

The Impacts of Brand Credibility, Brand Prestige, and Online Costumer Reviews on Purchasing Interest

Nina Mardati Lusian¹, Sri Harjanti²

Universitas Pembangunan Nasional "Veteran" Yogyakarta^{1, 2}

Jl. SWK 104, Condong Catur, Depok, Sleman, Yogyakarta, 55283, Indonesia

Correspondence Email: sri.harjanti@upnyk.ac.id

ORCHID ID: 0000-0002-3331-4116

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Lusian, N. M. & Harjanti, S. (2023). The Impacts of Brand Credibility, Brand Prestige, and Online Costumer Reviews on Purchasing Interest. *Journal of International Conference Proceedings*, 6(6), 136-146.

DOI:

<https://doi.org/10.32535/jicp.v6i6.2719>

Copyright @ 2023 owned by Author(s).
Published by JICP



This is an open-access article.

License: Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: 07 October 2023

Accepted: 06 November 2023

Published: 04 December 2023

ABSTRACT

This research aims to verify and analyze the impacts of brand credibility, brand prestige, and online customer reviews on purchasing interest of students at the Pembangunan Nasional "Veteran" Yogyakarta University who enjoy iPhone smartphone products. Questionnaires were distributed using nonprobability purposive sampling techniques, and regression analysis is adopted to test the predetermined hypotheses. Results show that there are positive relations between jointly brand credibility, brand prestige, and online customer reviews on purchasing interest. Individually tested, brand credibility, brand prestige and online customers' review have positive relation and highly significant impact on purchasing interest, respectively. According to the findings of the research, it is crucial for companies to uphold consistency and enhance consumer trust to bolster buying interest. Implementing tangible measures, such as rigorous quality checks for every device across various vendors in different countries to align with Apple's established standard operating procedures (SOP), can foster increased consumer interest in purchasing iPhone smartphone products.

Keywords: Brand Credibility, Brand Prestige, Online Customer Review, Purchasing Interest

INTRODUCTION

The development of information and communication technology today has a big influence on the industrial world, one of which is the communications industry. Everything can be done in practical ways, making contacts is now usually done without meeting face to face, and shopping can be done from home, this makes industrial players, both services and products, compete to win the increasingly competitive market. tight and has a competitive advantage. With the variety of products offered by companies to consumers in various brands and the developments provided, this has resulted in an increase in consumers' desire to try products and services from various existing brands. Technological developments, increasing needs and people's purchasing power are factors in the increase in smartphone users. Technological advances have had an impact on the development of cellphones. If previously cellphones were only used to provide short message services/SMS (sort message service) and voice communication services, now cellphones have experienced a shift in function and benefits in line with increasing needs. mobility and people's purchasing power, which demands speed in the process of accessing information.

Mobile phones are now required to be able to perform various tasks such as PCs (Personal Computers), namely mobile phones must have entertainment features (music, pictures, videos, games), communications (SMS, telephone, email, MMS), data processing (Office), work tools (scanner, presentation controller), social media (Facebook, Twitter, etc.). To meet people's needs, cell phone manufacturers compete with each other to produce products both hardware and software, and one of the innovations in the field of technology and communications is the smartphone (smart phone).

The development of technology has resulted in the emergence of various types of brands and competition between companies to attract consumers. Brand is defined as a name, symbol, or design that becomes the identity and differentiator of a product (Hunt, 2015). A strong brand will be easily remembered by consumers so that it will influence consumers in buying products. Apple Store or commonly known as the iBox Store is a retail store network owned and operated by Apple Inc. This shop operates in the computer and consumer electronics sector which is an online shop platform which is now very popular with young people with good quality smart smartphone product specifications.

Digital technology, growing demand and increasing purchasing power have been indicated as factors in expanding smartphone users. Smartphone performs various functions, namely: conventional telephone, delivering short messages, emails, acting as personal computers, working tools, social media, and various entertainment features. New features are created continuously, to respond to the needs of consumers. One of the most popular innovations is the development and production of smartphones.

