

## Perceived Usefulness, Tagline, Brand Image And Their Impact On The Society Of Palembang City On Repurchase Decisions Of Products In Lazada E-Commerce Through Customer Satisfaction As An Intervening Variable And Its Study From The Perspective Of Sharia Economics

Yelisa Juliarti<sup>1\*</sup>, Mismiwati<sup>2</sup>, Chandra Zaky Maulana<sup>3</sup>

Universitas Islam Negeri Raden Fatah Palembang, Sumatera Selatan

Corresponding email: yelisajuliarti20@gmail.com

### ARTICLE INFO

#### Article History

Submission : 25/9/2025

Received : 26/9/2025

Revised : 21/10/2025

Accepted : 29/10/2025

Publish : 29/10/2025

#### Keywords

Perceived Usefulness

Tagline

Brand Image

Repurchase Decision

Customer Satisfaction

### ABSTRACT

This study aims to analyze the influence of perceived usefulness, tagline, brand image, and their impact on the society of Palembang City on repurchase decisions of products in Lazada e-commerce through customer satisfaction as an intervening variable within the perspective of Sharia economics. The study applies a quantitative approach. The population consists of Palembang City residents who use Lazada e-commerce, with a total sample of 100 respondents. Primary data were collected through questionnaires using a Likert scale and interviews. The data analysis techniques employed include the outer model, inner model, hypothesis testing, and intervening effect testing. The results indicate that: (1) perceived usefulness, tagline, and brand image have a positive and significant direct effect on product repurchase decisions; (2) perceived usefulness, tagline, and brand image positively and significantly affect customer satisfaction; (3) customer satisfaction has a positive and significant effect on repurchase decisions; and (4) customer satisfaction is able to mediate the effect of perceived usefulness, tagline, and brand image on repurchase decisions. From the perspective of Sharia economics, consumption should be based on a balance between needs and capabilities, avoid excessiveness, choose products that are halal, good, and beneficial, do not cause harm, and be carried out with honesty and prudence, so that repurchase decisions reflect responsible consumption behavior aligned with Islamic values.

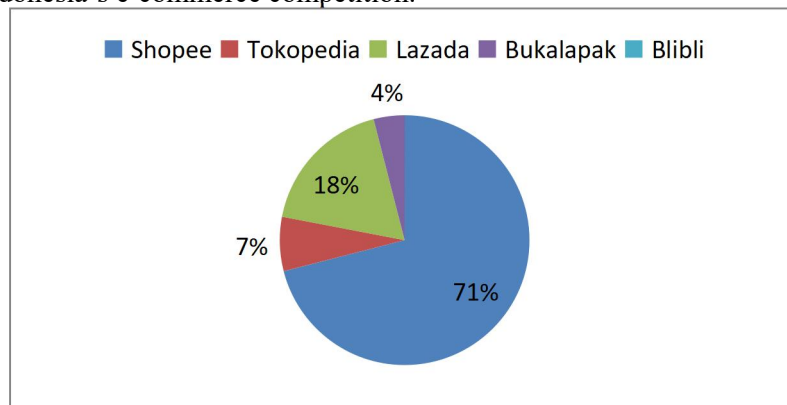
### Introduction

The development of information technology, particularly the internet, has transformed global consumer behavior, including in Indonesia. One of the most significant technological advancements felt in daily life is the presence of the internet. In 2024, the number of internet users in Indonesia reached 221,563,479 people, with an internet penetration rate of 79.5% (APJII, 2024). The internet is now not only used for communication and entertainment but has also become the main medium for transactions, including online shopping through marketplaces.

Marketplaces have become an essential part of urban lifestyles as they offer convenience, competitive prices, and time flexibility in shopping. The growth of Indonesia's e-commerce industry has also been very rapid, with e-commerce transactions reaching IDR 487 trillion throughout 2024 (Yonatan, 2024). The increasing use of e-commerce has intensified competition among marketplaces in Indonesia. One of the well-known marketplaces is Lazada, which offers a variety of products such as food, fashion, electronics, and more. Lazada, established in 2012 as part of the Lazada Group, has become a leading marketplace platform in Southeast Asia (Lazada, 2024).

