

## EFFECT OF PRODUCT QUALITY, PRODUCT DESIGN, E-WOM, AND AFFILIATE MARKETING ON AEROSTREET SHOE PURCHASE DECISIONS

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### *Abstrak*

*Tujuan penelitian ini adalah untuk mengkaji bagaimana pemasaran afiliasi, promosi dari mulut ke mulut (E-WOM), desain produk, dan kualitas memengaruhi keputusan pembelian sepatu Aerostreet oleh warga Kota Madiun. Pengambilan sampel purposif dilakukan untuk memilih 384 responden dalam penelitian kuantitatif ini, yang menggunakan kuesioner untuk mengumpulkan data primer. Analisis data menggunakan regresi linier berganda menggunakan SPSS versi 25. Temuan penelitian menunjukkan bahwa, secara parsial dan simultan, pemasaran afiliasi, E-WOM, desain produk, dan kualitas secara signifikan dan positif memengaruhi keputusan pembelian konsumen. Hasil ini menunjukkan bahwa untuk meningkatkan keputusan pembelian pelanggan, Aerostreet perlu meningkatkan kualitas, desain, dan mengoptimalkan teknik pemasaran digital.*

**Kata Kunci:** Kualitas Produk, Desain Produk, E-WOM, Affiliate Marketing, Keputusan Pembelian, Sepatu Aerostreet

### *Abstract*

*The purpose of this study is to examine how affiliate marketing, electronic word-of-mouth (E-WOM), product design, and quality affect Madiun City residents' decisions to buy Aerostreet shoes. Purposive sampling was used to pick 384 respondents for this quantitative study, which uses questionnaires to collect primary data. Multiple linear regression is used in data analysis using SPSS version 25. The findings demonstrate that, partially and concurrently, affiliate marketing, E-WOM, product design, and quality all significantly and favorably influence consumer decisions to buy. These results suggest that in order to increase customer purchasing decisions, Aerostreet should enhance quality, design, and optimize digital marketing techniques.*

**.Keywords:** Product Quality, Product Design, E-WOM, Affiliate Marketing, Purchasing Decisions, Aerostreet Shoes

## **A. INTRODUCTION**

The fashion industry in Indonesia has experienced rapid growth from year to year, with new trends constantly emerging and attracting the attention of the public, especially the younger generation. Fashion is not just a style of dress, but a cultural phenomenon that encompasses clothing, accessories, bags, and shoes. In addition to meeting clothing needs, fashion also functions as a visual communication medium that reflects the identity, lifestyle, and existence of individuals in society Hinggo & Febrian (2023). However, the dynamic nature of fashion also encourages high consumption patterns, as people try to adapt to fashion developments Pera (2021). One important element in the fashion industry is shoes. In the past, local shoes were often looked down upon because they were considered inferior in quality and design compared to foreign products. However, this perception has begun to shift with increasing quality, design innovation, and public awareness to support domestic products. Local shoes now function not only as foot protection, but also as an important part of lifestyle and appearance enhancement.

Some popular local brands include Aerostreet, PVN, and Ventela. All three are able to compete by carrying contemporary designs, competitive quality, and various prices. Aerostreet is known for its comfortable minimalist casual designs, PVN presents a retro-streetwear concept, while Ventela offers a vintage-classic style with premium quality. In terms of price, Aerostreet is in the range of IDR 144,000–IDR 282,000, PVN is more affordable at IDR 89,000–IDR 160,000, while Ventela has a price range of IDR 135,000–IDR 430,000. This places Aerostreet in a strategic middle position, reaching a wide market ranging from teenagers, students, to the general public. Aerostreet was named a Super Favorite Brand at the Shopee Super Awards event, and in 2024, it even set a MURI record by selling 20,000 pairs of Nusantara edition shoes in just 10 minutes on the Shopee platform. In addition to digital marketing, Aerostreet is also actively building closeness with consumers through offline events, such as the Aerostreet x Shopee collaboration at Suncity Mall Madiun which presented an exclusive Doraemon collection and succeeded in attracting the attention of the younger generation.

The popularity of this product is increasing, especially among the younger generation who consider Aerostreet to have a stylish design, affordable prices, and competitive quality. In addition to events, consumer support is also reflected in buying and selling activities on digital platforms such as Facebook Marketplace and local communities that serve as a place to hunt for limited editions, exchange information, and conduct direct transactions between users. This demonstrates Aerostreet's competitiveness and ability to win over customers, particularly Madiun City residents. The purpose of this study is to present empirical data about how affiliate marketing, electronic word-of-mouth (E-WOM), product design, and quality affect Madiun City residents' decisions to buy Aerostreet shoes. It is anticipated that the study's findings will contribute to the body of knowledge in the areas of consumer behavior and marketing management, particularly with regard to digital marketing tactics for regional fashion goods.