The rising market for smartphones invites tighter competition among the producers. One of them is Apple store or is also known as iBox Store, that represents retail shop network, owned and operated by Apple Inc. iPhone reached 242 million units sold in 2021, a significant increase from 196,9 million units in 2020. During this period, Apple Brand took the 2nd position among 5 biggest vendors. Market growth for Apple retained positive for the last 5 years, indicating non-declining purchasing interests for this brand.

Purchasing interests may be generated from various reasons such as promotion, advertisement, time spent in visiting the stores, strived to get more information, pricing, and others (Schiffman & Wisenblit, 2019). The higher a consumer's buying interest, the higher their possibility of buying the product (Solomon, 2019). Consumer buying interest is a positive thing for the company because when consumers are interested in buying a product, the consumer will show a positive attitude and be happy with the product they have purchased.

Brand credibility is one of the most considerations before someone decides to buy a product. Brand credibility reflects level of confidence of the consumers onto product information denoted under a given brand. On the other side, brand prestige is also becoming significant consideration. Brand prestige may be understood as ordinal level of product position associated with its brand, in comparison with other brands (Steenkamp, Batra, & Alden, 2003).

During the last decade there has been an application to provide room for customers' review on a given product by online platform. This feature became effective source of information for those who think to select a product. This is reflecting statistical evidence consisting comments of the previous buyers of a product brand (Hariyanto & Trisunarno, 2020). In online customer reviews on online shopping sites, each consumer can provide a positive or negative review of the quality of a product or service provided. If reviews are a form of consumer satisfaction, it will generate interest in buying a product online.

Down to this point, it is rational to take brand credibility, brand prestige and online costumer reviews as undeniable factors to be studied in the framework of customers' purchasing interests.

Problem Formulation

For every producer, branding is most important in increasing market and sale. It is started with the level of purchasing interests of the potential consumers. The main problem is then getting highest purchasing interests, and this may be anchored back to the brand credibility, brand prestige, and online consumers' review, both as jointly influence or stimulated individually. The study took the case of Smartphone iPhone. Targeted population is the students of Universitas Pembangunan Nasional "Veteran" Yogyakarta.

Research Objectives

The research aims to address two primary objectives. Firstly, it seeks to comprehensively examine the combined influence of brand credibility, brand prestige, and online customer reviews on purchasing interests. This involves analyzing how these three factors interact and collectively impact consumers' inclination to make a purchase. Secondly, the research aims to dissect and understand the individual impacts of brand credibility, brand prestige, and online customer reviews on purchasing interests. By isolating these factors, the study aims to provide a nuanced understanding of the specific contributions each element makes to shaping consumer purchasing decisions.

LITERATURE REVIEW

Theoretical Framework

Purchasing Interests

Purchase interest is part of the consumer purchasing decision process. Purchasing interest might be implied as desire, willingness, attitude, or probability of someone to purchase a product (Schiffman & Kanuk, 2010). According Al Faridzie and Widodo (2023), purchase intention also determines whether a product meets consumers' wants and expectations, allowing them to go deeper into their evaluations of items and services. Purchase intention also determines whether a product meets consumers' wants and expectations, allowing them to go deeper into their evaluations of items and services (Kee et al., 2023).

Purchase interest is a plan to make a purchase of a product after consumer preferences are formed which may lead to buying interest (Kotler & Keller, 2012). According to Mehta in Harjanti (2021), buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers to make purchases. According to Assael (2001), purchase intent is the tendency of a consumer to buy a brand or take action in connection with the purchase, and is measured by the consumer's likelihood of buying. According to Harjanti (2021), prior to making a purchase decision, respondents often take action during the buy intention phase. Purchasing intent is a phase in which respondents tend to act before the purchasing decision is actually implemented. Interest is a tendency to be interested or compelled to pay attention to an item or activity in certain fields (Taan, 2021). According to Abdullah and Tantri (2014), buying interest is a component of consumer behavior in consuming, the tendency of respondents to act before the buying decision is actually implemented. Buying interest is a consumer's self-instruction to make a purchase of a product, plan, take relevant actions such as proposing, recommending, choosing, and finally making decision to make a purchase. To measure buying interest, buying interest is identified through indicators as follows: transactional interest, referential interest, and preferential interest (Ferdinand, 2006).

