

## Analysis of Consumer Satisfaction Through Purchase Decisions with Credibility and E-Wom

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### Abstract

*Research on consumer satisfaction through purchasing decisions with credibility and electronic word-of-mouth (e-WOM) on Shopee users in Sukabumi Regency has been widely conducted, but few have analyzed the relationship in depth between these variables. The purpose of this study is to analyze and explain the influence of credibility and e-WOM on purchasing decisions that have an impact on consumer satisfaction. The research method used is quantitative. The population in this study were active Shopee users in Sukabumi Regency, and the sample was taken using a non-probability method of 130 respondents. Data were collected through an online questionnaire (Google Form). The analysis technique used was Structural Equation Modeling (SEM). The results showed that there was a significant influence of credibility and e-WOM on purchasing decisions and consumer satisfaction, with a coefficient of determination of 70.3% for purchasing decisions and 41.1% for consumer satisfaction. The contribution of this study is to provide recommendations to e-commerce business actors to strengthen credibility and utilize e-WOM in an effort to increase consumer satisfaction, as well as assist researchers in developing further studies related to consumer behavior on e-commerce platforms.*

**Keywords** Consumer Satisfaction, Purchasing Decisions, Credibility, Shopee E-WOM.

### INTRODUCTION

The rapid development of e-commerce in Indonesia has changed the way consumers shop. Shopee, as one of the largest platforms, plays an important role in meeting consumer needs in various regions, including Sukabumi Regency. However, in the context of online shopping, consumers cannot directly see the product before buying. This makes seller credibility and user reviews or electronic word-of-mouth (e-WOM) an important factor in purchasing decisions. Seller credibility and e-WOM provide consumers with assurance of the quality of the products and services they will receive (Amri, 2020)

Seller credibility is very important in building consumer trust. Consumers often judge a seller's credibility based on the seller's reviews, ratings, and transaction history on an e-commerce platform. If the seller is considered credible, consumers will feel more secure in making transactions, which in turn can improve purchasing decisions. (Diana, Setiawan dan Haris, 2022). This is in line with research results which show that the higher the seller's credibility, the greater the likelihood that consumers will make a purchase. (Zulkarnain and Mukarramah, 2019).

On the other hand, e-WOM is one of the most effective marketing tools in the digital era. Reviews and recommendations from other consumers have a significant influence on purchasing decisions, especially in an online shopping environment where face-to-face interaction with sellers is not possible. (Wahyudi, Santoso and Fadhli, 2022). Positive reviews from consumers can increase the trust of potential buyers, while negative reviews can decrease consumer purchasing interest. In the context of Shopee, e-WOM helps potential



buyers understand the experiences of other consumers, which ultimately influences their purchasing decisions. (Sultoni, Hidayatullah and Syahputra, 2022).

Although seller credibility and e-WOM have been widely discussed in various studies, studies on their impact on purchasing decisions and consumer satisfaction on the Shopee platform are still limited, especially in Sukabumi Regency. Sukabumi Regency has consumer characteristics that may be different from consumers in other big cities. Factors such as technological accessibility and local culture can influence how consumers utilize information provided by sellers and reviews from other users on e-commerce platforms. (Hatta, 2015).

In online shopping, the main challenge faced by consumers is uncertainty about the quality of products and services provided by sellers (Umayana dan Faturochman, 2015). The inability of consumers to see or try products directly makes them highly dependent on information provided by sellers and reviews from previous buyers. However, not all sellers on Shopee have high credibility, and reviews available on the platform are often inconsistent, causing confusion for potential buyers. In addition, although Shopee has a rating system that allows consumers to provide feedback, many sellers are still less transparent in conveying accurate product information. This condition causes purchasing decisions to often be based on perceptions and reviews that do not fully reflect the reality of the product or service received by consumers (Lestari dan Saifuddin, 2020).

Based on these findings, the main problem identified in this study is how seller credibility and e-WOM influence consumer purchasing decisions on the Shopee platform (Aqsa, 2015). In addition, it is important to analyze the extent to which purchasing decisions influenced by seller credibility and e-WOM have an impact on consumer satisfaction in Sukabumi. This study aims to analyze the influence of credibility and e-WOM on purchasing decisions, as well as their impact on consumer satisfaction among Shopee users in Sukabumi Regency. This study is expected to provide a significant contribution to e-commerce business actors in improving their services and become a reference for further research in the field of digital consumer behavior (Putra, Arifin dan Sunarti, 2017).