According to SimilarWeb data, the five e-commerce platforms with the highest number of visitors in Indonesia are Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. In this intense competition, Lazada's success is not only determined by the number of visitors but also by how many users make repeat purchases. Repurchase decisions are a form of consumer loyalty and serve as an important indicator of business sustainability. A high repurchase rate reflects customer satisfaction with the products or services used (Devi & Fadli, 2023). Therefore, Lazada needs to focus not only on acquiring new customers but also on retaining existing ones through strategies that enhance repurchase decisions.

The problem that arises is that Lazada has not been fully successful in maintaining its customer repurchase rate. This is due to uneven perceptions of usefulness, promotional taglines that are not entirely effective, and an unstable brand image. If not addressed, this condition could cause Lazada to lose customers and fall behind in e-commerce competition. Thus, Lazada was chosen as the object of this research because it still faces various challenges that are interesting to study, particularly in Indonesia's e-commerce competition.



**Figure 1. Distribution of Marketplace Usage in Palembang City Based on Pre-Survey Result**

Source: Processed diolah, 2025

Figure 1 shows the pre-survey results indicating that Shopee is the most dominant marketplace in Palembang City with 71%, followed by Lazada (18%), Tokopedia (7%), Bukalapak (4%), and Blibli. Although Lazada is fairly popular, its competition is very tight, especially with Shopee. Lazada offers various promotions and logistic support to attract consumers. These findings indicate that while Lazada is one of the chosen e-commerce platforms, competition remains high, particularly with Shopee, which is very dominant in Palembang. However, some Lazada users in Palembang still complain about slow delivery times and less responsive customer service, as reflected in reviews on the Play Store and Media Konsumen (Media Konsumen, 2024).

Most Lazada users show a high level of satisfaction, yet there are still aspects that need improvement, such as service speed, product quality, and payment systems. If these issues are not addressed, they may reduce customer loyalty and cause migration to other more competitive platforms. If not improved, customer satisfaction may decrease, ultimately reducing repurchase decisions. Repurchase decisions are often influenced by the level of customer satisfaction experienced after transactions. Therefore, this study is important to identify specific factors that influence customer satisfaction and repurchase decisions.

The process of consumer repurchase decisions is closely related to perceived usefulness, as the higher the perceived usefulness of the application, the greater the likelihood that consumers will repurchase (Rachman et al., 2022). Perceived usefulness in Lazada reflects the extent to which the application increases efficiency and convenience in online shopping (Febriyani & Suprajitno, 2020), supported by diverse payment features, fast delivery, exclusive discounts, and intuitive navigation. Taglines also play an important role in repurchase decisions (Witanto, 2023). A tagline is a short slogan or phrase designed by a company to represent the essence, character, and position of a brand while differentiating it from competitors. An effective tagline must be enduring, memorable, and adaptable to lifestyle changes (Moh. Ainurrofiqin, 2021).

Brand image can also influence consumers in making repurchase decisions (Alfisa et al., 2023). Brand image is the perception, view, or understanding of a brand's identity formed through experiences and benefits perceived from using its services (Rohmanuddin & Suprayogo, 2022). In addition to perceived usefulness, tagline, and brand image, another variable suspected to influence Lazada customers' repurchase decisions is customer satisfaction. According to Kotler, customer satisfaction is the level of a person's feelings after comparing the results obtained with expectations (Qomariah, 2021).

From a research perspective, there is still a gap among previous studies regarding the relationship between perceived usefulness, tagline, brand image, and customer satisfaction with repurchase decisions. Some studies show significant results, while others do not. Moreover, few studies specifically examine Lazada within the local context, such as Palembang City.

From the perspective of Sharia economics, consumer behavior is not only determined by worldly benefits but must also align with values of honesty (shiddiq), trustworthiness (amanah), benefit (mashlahah), and avoidance of excessive behavior (israf) or harm to others. Repurchase decisions based on satisfaction, real benefits, and truthful information represent a form of responsible Islamic consumption (Fatimah et al., 2023).