Factors Affecting Purchasing Interests

Schiffman and Kanuk (2010) listed down 4 factors that may affect purchasing interests, namely (1) economic view, whether the price incurred is proportional to the corresponding level of satisfaction and benefits; (2) passive view, where consumers observe online promotion and previews; (3) cognitive view, when consumers prioritize satisfaction in meeting their needs from the accessed information; and (4) emotional view, when emotional expression predominates interest to purchase things.

Aspects of Purchasing Interests

Sulistiyari and Yoestini (2012) indicated that the following are aspects associated with purchasing interests: (1) attentiveness of consumers on specific product; (2) appeal of once there is attention, a sense of interest will arise in consumers; (3) desire of continues with feelings of wanting or having the product; (4) believe of then a feeling of confidence arises in the individual towards the product, giving rise to a decision (final process) to obtain it through the act of purchasing; and (5) determination.

Major indicators of purchasing interests. Ferdinand (2006) signified some indicators, namely (1) transaction appeal; (2) preferencing by other people; and (3) exploration attitude.

Brand Credibility

Erdem and Swait in Ardalia and Supriono (2017) stated that brand credibility is defined as the believability of the product information contained in a brand, which requires consumers' perception that the brand has the ability and willingness to continuously deliver what has been promised. Brand credibility have two main components, they are capabilities to be trusted (trustworthiness) and expertise (expertise). Trustworthiness means it is something that can be trusted that a brand willing to deliver what was promised, and experience implies that a brand is believed to have the capacity to delivered his promise.

It possesses two components, namely brand credibility is associated with the willingness and ability of a brand to fulfill its promises to consumers so that they can be made. And as a signal by consumers. For companies, with a credible brand, efforts in marketing will be more effective in terms of costs because there is an increase in the possibility of receiving messages. Therefore, the company can increase sales through consumers who have the same: (1) trustworthiness or degree of a brand delivers what have been promised; and (2) expertise or competency when a brand is liable to materialize promises (Baek, Kim, & Yu, 2010). Indicators that correspond to these components are (1) deliverables of promises; (2) effectiveness of claim services; (3) reputation of names; (4) competencies in delivering promises; and (5) competencies in carrying out services.

According Ardalia and Supriono (2017), brand credibility is a precursor to any action or signal so that it can influence consumers with excellence and realizing that trust is a factor the first and most important thing that makes consumers make decisions. Brand credibility represent the entire communication between brand-consumer and consumer brand along the passage of time because consumers can have a relationship with the brand, and the brand communicates with consumers (Sweeney & Swait, 2008). So, brand credibility is the willingness and ability a brand in fulfilling its promises to consumers so that it can be used as signals by consumers.

Brand Prestige

According Ardalia and Supriono (2017), brand prestige is an expression of judgment evaluative that conveys high status or low, which depends on life experience, knowledge, and awareness of competing brands. In other words, prestige is a statement a person's assessment of a status can be used as the basis of a person's social through the brand of product they buy. Steenkamp, Batra, and Alden (2003) stated that brand prestige is the status of product's position relatively high levels associated with a brand.

It implies status of the buyers when they purchase the product. Status can be interpreted as social status, luxury, and uniqueness of consumers buy or use branded goods as a symbol of social status, wealth, or power, because well-known brands are rarely owned and rely heavily on personal perception and social image (Baek, Kim, & Yu, 2010). In outlining indicators to brand prestige, Vigneron and Johnson in Ardalia and Supriono (2017), perceived brand prestige as follows: (1) perceived conspicuous value; (2) perceived social value; (3) perceived emotional value; (4) perceived uniqueness value; and (5) perceived quality value.