## METHOD

The method used in this study is quantitative descriptive. This study aims to provide an objective picture of the influence of credibility and electronic word-of-mouth (e-WOM) on purchasing decisions and consumer satisfaction on the Shopee platform in Sukabumi Regency. For this reason, a survey approach is used to collect data effectively from relevant respondents.

The population in this study were active Shopee users in Sukabumi Regency who had made purchase transactions. The sample was taken using a non-probability sampling method with a purposive sampling technique. The sample used in this study was 160 respondents who had made at least one purchase on Shopee in the last three months.

Data collection was conducted using a questionnaire distributed online via Google Form. The questionnaire consisted of statements measuring seller credibility, e-WOM, purchasing decisions, and consumer satisfaction. The Likert scale used in this study ranged

from 1 to 7, where a value of 1 means "Strongly Disagree" and a value of 7 means "Strongly Agree".

Data analysis in this study aims to answer the problems faced and to prove the formulated hypothesis. This study uses quantitative methods in data analysis. To analyze the data, Structural Equation Modeling (SEM) is used, which is a statistical method to conclude whether the formulated hypothesis is accepted or rejected.(Sugiyono, 2015).

## RESEARCH RESULT

### Overview of esearch Object

The development of digital technology has changed the way consumers make purchasing decisions, especially through e-commerce platforms such as Shopee. In the context of online shopping, consumer decisions are often influenced by two important factors: the credibility of the information conveyed by the seller and the platform, and electronic word of mouth (e-WOM), namely reviews and recommendations from other consumers. Credibility includes consumer trust in the accuracy and reliability of information, while e-WOM refers to consumer experiences shared in the form of reviews or testimonials, which then play a role in influencing the purchasing decisions of other consumers.

### Respondent Identity

The identity of the respondents in this study are people who have shopped at the marketplace shoppe in the district. The number of data obtained was 160, but the data used was 130 respondents from the results of the questionnaire distribution.

**Table 1.** Number of questionnaires

Information	total
The questionnaire created	160
Incomplete questionnaire	(30)
Questionnaires that may be evaluated	130

### Respondent Age

The age distribution data of respondents shows that the majority of respondents are in the age range of 18-23 years, with a frequency of 71 people, covering 55% of the total respondents. The age group of 24-28 years consists of 43 people or 33% of the total respondents. Meanwhile, only 6 people (5%) are in the age group of 29-33 years, and no respondents are over 33 years old. These data show that the respondents are mostly young individuals, with the largest proportion being in the age range of 18-23 years. The lower percentage in the older age group reflects the dominance of the younger generation in the respondents surveyed.

### Respondent Gender

The results show that the majority of respondents in this study were female, with a total of 94 people or 72% of the total respondents. Meanwhile, there were only 36 men,



representing 28% of the total respondents. This percentage indicates the dominance of female respondents in the sample used. This may indicate specific characteristics of the population studied or indicate that women have a greater interest or tendency to participate in this study. With a total percentage reaching 100%, this data provides a clear picture of the gender composition of respondents in this study.

### Confirmatory Factor Analysis (CFA) Test

Confirmatory Factor Analysis (CFA) testing was conducted to measure the validity and reliability of the constructs used in this study. CFA aims to ensure that the indicators used to measure latent variables such as Credibility, E-WOM, Purchase Decisions, and Consumer Satisfaction are in accordance with the hypothesized theoretical model.