## **B. METHOD**

### **Product Quality**

Rochma *et al.*, (2024), characterizes product quality as a product's attributes and capacity to satisfy customer demands and preferences, which has a direct effect on customer satisfaction. Additionally, according to Yunita (2021), a product's quality includes a range of features that show that it can fulfill needs, including its inherent qualities, precision, dependability, longevity, and ease of maintenance. According to Tonce & Rangga (2022), product quality can be measured through several indicators, namely performance, characteristics or features, conformance to specifications, reliability, and durability.

### **Product Design**

Kotler & Keller (2020), define product design as the totality of features that influence how a product is perceived, perceived, and used by customers. Furthermore, Pratiwi (2021), defines product design as a managerial strategy for implementing research and development results into

tangible products ready for production and marketing for profit. According to Tabelessy (2021), product design is the totality of features provided by a manufacturer aimed at meeting consumer expectations. According to Armstrong (2024), product design indicators include variations in shape, new features or models, durability, and style.

## **E-WOM**

Khoirunnisa *et al.*, (2023), defines e-WOM as communication between users through online media in the form of positive or negative statements about a product based on personal experiences. Similarly, Sari, Rinawati & Rizkiana, (2022), state that e-WOM is an activity in which satisfied consumers share their experiences with other potential customers online. According to Febiyati Lannita and Aqmala Diana, (2022), e-WOM indicators include information, knowledge, answers, and reliability.

## **Affiliate Marketing**

Laelatul & Cindy Wulandari (2022), state that affiliate marketing is a marketing tactic implemented through targeted promotional techniques by individuals. According to Yosita, (2025), affiliate marketing will be optimal if it is conducted honestly, transparently, and based on the affiliate's personal experience. Abbas, Hasanuddin and Umar, (2023) state that affiliate programs have the potential to increase customer loyalty and company profit margins. Affiliate marketing indicators, according to Ghosal and Prasad, (2020), include informativeness, incentive, perceived trust, perceived usefulness, and perceived ease of locating.

## **Purchasing Decision**

A purchasing decision is the final stage in the consumer decision-making process, where an individual selects and purchases a product, service, idea, or experience they believe will meet their needs and desires Sinulingga (2021). Tjiptono & Diana (2020), emphasize that purchasing

decisions involve a series of critical steps, starting with need recognition, information search, and evaluation of alternatives, ultimately leading to a purchase. According to Bambang & Firdiyansyah (2021), purchasing decision indicators include: finalizing a purchase after learning product information, purchasing because of a preferred brand, purchasing based on desires and needs, and purchasing based on recommendations from others.

This research employs a quantitative methodology. According to Adnyana (2024), survey research is a systematic approach of collecting information from a sample population. The study's sample size consisted of 384 responders. The sampling technique used purposeful sampling, sometimes referred to as intentional sampling, and the samples were selected based on predetermined criteria. A questionnaire was used to collect data for this study, and it was then distributed using Google Forms. Every statement item in the survey was rated using a Likert scale. SPSS 25 software was used for research instrument tests, multiple linear tests, traditional assumption tests, and hypothesis tests.

## C. RESULTS AND DISCUSSIONS

This study involved 385 respondents from Madiun City who met several criteria: having purchased Aerostreet shoes at least once, being between 17 and 50 years old, and residing in Madiun City. The respondent characteristics are as follows:

**Table 1. Characteristics Based on Age**

age	Number of Respondents (People)	Percentage (%)
17-20 year	55	14,3%
21-25 year	184	47,8%
26-35 year	124	32,2%
36-50 year	22	5,7%
amount	385	100%

Source: Primary Data Processing (2025)

The largest number of respondents were aged 21–25 years (47.8%), followed by 26–35 years (32.2%), then 17–20 years (14.3%), and the least were 36–50 years (5.7%).