Consumers' Online Review

According to Salsabila and Rubiyanti (2023), the term online customer reviews refer to product reviews written by customers that can be downloaded from the website of the company or from websites run by third parties. According to Maheswaran and Meyers-Levy in Salsabila and Rubiyanti (2023), the power of messages in online reviews can be divided into two groups, they are messages that focus on the positives (benefits) and messages that focus on the negatives (disadvantages). Online reviews can say both

good and bad things at the same time. According Mizerski in Salsabila and Rubiyanti (2023), message content is the most important part of the decision-making process, and customers will pay more attention to bad information when judging their preferred product or service. In cyberspace, negative information spreads more quickly than positive information because users who have had negative experiences are more likely to share their stories. Research According to Charlett, Garland, and Marr (1995), the reason people leave negative comments on reviews is because they are unhappy with the reviews themselves, which is to the detriment of both manufacturing and service companies. On the other hand, Clemons, Hann, and Hitt (2002) stated that positive reviews can significantly increase sales. According to Cheung, Lee, & Rabjohn (2008), the completeness of online reviews is related to whether or not a review can provide suggestions. Because of this, it is beneficial to be able to measure how detailed and comprehensive a review is.

Online customer reviews are positive or negative reviews of products that have been sold in online shops and can also be an evaluation of information about goods and services placed on third-party sites and retailers, which are created by consumers (Ardianti & Widiartanto, 2019). This is referring to the properties of the products as informed by consumers who have purchased them and posting in online platforms (Febriana & Yulianto, 2018). Meanwhile, Putri and Wandebori (2016) showed that effective indicators include source credibility, argument quality, review balance, perceived usefulness, and quantity of reviews.

Highlights from Previous Studies

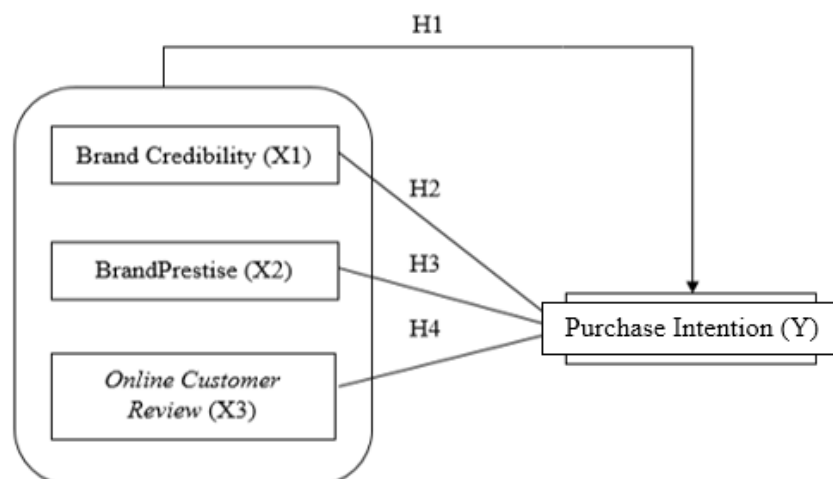
There is part of commonness in terms of selection of the factors or variables to be studies as encountered in Ardelia & Supriono (2017), Riyanjaya & Andarini (2022), and Zahra & Kadunci, (2022). Research methods are also justified as shown in the experiences of Ardelia and Supriono (2017), and Zahra & Kadunci (2022).

The main difference between this research and previous studies is basically found in the scope, object, and targeted population.

Research Framework

Purchasing interest is treated as dependent variables to be tested against the independent variables, that are classified into three variables, namely: brand credibility, brand prestige, and online customers' review. Regression modeling was adopted to carried out the tests.