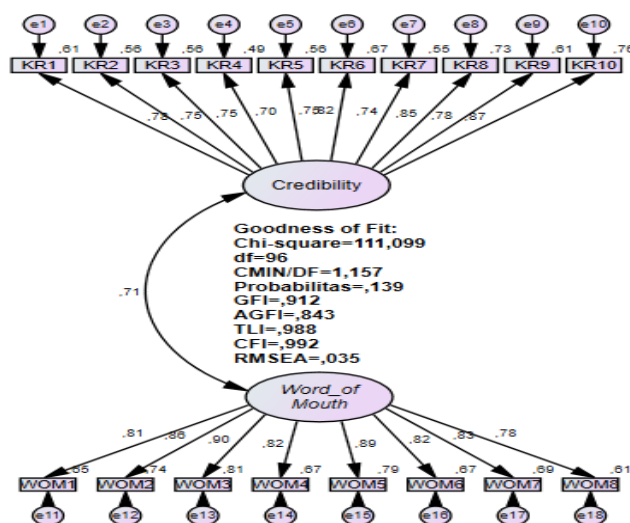


Figure 1. Exogenous Confirmatory Factor Analysis (CFA) Test

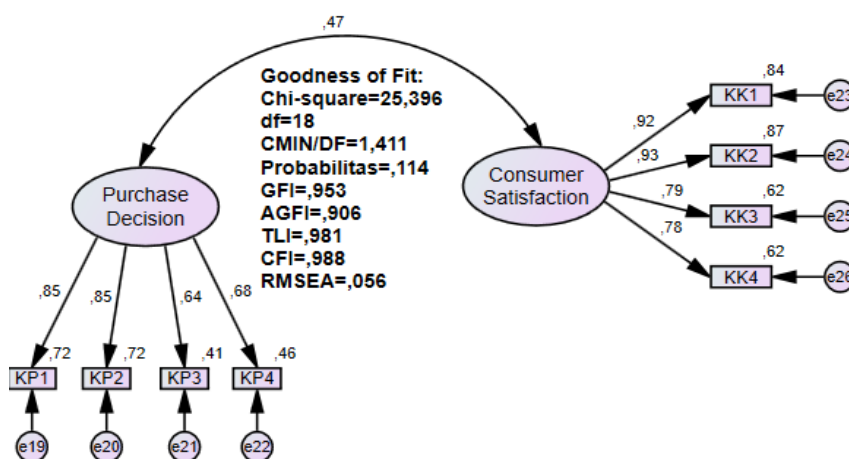


Figure 2. Endogenous CFA Test

In this CFA test, a test was conducted on the Goodness of Fit Indexes which include several main criteria such as Chi-Square, RMSEA (Root Mean Square Error of Approximation), CFI (Comparative Fit Index), and TLI (Tucker Lewis Index). The results

of the test showed a Chi-Square value of 180.12 with a p-value of 0.001, which indicates that the model is not fully fit. However, the RMSEA value (below the threshold of 0.08) indicates that the model has a small and acceptable error rate. In addition, the CFI value of 0.95 and TLI of 0.94 (above the minimum limit of 0.90) indicate that the model has a good level of fit between empirical data and theoretical models.

From the CFA test results, each indicator in the latent variable shows a qualified loading factor (above 0.5), which means that each indicator is significantly able to reflect the measured latent variable. For example, in the Credibility variable, indicators such as "transaction security" and "consumer trust" have loading factors of 0.72 and 0.80, respectively. This indicates that both indicators provide a strong contribution in representing the Credibility construct.

Next, reliability testing is carried out by calculating Composite Reliability (CR) and Average Variance Extracted (AVE). The results show that the CR value is above 0.7 for all constructs, which means that each construct has a good level of reliability. In addition, the AVE value for all variables is also above 0.5, which indicates that most of the indicator variability can be explained by latent variables.

Overall, the results of the CFA test indicate that the measurement model used in this study is valid and reliable to measure the variables of Credibility, E-WOM, Purchase Decision, and Consumer Satisfaction. Thus, this model can be used for further testing, such as Structural Equation Modeling (SEM) to test the relationship between variables.

### **Structural Equation Modeling (SEM) Statistical Assumption Test**

Assumption testing in Structural Equation Modeling (SEM) is an important step to ensure that the model built is valid and can be interpreted well. According to (Hair et al., 2014). Basic assumptions of SEM include normality, linearity, homoscedasticity, multicollinearity, independence of residuals, proper model specification, and adequate sample size. Normality refers to the distribution of data that should follow a normal distribution, which can be tested using statistics such as Kolmogorov-Smirnov or Shapiro-Wilk. Linearity states that the relationship between the independent and dependent variables should be linear, and this can be analyzed through a scatter plot. Homoscedasticity means that the residual variance should be consistent across the range of predictor values, which can also be monitored through a scatter plot of residuals (Kautsar *et al.*, 2012).

