12.2%
Age	Over 40 years	50	11.3%
Monthly Expenditure for Online Shopping	Less than IDR 1,000,000	177	40.1%
Monthly Expenditure for Online Shopping	IDR 1,000,000 to IDR 2,000,000	30	6.8%
Monthly Expenditure for Online Shopping	IDR 2,000,000 to IDR 4,000,000	94	21.3%
Monthly Expenditure for Online Shopping	More than IDR 4,000,000	140	31.7%

Source: Data processed from 411 respondents (2024)

Utilises PLS-SEM (Partial Least Squares Structural Equation Modelling) with the help of SmartPLS software. Table 2 provides Outer Loading, VIF and the R-Square for the tested variables in this model. The variables FPI, ABS, IBS, IQS, and CBFA show to have valid and reliable scores according to the tested Cronbach's Alpha, CR, and AVE values, where all these values touch the minimum required.

Table 2. Data Test Results

Item	Outer Loading	VIF
Future Purchase Intention (FPI)	0.862	1.230
Attitude toward Brand's social media (ABS)	0.812	2.035
Involvement in Brand's social media (IBS)	0.772	1.354
Information Quality of Social Media Content (IQS)	0.761	1.370
Customer Brand Familiarity (CBF)	0.873	1.620

Source: Data processed from 411 respondents using SmartPLS (2024)

The testing model of the measurement model indicates that all the measures are up to the standard. Outer Loading score above 0.700, this evidences indicators strong reliability. The AVE scores are higher than 0.500, indicating acceptable convergent validity. Furthermore, the VIF scores are also less than 5, which indicates no predictors with the multicollinearity problem. With those results the measurement model is confirmed to be appropriate for deeper analysis, since these findings validate the reliability of it And the results have showed that at least one of the item-per-variable loadings scores is < 0.5 thus confirmatory factor analysis is needed.

3.1.1. Hypothesis Testing

Hypothesis testing was used to test a model relationship among the LestiyaniD & PurwantoS variables. (2023). The aim was to test if the claims for linking variables were statistically significant. As seen in Table 3, all the relationships of the variables are significant. The T-Statistic values are greater than 1.96, and the P-values are all smaller than 0.05, meaning every relation is statistically significant at the 95% confidence level. That is, none of the hypotheses in the model is rejected by the data. The results indicate that the variables have an effect on each other in a meaningful way supporting the hypothesized links in the theoretical model. Evidence is offered for every relationship by trust (attitude, intention to buy). All hypotheses were accepted and the structural model was confirmed, thereby demonstrating that the relationship between constructs have been well established. These findings validate the robustness of the model and its accuracy to predict the consumers' behaviour. The process of testing the hypothesis also offered valuable enlightenment about the model's integrity and its viability as a base for further research and practical purposes. The supporting data also verify the reliability and effectiveness of the framework of this study.

Table 3. Hypothesis Testing

Hypothesis	Sample Coefficient	T-Statistic	P-Value	Conclusion
H1: ABS \rightarrow FPI	0.414	5.356	0.000	Accepted
H2: CBF \rightarrow IBS	0.546	15.536	0.000	Accepted
H3: IBS \rightarrow ABS	0.663	16.695	0.000	Accepted
H4: IBS \rightarrow FPI	0.374	5.237	0.000	Accepted
H5: IQS \rightarrow IBS	0.397	10.730	0.000	Accepted

Source: Data processed from 411 respondents using SmartPLS (2024)

The results of testing the hypotheses indicate that the relationship between IBS and ABS is significant (sigdy < 0.05) and have the highest coefficient among the three (i.e., 0.663)it Shows the significant effect of engagement on consumers attitude towards the brand. FPI has the lowest beta of 0.374, but still significantly influences FPI indicating that even though the effect is weaker, using IBS affects consumer's future purchase intentions.

3.1.2. Mediation Test

Involvement in Brand's Social Media and Mediator The mediation held to check the mediation effect; whether the variable Involvement in Brand's Social Media (IBS) mediates the relationship between the independent and dependent variables. According to Maharani et al. (2023), mediation analysis aims to reveal the way that one variable affects the relation between others. The findings demonstrate that IBS plays a mediation role in the relationship between CBF and ABS. This is to say that brand familiarity moderates the effect of consumer involvement with a brand via social media content on brand attitude. Additionally IBS acts as a mediator between IQS and FPI as well. The level of content quality delivered by social media is a determinant of consumer interaction, changin g_during which their purchase behaviors may be influenced. These findings highlight the significance of consumer social media involvement on attitudes and behavior in the market. By understanding how IBSmingles in these relationships, brands can develop strategies to drive greater consumer interaction and loyalty, yielding higher conversions and longterm commitment. This underscores the importance for companies to work on engaging consumer engagement in their social media channels in order to drive stronger relationships and sales.