Figure 1. Research Framework



RESEARCH METHOD

Research Design

The type of research used in this research is quantitative survey research. The survey method is a quantitative research method by providing information about the past or present, beliefs, opinions, characteristics, behavioral and relational variables, and testing several hypotheses about sociological and psychological variables using samples taken from certain populations, data collection techniques that are not deepened by observation (interviews or surveys), and research results are usually produced (Sugiyono, 2018).

Method

Data was collected using a survey method, namely collecting data using a questionnaire. The population in this study is all Students at the National Development University "Veteran" Yogyakarta. The method used in sampling uses a non-probability sampling method with a purpose sampling technique. Purposive sampling is taking samples in certain aspects according to the desired criteria to determine the number of samples to be studied (Sugiyono, 2018).

In this study, respondents were selected purposively among students of the National Development University "Veteran" Yogyakarta, with total number of 119 student. In this study, the measurement of each variable used a Likert scale. The scale is divided into five parts or scale levels by giving a score of 1 (STS) to 5 (SS) for each statement item. Hypothesis testing in this study using multiple linear regression method using SPSS software for windows. This study will examine the impact of brand credibility, brand prestige and online customer reviews on purchasing interest.

RESULTS

Researchers distributed questionnaires directly via google form. Researchers obtained 150 questionnaires returned, where after further recapitulation, there were 31 questionnaires that could not be processed further because they were incomplete. So only 119 questionnaires can be processed further. The data analysis technique used in this study used multiple linear regression analysis techniques. Multiple linear regression is used to predict the magnitude of the relationship between the dependent variables, namely purchase interest and the independent variables, namely brand credibility, brand prestige, online customer reviews. Following are the results of multiple linear regression analysis which were processed using the SPSS 22 program.

Table 1. Multiple Linear Regression Results

Model Component	Unstandardized Coefficients		Standardized Coefficients	t-calculated	Significant Level	Remarks
	B	Std. Error	Beta			
Costant	6.183	1.222		5.061	0.000	
Brand Credibility	0.208	0.069	0.283	3.002	0.003	Highly Significant
Brand Prestige	0.193	0.075	0.252	2.582	0.011	Significant
Online Customer Review	0.136	0.053	0.234	2.577	0.011	Significant
Dependent Variable: Purchase Interest						
Adjusted R Square: 0.413						
R square: 0.427						
F: 28.618						
Sig: 0.000 ^b						

From the regression analysis results, it can be seen that the multiple regression equation has the following form:

$$Y = 6.183 + 0.208 X_1 + 0.193 X_2 + 0.136 X_3$$

Based on this equation, it is known that the regression coefficient of brand credibility (X1), brand prestige (X2), online customer reviews (X3) have positive regression coefficient. If brand credibility (X1) has an increasing influence, The iPhone consumer's purchase interest in Yogyakarta will also increase, and vice versa. If the brand prestige (X2) has an increasing influence, iPhone consumer's purchase interest in Yogyakarta will also increase, and vice versa. If the online customer reviews (X3) are getting better and its influence increases, iPhone consumer's purchase interest in Yogyakarta will also increase, and vice versa. For the F test, the results obtained a significance value of $F \leq 0.05$, this indicates that brand credibility, brand prestige and online customer reviews collectively influence on iPhone consumer purchase interest in Yogyakarta. From the results of the t-test of the brand credibility variable, the results obtained a significance value of $t \leq 0.05$, this indicates brand credibility has partial effect on iPhone consumer purchase interest in Yogyakarta. In the t-test result of the brand prestige variable, the results with a significance value of $t \leq 0.05$, this indicates that the brand prestige has partial effect on iPhone Consumer purchase interest in Yogyakarta. In the t-test result of the online customer reviews variable, the results of the significance value $t \geq 0.05$, this indicates that the online customer reviews have partially affect the purchase interest of iPhone consumers in Yogyakarta.