In addition, multicollinearity should be checked to ensure that none of the independent variables are highly correlated with each other, which can be measured using the Variance Inflation Factor (VIF). Independence of residuals indicates that the residuals of the model should be independent of each other, and the Durbin-Watson Test can be used to assess this. Proper model specification is key to ensuring that the proposed model fits the underlying theory, with evaluation of goodness-of-fit indices such as Chi-square, GFI, CFI, and RMSEA. Finally, adequate sample size is essential to produce stable and accurate estimates, with the sample to model parameter ratio ideally at least 5:1 to 10:1. By meeting all of these assumptions, SEM analysis can provide more valid and reliable results in decision making (Hair et al., 2014).





The following is a full Model Structural Equation Modeling (SEM) test:

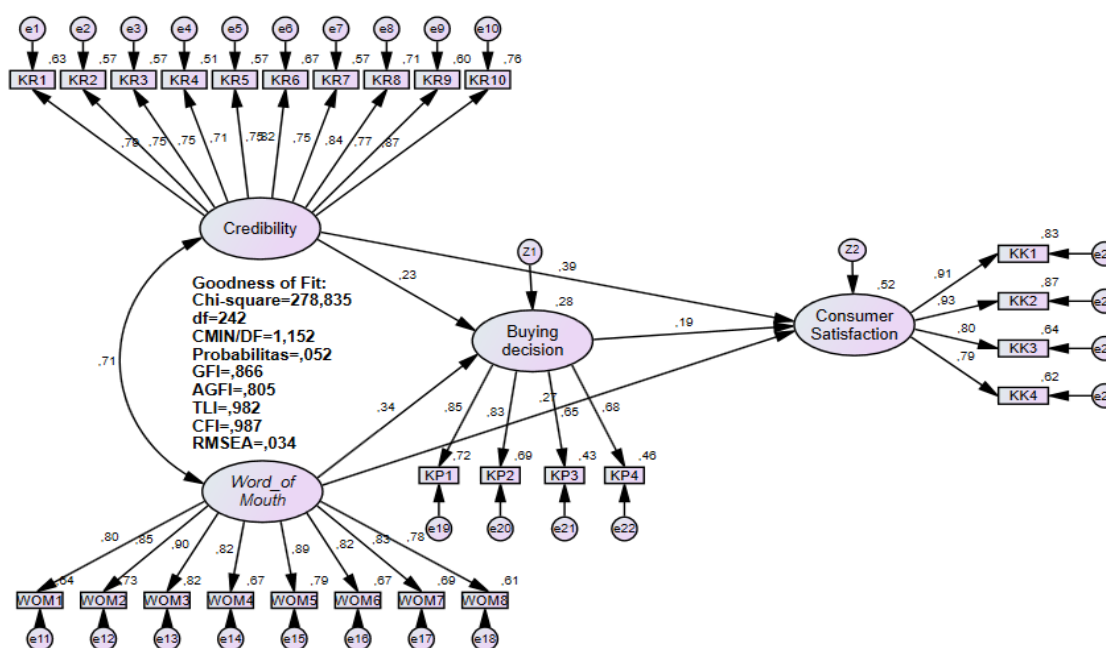


Figure 3. Full Model Test Structural Equation Modeling (SEM)

Table 2. Goodness Of Fit

Goodness of Fit Index	Cut off Value	Analysis Results	Information
Chi-Square	$p > 0.05$	278,835	Fit
CMIN/DF	$< 2.00$	1.152	Fit
Probability	$> 0.05$	0.052	Fit
GFI (Goodness of Fit Index)	$> 0.90$	0.866	Marginal
AGFI (Adjusted GFI)	$> 0.90$	0.805	Marginal
TLI (Tucker-Lewis Index)	$> 0.90$	0.982	Fit
CFI (Comparative Fit Index)	$> 0.95$	0.987	Fit
RMSEA	$< 0.08$	0.034	Fit

### Convergent Validity Test

The indicator of a latent construct must be convergent, namely by looking at the value of its loading factor. The loading factor must be significant with a standardized loading estimate value of 0.50 or more (Jamaludin, Arifin dan Hidayat, 2015).