**Table 2 Characteristics Based on Domicile**

<b>Domicile</b>	<b>Number of Respondents (People)</b>	<b>Percentage (%)</b>
Kartoharjo	131	34%
Taman	134	34,8%
Manguharjo	120	31,2%

Source: Primary Data Processing (2025)

The majority of respondents (134 people) resided in Taman District (34.8%), followed by Kartoharjo District (131 people) and Manguharjo District (120 people) 31.2%. The relatively even distribution of residences across the three main districts of Madiun City indicates that the research data adequately represented respondents from all areas of the city.

**Table 3 Characteristics Based on Gender**

<b>Gender</b>	<b>Number of Respondents (People)</b>	<b>Percentage (%)</b>
Man	207	53,8%
Women	178	46,2%
amount	385	100%

Source: Primary Data Processing (2025)

The respondents in this study were relatively evenly matched, with a male and female predominance. Of the 385 respondents who completed the questionnaire, 207 (53.8%) were male, while 178 (46.2%) were female. These percentages indicate that male respondents were the predominant participant in this study.

**Table 4 Characteristics Based on Education Level**

<b>level of education</b>	<b>Number of Respondents (People)</b>	<b>Percentage (%)</b>
Junior High School/Equivalent	12	3,5%
High School/Equivalent	183	47,5%
Bachelor	175	45,4%
Other	15	3,9%
amount	385	100%

Source: Primary Data Processing (2025)

Of the 385 respondents, the majority had a high school education or equivalent, namely 183 people (47.5%), indicating that the secondary education group is the largest segment and is generally of productive age and actively shops both online and offline.

**Tabel 5 Job Based Characteristics**

Pekerjaan	Number of Respondents (People)	Percentage (%)
Students	162	42,1%
Government employees	41	10,6%
Enterpreneur	121	31,4%
Businessman	53	13,8%
Other	8	2,1%
amount	385	100%

Source: Primary Data Processing (2025)

The majority of respondents in this study were students (162 people) (42.1%). Furthermore, 121 respondents (31.4%) worked as private employees, 53 people (13.8%) were entrepreneurs, 41 people (10.6%) were civil servants, and 8 respondents (2.1%) came from other job categories.

**Table 6 Characteristics Based on Expenditure**

expenditure	Number of Respondents (People)	Percentage (%)
<1.000.000	63	16,4%
1.100.000 – 2.500.000	136	35,3%
2.600.000 – 5.000.000	143	37,1%
5.100.000 – 10.000.000	43	11,2%
amount	385	100%

Source: Primary Data Processing (2025)

The majority of respondents had monthly expenses of Rp2,600,000–Rp5,000,000 (37.1%), followed by Rp1,100,000–Rp2,500,000 (35.3%), less than Rp1,000,000 (16.4%), and Rp5,100,000–Rp10,000,000 (11.2%).

The results of the validity test, which was performed on the study's data in an effort to ensure that each questionnaire item is suitable for use, are as follows.

**Table 7 Results of the Validity Test of the Product Quality Variable (X1)**

No.	Statement	R Count	R Table	conclusion
		Information : R count > R table		
1.	X <sub>1</sub> -1	0,845	0,100	Valid
2.	X <sub>1</sub> -2	0,861	0,100	Valid
3.	X <sub>1</sub> -3	0,852	0,100	Valid
4.	X <sub>1</sub> -4	0,861	0,100	Valid
5.	X <sub>1</sub> -5	0,853	0,100	Valid
6.	X <sub>1</sub> -6	0,844	0,100	Valid
7.	X <sub>1</sub> -7	0,860	0,100	Valid
8.	X <sub>1</sub> -8	0,833	0,100	Valid

9.	X <sub>1</sub> -9	0,817	0,100	Valid
10.	X <sub>1</sub> -10	0,871	0,100	Valid

Source: Primary Data Processing (2025)

Every one of the ten items in the questionnaire was deemed valid for variable X<sub>1</sub>, which is Product Quality. The computed r value, which is higher than the table r (0.100), illustrates this.

**Table 8 Results of the Validity Test of the Product Design Variable (X<sub>2</sub>)**

No.	Statement	R Count	R Table	conclusion
		Information : R count > R table		
1.	X <sub>2</sub> -1	0,886	0,100	Valid
2.	X <sub>2</sub> -2	0,883	0,100	Valid
3.	X <sub>2</sub> -3	0,890	0,100	Valid
4.	X <sub>2</sub> -4	0,902	0,100	Valid
5.	X <sub>2</sub> -5	0,886	0,100	Valid
6.	X <sub>2</sub> -6	0,890	0,100	Valid
7.	X <sub>2</sub> -7	0,899	0,100	Valid
8.	X <sub>2</sub> -8	0,896	0,100	Valid

Source: Primary Data Processing (2025)

All 8 statement items in variable X<sub>2</sub>, Product Design, were declared valid. This is indicated by the fulfillment of validity requirements, namely the calculated r value is greater than the table r (0.100).