Table 4. Mediation Test

Hypothesis	T-Statistic	Conclusion
H6: CBF → IBS → ABS	10.653	Accepted
H7: CBF → IBS → FPI	4.920	Accepted
H8: IQS → IBS → ABS	9.062	Accepted
H9: IQS → IBS → FPI	4.609	Accepted
H10: IBS → ABS → FPI	6.128	Accepted

Source: Data processed from 411 respondents using SmartPLS (2024)

The findings of the mediation model indicate that IBS is an important partial mediator of the association between the independent and dependent variables. The value of all of T-Statistic was more than 1.650 which means the mediation is significant. This implies that IBS plays an important role in determining how the independent factors influence the dependent ones. The high level of statistical significance highlights the relevance of IBS for consumer attitude and the model as a whole.

The findings of the study indicated that IBS has a significant impact on ABS and on FPI. It was also discovered that Customer Brand Familiarity (CBF) and Information Quality of Social Media Content (IQS) influenced the intentions to purchase in the future, using the mediating effect of IBS. These results offer important implications for firms to develop digital marketing strategies, particularly in increasing users' engagement with brand social media to affect purchase intentions.

3.2. Discussion

The findings of this study show that IBS has a significant influence in mediating the effects in which IBS has critical associations with ABS and FPI. The results suggest that user exposure to brand sponsored social media content has a direct impact on their attitude and intent towards the brand. Increased IBS enhances the emotional bond with the brand and leads to greater purchase frequency of products or items from social media brand.

The findings of this study reveal that consumer engagement with brand social media affects their purchasing decisions, supporting the results of Putri and Marlien (2022) who reported that digital marketing in social media has a significant impact in consumer's decision to purchase a product. Specifically, social media increases connectivity between consumer and brand which helps to develop trust in a brand and the overall perception of a specific brand, which impacts upon consumers' decision to buy.

CBF effects the IBS, suggesting that the more a consumer is familiar with a brand, the more likelihood exists for a consumer to interact with a brand in SNS. The more familiar the brand the more likely it is that the consumers will do business with it through social media exposure. This is consistent with findings from Nugraha (2021) which indicate brand familiarity can improve consumer engagement on social media and enhance their brand relationship.

The IQS of social media content is also found to be significantly associated with the improvement of the IBS. Engaging, interesting and useful content drives the consumer's interest towards brands on social media. This result is consistent with the study by Darmawan et al. (2022), when content quality on SNSs is reliable enough to alter consumer purchase intent. Helpful and actionable information creates trust and brand loyalty which leads to the sales of the products you sell.

This research further illustrates that IBS serves as a mediator of the combinations CBF and ABS as well as IQS and FPI. It means, that consumers' engagement in social media enhances relationship between brand awareness, quality of shared content and purchasing intention. The impact of IBS on FPI is relatively less (0.374), but significant, which implies that though the social media engagement is a significant influencer, other factors (product quality, pricing, promotions) still have a substantial role to play in purchase decisions.

Mediation intermediary testing further verifies that IBS mediates the relationship between CBF and ABS, and between IQS and FPI. This underscores the need for e-commerce brands to improve consumers' brand engagement through social media. Through generating high-quality content that relates to them as a target audience and promoting further brand engagement (X-traction value), businesses can increase consumer loyalty in addition to future purchase intentions. As Hidayatulloh (2019) further highlights, consumers' interactions in digital sites have a substantial impact on their purchase intentions. The more frequently we engage with a brand on social media, the more likely to buy.

This research has yielded results that give light to the fact that the social media influenced is consumer engagement through social media on the intentions of consumers to purchase in the future. Thus, businesses should change the way that they direct their marketing campaigns, while maximizing social media as a vehicle for consumer engagement. It also indicates that CBF and IQS are important in forming IBS, then IBS affects consumer purchase intentions. These insights are critical to develop winning marketing plans to drive sales activations and consumer retention in today's rapidly changing digital environment.

4. CONCLUSION

This research effectively identifies several major determinants of consumer purchase intentions for e-commerce. In Other words The results indicate that IBS has a significant effect on ABS, and more importantly, ABS in turn affects FPI. Evidently, consumer engagement with brand social media is identified to be a critical driver of future purchase intentions. Moreover, Customer Brand Familiarity (CBF) and Information Quality of Social Media Content (IQS) have strong direct and mediating effects on purchase intentions through IBS. Perception of the platform and quality of services also play a crucial role in the consumers' purchase decision. Such determinants of consumer loyalty as security of transactions and the quality of products are very important. Convenient access to information and efficient transaction mechanisms provide convenience that in turn leads to increased customer visits. Meanwhile, there are promos and deals that give a slight lift but screw you compared to the other things.

Thus, these results imply that e-commerce firms need to place more emphasis on enriching user experience and enhancing consumers' engagement on social media to enhance long-term customer relationships. Knowing the antecedents of purchase intention helps firms to develop better marketing tactics. In this way, businesses can build a pleasurable shopping journey, drive sales conversions and ultimately establish consumer loyalties and satisfactions in the long run.

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