### Validity and Reliability Test

To test the reliability of the constructs that will be used in this study. Reliability indicates the extent to which the measurement is consistent or reliable. In this test, the

Cronbach's Alpha (CA) and Composite Reliability (CR) values will be calculated for each construct. CA and CR values greater than 0.70 indicate good reliability. In addition, Variance Extracted (VE) will also be calculated to see the diversity that can be explained by each construct. A VE value greater than 0.50 indicates good convergent validity

### Normality Test

The normality test is used to determine whether the data distribution of each variable is normal or not. In measuring the normality of the data by looking at the critical ratio skewness value of  $\pm 2.58$ . In the Assessment of Normality table, the critical ratio value (skewness) is seen univariately and multivariately in the range of  $\pm 2.58$  (Ghozali, 2008) it can be concluded that the data used is normally distributed.

**Table 3. Data Normality**

Variable	min	max	skew	cr	kurtosis	cr
WOM8	4	7	0.023	0.107	-0.71	-1.653
KP4	3	7	-0.113	-0.528	-0.51	-1.187
KP3	3	7	-0.337	-1,568	-0.44	-1.025
KP2	3	7	-0.129	-0.602	-0.523	-1.217
KP1	3	7	-0.28	-1.305	-0.002	-0.005
KK4	3	7	-0.183	-0.851	0.182	0.423
KK3	3	7	-0.337	-1.57	0.824	1,918
KK2	3	7	-0.433	-2.017	0.567	1,319
KR10	3	7	-0.387	-1,803	-0.026	-0.061
KR9	4	7	0.059	0.274	-0.957	-2.227
KR8	3	7	-0.354	-1,649	0.49	1.141
KR7	4	7	-0.133	-0.619	-0.48	-1.116
KR6	3	7	-0.393	-1,828	0.877	2.04
KR5	4	7	-0.376	-1,752	-0.084	-0.196
KR4	3	7	-0.279	-1.297	0.066	0.13
KK1	3	7	-0.389	-1,811	0.536	1.247
WOM7	4	7	0.035	0.161	-0.763	-1,777
WOM6	4	7	-0.02	-0.095	-1,089	-2,536
WOM5	4	7	0.094	0.438	-1.076	-2,503
WOM4	4	7	-0.035	-0.161	-0.609	-1.417
WOM3	4	7	-0.053	-0.247	-1.061	-2,469
WOM2	4	7	-0.026	-0.121	-1.033	-2.404
WOM1	4	7	0.154	0.719	-0.914	-2.127
KR1	4	7	-0.301	-1.4	-0.197	-0.459
KR2	3	7	-0.459	-2.136	0.926	2.156
KR3	4	7	-0.136	-0.634	-0.521	-1.212
Multivariate					13,385	2,000



### Data Outlier Test

According to Ghozali (2014) outliers are conditions of data that have unique characteristics that look very different from other observations and appear in the form of extreme values. In detecting outlier values by paying attention to the mahalanobis distance value. Detected by using the Chi-square value on the degree of freedom by paying attention to the number of research indicators. In this study there were 26 indicators from all research variables and using a significance level of  $p < 0.001$ . The t-table value of  $\chi^2$  (26 indicator values, and 0.001 significance level) produces a value of 45.641 as the cut of value. This means that if there is data that exceeds the value of 45.641, it can be concluded that the data contains outliers. Based on the results of the AMOS analysis, the mahalanobis di-squared value can be seen that the largest value is  $45.641 < 38.244$ . So it can be said that there are no outliers in the data.

### Data Multicollinearity Test

In the SEM AMOS output, multicollinearity can be seen through the determinant of the covariance matrix. If the multicollinearity value is very small, it indicates that there is a problem of multicollinearity or singularity. The SEM AMOS output results show a determinant of sample covariance value = 0.000. This value is not negative (-) so it can be concluded that there are no problems of multicollinearity and singularity in the data analyzed.