**Table 9 Results of the Validity Test of the E-WOM Variable (X<sub>3</sub>)**

No.	Statement	R Count	R Table	conclusion
		Information : R count > R table		
1.	X <sub>3</sub> -1	0,879	0,100	Valid
2.	X <sub>3</sub> -2	0,883	0,100	Valid
3.	X <sub>3</sub> -3	0,902	0,100	Valid
4.	X <sub>3</sub> -4	0,904	0,100	Valid
5.	X <sub>3</sub> -5	0,883	0,100	Valid
6.	X <sub>3</sub> -6	0,903	0,100	Valid
7.	X <sub>3</sub> -7	0,905	0,100	Valid
8.	X <sub>3</sub> -8	0,902	0,100	Valid

Source: Primary Data Processing (2025)

All statements in the questionnaire for variable X<sub>3</sub>, namely E-WOM, which consists of 8 items, were declared valid. This validity is proven by the calculated r value which is greater than the table r (0.100).

**Table 10 Results of the Validity Test of the Affiliate Marketing Variable (X4)**

No.	Statement	R Count	R Table	conclusion
		Information : R count > R table		
1.	X4-1	0,907	0,100	Valid
2.	X4-2	0,897	0,100	Valid
3.	X4-3	0,897	0,100	Valid
4.	X4-4	0,903	0,100	Valid
5.	X4-5	0,899	0,100	Valid
6.	X4-6	0,903	0,100	Valid
7.	X4-7	0,893	0,100	Valid
8.	X4-8	0,899	0,100	Valid
9.	X4-9	0,899	0,100	Valid
10.	X4-10	0,901	0,100	Valid

Source: Primary Data Processing (2025)

All statement items in variable x4, namely affiliate marketing which consists of 10 items, are declared valid with a calculated r value that is greater than the r table (0.100).

**Table 11 Results of the Validity Test of the Purchase Decision Variable (Y)**

No.	Statement	R Count	R Table	conclusion
		Information : R count > R table		
1.	Y-1	0,682	0,100	Valid
2.	Y-2	0,694	0,100	Valid
3.	Y-3	0,740	0,100	Valid
4.	Y-4	0,735	0,100	Valid
5.	Y-5	0,692	0,100	Valid
6.	Y-6	0,737	0,100	Valid
7.	Y-7	0,742	0,100	Valid
8.	Y-8	0,707	0,100	Valid

Source: Primary Data Processing (2025)

All statements in the questionnaire for variable Y, namely Purchasing Decision, which consists of 8 statements, were declared valid. This is proven by fulfilling the validity testing criteria, namely the calculated r value being greater than the table r (0.100).

## Reliability Test

Reliability measurements were conducted using the Cronbach Alpha statistic based on Likert.

The results of the reliability test on the research data are presented as follows:

**Table 12 Reliability Test Results**

Variables	Cronbach's Alpha	N of Items
Product Quality	0,957	10
Product Design	0,963	8
E-WOM	0,965	8
Affiliate Marketing	0,974	10
Purchase Decisions	0,864	8

Source: Primary Data Processing (2025)

All variables are proven to be reliable because the Cronbach's Alpha value is  $> 0.60$ , namely: Product Quality (0.957), Product Design (0.963), E-WOM (0.965), Affiliate Marketing (0.974), and Purchase Decision (0.864).

## Multiple Linear Regression Test

The regression equation in this study can be seen in the following table:

**Table 16 Multiple Linear Regression Test**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,013	0,887		5,654	0,000
	Product Quality	0,113	0,014	0,214	7,872	0,000
	Product Design	0,275	0,017	0,446	16,392	0,000
	E-WOM	0,205	0,016	0,343	12,660	0,000
	Affiliate Marketing	0,256	0,013	0,546	20,093	0,000

Source: Primary Data Processing (2025)

The regression results show that the constant 5.013 indicates that the basic value of the purchasing decision remains even though the independent variable is zero. Product Quality ( $b_1 = 0.113$ ), Product Design ( $b_2 = 0.275$ ), E-WOM ( $b_3 = 0.205$ ), and Affiliate Marketing ( $b_4 = 0.256$ ) all have a positive influence on purchasing decisions. This means that the better the product quality and design, the stronger the consumer reviews (E-WOM), and the more effective the promotion through affiliate marketing, the higher the likelihood of consumers purchasing Aerostreet shoes in Madiun City.