DISCUSSION

Based on the research results, it shows that there is a joint positive and significant influence on the independent variables consisting of brand credibility, brand prestige, and online customer reviews on buying interest in iPhone smartphone products. Which means that brand credibility, brand prestige, and online customer reviews will jointly influence consumers' buying interest in purchasing products. The results show that brand credibility has positive and significant effect on purchase interest. This means that better the brand credibility of the iPhone smartphone product, the higher the interest in buying product. Respondent perceive the brand credibility of iPhone smartphone product as a

brand that has good product suitability. The result show that brand prestige has a positive and significant effect on purchase interest iPhone smartphone products. This means that the more appropriate the brand prestige of the iPhone smartphone product offered to consumers, the higher the interest in purchasing iPhone smartphone product. Consumer tend to be attracted to things that are unique and have high value. The result of this research show that online customer review has positive and significant effect on purchasing interest. This means that the better the online customer reviews of iPhone smartphone product, the higher the interest in purchasing iPhone smartphone product. Consumers asses that online reviews provided by previous consumers are useful and can also be trusted, thus influencing interest in purchasing iPhone smartphone products.

CONCLUSION

According to the results of research and discussion, it can be concluded that there is positive impact of brand credibility, brand prestige, and online customer reviews on iPhone consumer's purchase interest in Yogyakarta. Simultaneously brand credibility, brand prestige and online customer reviews influence consumers purchase interest. Suggestions that can be used as input for iPhone are to always pay attention to and strengthen the brand credibility variable as the most dominant variable in influencing on iPhone consumer's purchase interest in Yogyakarta. Brand credibility has the greatest influence on interest in purchasing iPhone smartphone products among students at the National Development University "Veteran" Yogyakarta. Therefore, companies need to maintain consistency and increase trust in consumers in an effort to increase consumer buying interest. With concrete efforts in the form of checking the quality for each device at each vendor in each country so that it remains in accordance with Apple's own SOP and consumers will increasingly show interest in purchasing iPhone smartphone products.

This can be a value proposition for the company so that the iPhone smartphone will have a place in the hearts of consumers as a smartphone that has a different product from other products and high levels of trust for consumers. However, there is something that must be taken into account, namely that even though the brand credibility provided provides a product quality that is different from other smartphone products, this quality can provide its own advantages for consumers when using an iPhone smartphone, which will further increase purchase interest. For further research, other variables can be added to test on consumer's purchase interest.

ACKNOWLEDGMENT

N/A

DECLARATION OF CONFLICTING INTERESTS

The author declares that there is no conflict of interest.

REFERENCES

- Abdullah, T., & Tantri, F. (2014). *Manajemen Pemasaran* (1st ed.). Jakarta: Rajawali Press.
- Al Faridzie, M. R. R., & Widodo, A. (2023). The influence of social media and e-WOM on purchase intention and brand image in online shops: An empirical study on online shop consumers in Indonesia. *Journal of International Conference Proceedings*, 6(2), 147-157. doi:10.32535/jicp.v6i2.2396
- Assael, H. (2001). *Consumer Behavior and Marketing Action* (6th ed.). Boston: Thomson & Learning.
- Ardelia, A., & Supriono, S. (2017). Pengaruh brand credibility dan brand prestige terhadap persepsi kualitas dan minat beli (Survei pada konsumen kosmetik merek Chanel). *Jurnal Administrasi Bisnis*, 50(3), 9-18.
- Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace Shopee.(Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55-66. doi:10.14710/jiab.2019.23656
- Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology & Marketing*, 27(7), 662-678. doi:10.1002/mar.20350
- Charlett, D., Garland, R., & Marr, N. (1995). How damaging is negative word of mouth. *Marketing Bulletin*, 6(1), 42-50.
- Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet research*, 18(3), 229-247. doi:10.1108/10662240810883290
- Clemons, E. K., Hann, I. H., & Hitt, L. M. (2002). Price dispersion and differentiation in online travel: An empirical investigation. *Management science*, 48(4), 534-549. doi:10.1287/mnsc.48.4.534
- Febriana, M., & Yulianto, E. (2018). Pengaruh online consumer review oleh beauty vlogger terhadap keputusan pembelian (Survei pada mahasiswi Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2014/2015 dan 2015/2016 yang membeli dan menggunakan Purbasari Matte Lipstick). *Jurnal Administrasi Bisnis*, 5(1), 1-9.
- Ferdinand, A. T. (2006). *Pengembangan Minat Beli Merek Ekstensi*. Semarang: Badan Penerbit Universitas Diponegoro.
- 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), A234-A239. doi:10.12962/j23373539.v9i2.56728
- Harjanti, S. (2021). The impact of social media marketing, word of mouth and brand image on shopee consumer's purchase intention in Yogyakarta. *Journal of International Conference Proceedings*, 4(3), 418-425. doi:10.32535/jicp.v4i3.1343
- Hunt, S. D. (2015). On reforming marketing: For marketing systems and brand equity strategy. In *Does Marketing Need Reform?: Fresh Perspectives on the Future* (pp. 77-85). London: Routledge.
- Kee, D. M. H., Sin, L. G., Yuan, N. Z., Ni, N. L. Y., Wen, N. K., Fang, N. S., ... & Muhsyi, U. A. (2023). The influence of customer satisfaction, brand trust and brand loyalty on purchase intention: A study of McDonald's in Malaysia. *International Journal of Tourism and Hospitality in Asia Pasific*, 6(2), 88-101. doi:10.32535/ijthap.v6i2.2343
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (12th ed.). Jakarta: Erlangga.