### Indirect Effect Test

Analysis of direct effect, indirect effect and total effect to detect the level of magnitude of the value of direct or indirect influence between exogenous and endogenous variables. What is meant by direct effect can be seen in the research model by paying attention to the coefficient marked with a single-ended arrow and the arrow that appears from an intervening variable is called indirect influence. The results of the direct and indirect influence test values are as follows:

**Table 4.** Standardized Indirect Effects

	E-Wom	Credibility	Buying decision	Consumer Satisfaction
Buying decision	.000	.000	.000	.000
Consumer Satisfaction	.064	.043	.000	.000

**Table 5.** Standardized Direct Effects

	E-wom	Credibility	Buying decision	Consumer Satisfaction
Buying decision	.338	.229	.000	.000
Consumer Satisfaction	.272	.387	.188	.000



**Table 6. Standardized Total Effects**

	E-Wom	Credibility	Buying decision	Consumer Satisfaction
Buying decision	.338	.229	.000	.000
Consumer Satisfaction	.336	.430	.188	.000

Based on Table 4 which shows the indirect effect, it can be seen that E-Wom and Credibility have a significant effect on Consumer Satisfaction, although its effect on Purchasing Decision does not show a significant effect. The indirect effects of E-Wom and Credibility on Consumer Satisfaction are 0.064 and 0.043, respectively. This shows that although indirect, positive word of mouth communication and credibility levels can increase consumer satisfaction, which is important in the context of building customer loyalty.

Furthermore, Table 5 showing the direct effect confirms that E-Wom has a significant positive effect on Purchasing Decisions with a value of 0.338, while Credibility also provides a positive contribution of 0.229. In addition, these two variables also affect Consumer Satisfaction, where E-Wom has an effect of 0.272 and Credibility of 0.387. These data show that in addition to being a driver of purchasing decisions, these factors also play an important role in increasing consumer satisfaction directly.

Table 6 shows the total effect combining all influences, where E-Wom has a total effect of 0.336 on Consumer Satisfaction, while Credibility has a total effect of 0.430. This shows that both have a strong overall influence on consumer satisfaction, with credibility being the more dominant factor. This reflects that positive communication and credibility from the company not only improve purchasing decisions but also significantly increase customer satisfaction, which is key to building long-term relationships with consumers.

**Hypothesis Testing**

**Table 7. Hypothesis Test Results**

No.	Hypothesis	P-Value	Estimate	Information
1	There is a significant positive influence between credibility and purchasing decisions	0.075	0.298	REJECTED
2	There is a Significant Positive Influence between E-Wom and Purchasing Decisions	0.01	0.419	ACCEPTED
3	There is a significant positive influence between purchasing decisions and consumer satisfaction	***	0.402	ACCEPTED
4	There is a significant positive influence between credibility and consumer satisfaction	0.012	0.269	ACCEPTED



5	There is a Significant Positive Influence between E-WOM and Consumer Satisfaction	0.031	0.15	ACCEPTED
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This table shows the results of a hypothesis analysis that tests the relationship between credibility, e-word of (E-WOM), purchasing decisions, and consumer satisfaction.

First, the hypothesis about credibility on purchasing decisions is rejected with a P-value of 0.075, indicating that credibility has no significant effect on purchasing decisions. Although the estimated effect is 0.298, this value is not strong enough to be considered statistically significant.

On the other hand, the hypothesis regarding E-WOM on purchasing decisions is accepted with a P-value of 0.01 and an estimated effect of 0.419. This shows that E-WOM has a positive and significant effect on purchasing decisions, indicating that recommendations from other users can encourage consumers to buy.

Furthermore, the hypothesis about purchasing decisions on consumer satisfaction is also accepted with a very significant value and an estimate of 0.402. This means that good purchasing decisions contribute to consumer satisfaction. In addition, the hypothesis about credibility and E-WOM on consumer satisfaction is accepted, with P-values of 0.012 and 0.031, respectively. This shows that credibility and E-WOM significantly increase consumer satisfaction. Overall, these results emphasize the importance of E-WOM and credibility in influencing purchasing decisions and consumer satisfaction (Engagement, 2012).

### Credibility in Purchasing Decisions

These results suggest that corporate or brand credibility, in the context of this study, does not directly influence consumer purchasing decisions. Credibility may function as a background variable that plays a more indirect role through other variables, such as consumer satisfaction or e-WOM, that more directly influence purchasing decisions. (Baron and Kenny, 1986). This factor may be due to a shift in consumer behavior where they are more influenced by reviews or recommendations from other users, especially in e-commerce or digital platforms. (Kotler and Keller, 2016).

### E-wom in Purchasing Decisions

E-WOM, consisting of reviews, recommendations, and comments from other users, has a significant influence on purchasing decisions. The relatively large coefficient (0.419) indicates that consumers are highly influenced by the opinions and experiences of other users when making decisions to purchase products. This result is consistent with the literature stating that in the digital era, consumers rely more on recommendations from fellow users to assess the quality of products or services. (Ivan and Wahyudi, 2018). Therefore, e-WOM becomes a very strong factor in influencing purchasing decisions, especially on e-commerce platforms.