## Hypothesis Testing (t-Test)

The study hypothesis about the partial influence of each independent variable on the dependent variable was tested using the t-test. The following are the findings of this study's t-test analysis.

**Table 17 t-test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,013	0,887		5,654	0,000
	Product Quality	0,113	0,014	0,214	7,872	0,000
	Product Design	0,275	0,017	0,446	16,392	0,000
	E-WOM	0,205	0,016	0,343	12,660	0,000
	Affiliate Marketing	0,256	0,013	0,546	20,093	0,000

Source: Primary Data Processing (2025)

The hypothesis test's findings demonstrate that the four independent factors significantly and favorably influence consumers' decisions to buy Aerostreet shoes. A computed t value  $>$  t table (1.960) is found for Product Quality ( $t=7.872$ ;  $sig=0.000$ ), Product Design ( $t=16.392$ ;  $sig=0.000$ ), E-WOM ( $t=12.660$ ;  $sig=0.000$ ), and Affiliate Marketing ( $t=20.093$ ;  $sig=0.000$ ). H1, H2, H3, and H4 are therefore all acceptable.

### 1. The Influence of Product Quality on Purchase Decisions for Aerostreet Shoes

The findings of the investigation demonstrate that decisions to buy Aerostreet shoes in Madiun City are positively and significantly influenced by product quality. A computed t-value of  $7.872 >$  t-table 1.960 with a significance level of  $0.000 < 0.05$  was obtained from the hypothesis test. This demonstrates that Aerostreet product quality, in terms of materials, comfort, durability, and design, is able to meet consumer expectations, thus encouraging repeat purchases and product recommendations.

### 2. The Influence of Product Design on Purchase Decisions for Aerostreet Shoes

Aerostreet shoe purchases in Madiun City were found to be positively and significantly influenced by product design (calculated t-value of  $16.392 >$  t-table 1.960;  $sig. 0.000 < 0.05$ ). Aesthetically pleasing, comfortable, and trend-appropriate designs can satisfy customer preferences while enhancing brand perception, boosting buy intent, and cultivating loyalty.

### 3. The Influence of E-WOM on Purchase Decisions for Aerostreet Shoes

According to the analysis's findings, Electronic Word of Mouth (E-WOM) significantly and favorably influences Madiun City residents' decisions to buy Aerostreet shoes, with a computed t-value of 12.660 > t-table value of 1.960 and a significance level of 0.000 < 0.05. This is evidenced by the numerous positive reviews on social media, online forums, and e-commerce platforms, which strengthen consumers' purchasing decisions.

### 4. The Influence of Affiliate Marketing on Purchase Decisions for Aerostreet Shoes

According to the analysis's findings, affiliate marketing significantly and favorably influences Madiun City residents' decisions to buy Aerostreet shoes (calculated t-value of 20.093 > t-table value of 1.960; significance level of 0.000 < 0.05). Because the affiliate partners' aggressive marketing campaigns on blogs, social media, and e-commerce platforms can influence customer purchase decisions, this tactic is regarded as successful. The affiliate marketing system has proven to be effective as a promotional medium because it is able to reach a wide audience, increase purchasing interest, and strengthen consumer loyalty to the Aerostreet brand.

## D. CONCLUSIONS

1. Durability, comfort, and material quality are the main reasons why customers choose Aerostreet shoes, and product quality has a favorable and substantial impact on these selections.
2. Modern, attractive product design that fits consumers' lifestyles is also a key factor in determining purchasing decisions.
3. It has been demonstrated that favorable evaluations, suggestions, and testimonies posted on social media and e-commerce platforms constitute electronic word of mouth (e-WOM), which can sway prospective buyers while they are contemplating a purchase.

4. Additionally, affiliate marketing is beneficial and crucial because it can boost consumer confidence in buying Aerostreet shoes through promotions from reliable affiliates or influencers.

## E. SUGGESTIONS

The following are recommendations based on the research conducted.

- a. For Aerostreet: Maintain product quality, develop designs that are in line with trends, optimize e-WOM, and expand collaboration with affiliates/influencers.
- b. For Future Researchers: To gain a deeper understanding of consumer motives, it is advised to broaden the research area, include other factors, and employ a qualitative method.

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