- Putri, L., & Wandebori, H. (2016). Factors influencing cosmetics purchase intention in indonesia based on online review. *International Conference on Ethics of Business, Economics and Social Science*, 255-263.
- Riyanjaya, N. A., & Andarini, S. (2022). Pengaruh online customer review dan online customer rating terhadap minat beli produk Wardah di situs belanja online Shopee. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 3(5), 927-944. doi:10.47467/elmal.v3i5.1179
- Salsabila, R., & Rubiyanti, N. (2023). The effect of online reviews, rating and price on online hotel booking intention in Indonesia: The moderating role of brand image. *Journal of International Conference Proceedings*, 6(2), 170-179. doi:10.32535/jicp.v6i2.2398
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour* (10th ed.). New Jersey: Pearson.
- Schiffman, L., & Wisenblit, J. L., (2019). *Consumer Behavior* (12th ed.). New Jersey: Pearson Education International.
- Solomon, M. R. (2019). *Consumer Behavior* (13th ed.). New Jersey: Pearson.
- Sweeney, J., & Swait, J. (2008). The effects of brand credibility on customer loyalty. *Journal of Retailing and Consumer Services*, 15(3), 179-193. doi:10.1016/j.jretconser.2007.04.001
- Steenkamp, J. B. E. M., Batra, R., & Alden, D. L. (2003). How perceived brand globalness creates brand value. *Journal of international business studies*, 34, 53-65.
- Sugiyono, S. (2018). *Metode Penelitian Kuantitatif, Kualitatif, & R&D*. Bandung: Alfabeta.
- Sulistiyari, I. N., & Yoestini, Y. (2012). *Analisis Pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap Minat Beli Produk Oriflame (Studi Kasus Mahasiswa Fakultas Ekonomika dan Bisnis Jurusan Manajemen Universitas Diponegoro Semarang)* (Undergraduate thesis). Diponegoro University, Semarang.
- Taan, H. (2021). Kemudahan penggunaan dan harga terhadap minat beli online konsumen. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 8(1), 89-96. doi:10.19184/ejeba.v8i1.19502
- Zahra, D. C., & Kadunci, E. R. (2022). *Pengaruh Online Customer Review dan Content Marketing Tiktok @azarinecosmetic Terhadap Minat Beli Produk Kecantikan Azarine di Tengah Pandemi Covid-19 (Studi kasus pada Followers Tiktok @azarinecosmetic)* (Diploma thesis). Politeknik Negeri Jakarta, Jakarta.