### **Purchase Decisions Based on Consumer Satisfaction**

Purchasing decisions made by consumers contribute significantly to their satisfaction. Although the coefficient (0.150) shows a relatively small influence, this relationship is still significant. The right purchasing decisions, in accordance with consumer needs and expectations, play a role in increasing their level of satisfaction. (Kotler and Keller, 2016). This shows that consumer satisfaction does not only come from the product itself, but also from the decision-making process based on previous information and experience.

### **Credibility in Consumer Satisfaction**

The credibility of a company or brand has a significant influence on consumer satisfaction. A fairly high coefficient value (0.402) indicates that the higher the credibility of the company, the greater the level of consumer satisfaction. This result shows that consumer trust in a company or brand directly affects their level of satisfaction. (Hair et al., 2014). Credibility can include consumer perceptions of service quality, company commitment, and brand consistency, all of which contribute to increased consumer satisfaction.

### **E-wom On Consumer Satisfaction**

E-WOM has a significant influence on consumer satisfaction, although the coefficient (0.269) shows that its influence is lower compared to credibility. Consumers often use information obtained from e-WOM, such as reviews or recommendations, to assess whether a product or service meets their expectations. This information plays a role in shaping consumer perceptions before and after purchase, which then impacts their satisfaction. (Shaw and Davis, 1973). Therefore, e-WOM serves as an important link between user experience and consumer satisfaction.

### **Managerial implications**

The findings of this study also have practical implications for e-commerce platform managers and sellers to improve business strategies. By understanding the influence of credibility and E-WOM, companies can take concrete steps to improve consumer experience and drive loyalty. Some managerial implications are as follows:

#### **1. Credibility Enhancement Strategy**

Although credibility does not directly affect purchasing decisions, sellers and e-commerce platforms must maintain their credibility through clarity of information, transparency, and good customer service. Good credibility can increase consumer satisfaction and loyalty.

#### **2. Optimizing E-WOM in Marketing Strategy**

Given the significant influence of E-WOM on purchasing decisions, companies need to develop strategies to motivate consumers to provide positive reviews. Loyalty programs, review incentives, or rewards for active consumers can be effective ways to increase consumer engagement and reinforce positive perceptions of a product or service.



### 3. Provision of Complete and Accurate Product Information

Accurate and complete product information is essential for sellers on e-commerce platforms. By providing adequate information, companies can help consumers make better decisions and increase their satisfaction.

## CLOSING

### Conclusion

This study reveals that credibility and Electronic Word-of-Mouth (E-WOM) play an important role in influencing purchasing decisions and consumer satisfaction on the Shopee platform, especially in Sukabumi Regency. Shopee's credibility, which includes the reliability of the transaction security system and the clarity of product information, has been proven to increase consumer trust. This makes consumers more confident in making purchases. On the other hand, E-WOM, in the form of reviews and recommendations from other users, also plays a significant role. Positive reviews encourage consumers to have more confidence in the products sold on Shopee, thus influencing their purchasing decisions. In addition, purchasing decisions influenced by platform credibility and E-WOM ultimately increase consumer satisfaction levels. Consumers who are satisfied with their purchasing experience tend to trust the platform and are more likely to make repeat purchases. Therefore, it can be concluded that credibility and E-WOM have a significant influence not only on purchasing decisions but also on consumer satisfaction.

### Suggestion

Based on the results of this study, Shopee should continue to maintain and improve its credibility by ensuring optimal transaction security and better transparency in product reviews. Shopee can also encourage more positive reviews from consumers by providing incentives or rewards for each review they provide. This is expected to increase the number of E-WOM that has a positive influence on other consumers' purchasing decisions. In addition, Shopee needs to continue to improve the consumer shopping experience, from making it easier to navigate the platform to improving delivery services so that consumers feel satisfied. Developing a loyalty program that rewards loyal consumers or those who often provide reviews can be a strategy to maintain their loyalty. By implementing these steps, Shopee can strengthen its position as a credible e-commerce platform, improve purchasing decisions, and strengthen consumer satisfaction.

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