Thus, the purpose of this study is to analyze the influence of perceived usefulness, tagline, and brand image and their impact on Palembang City society on repurchase decisions of products in Lazada e-commerce through customer satisfaction as an intervening variable within the perspective of Sharia economics.

## Method

This study employs field research with a quantitative approach. The exogenous variables in this study are perceived usefulness, tagline, and brand image, while the endogenous variable is repurchase decision and the intervening variable is customer satisfaction. The population of this study consists of Lazada users in Palembang City, the exact number of which is unknown. The sample was determined using purposive sampling. The sample size was calculated using the Lemeshow formula, resulting in 96 respondents. According to Sugiyono, an appropriate sample size for research using questionnaires is 100 respondents (Sugiyono, 2014). Since the calculation result did not meet the minimum sample size, it was rounded up to 100 respondents. The data used in this study are primary data, collected through online questionnaires distributed via the Google Form platform, and interviews to examine the research from the perspective of Sharia economics. A Likert scale with a range of 1–5 was used to measure the indicators of the exogenous, endogenous, and intervening variables. Data analysis was carried out using the SmartPLS version 3.0 method.

## Results and Discussion

### Research Results

#### 1. Measurement Model (Outer Model)

##### a. Convergent Validity

Table 1. Indicator Loading Values

	Perceived Usefulness (X1)	Tagline (X2)	Brand Image (X3)	Repurchase Decisions (Y)	Customer Satisfaction (Z)
X1.1	0.840				
X1.2	0.774				
X1.3	0.807				
X1.4	0.815				
X1.5	0.764				
X1.6	0.806				
X1.7	0.745				
X1.8	0.793				
X1.9	0.817				
X1.10	0.804				
X1.11	0.787				
X1.12	0.838				
X2.1		0.846			
X2.2		0.810			
X2.3		0.773			
X2.4		0.814			
X2.5		0.869			
X2.6		0.800			
X3.1			0.814		
X3.2			0.764		
X3.3			0.788		
X3.4			0.811		
X3.5			0.772		
X3.6			0.836		
X3.7			0.762		
X3.8			0.802		
X3.9			0.822		
Y1				0.848	
Y2				0.829	
Y3				0.856	
Y4				0.862	
Y5				0.851	
Y6				0.833	
Y7				0.888	
Z1					0.854
Z2					0.884
Z3					0.880
Z4					0.871
Z5					0.862
Z6					0.858
Z7					0.857
Z8					0.860

Sumber: Data diolah dengan SmartPLS 3, 2025

Based on the validity testing results in Table 1, it can be seen that all indicators have outer loading values greater than 0.70. Therefore, all indicators in this study are declared to have met the criteria and can be used for hypothesis testing.

## b. Discriminant Validity

Table 2. Fornell and Larcker criterion

	Perceived Usefulness (X1)	Tagline (X2)	Brand Image (X3)	Repurchase Decisions (Y)	Customer Satisfaction (Z)
Perceived Usefulness (X1)	0.800				
Tagline (X2)	0.147	0.819			
Brand Image (X3)	0.131	0.091	0.797		
Repurchase Decisions (Y)	0.569	0.518	0.525	0.853	
Customer Satisfaction (Z)	0.430	0.510	0.457	0.777	0.866

Source: Data processed with SmartPLS 3, 2025

Based on Table 2, the square root values of AVE for each construct are greater than their correlations with other constructs, indicating that the results meet the Fornell-Larcker criterion. Thus, it can be concluded that all latent variables in this study possess good discriminant validity.

## c. Cronbach Alpha and Composite Reliability

Table 3. Cronbach Alpha and Composite Reliability

	Cronbach's alpha	rho_A	Composite reliability (rho_c)	Average variance extracted (AVE)
Perceived Usefulness (X1)	0.949	0.954	0.955	0.639
Tagline (X2)	0.902	0.908	0.924	0.671
Brand Image (X3)	0.929	0.935	0.940	0.636
Repurchase Decisions (Y)	0.937	0.939	0.949	0.727
Customer Satisfaction (Z)	0.952	0.953	0.960	0.749

Source: Data processed with SmartPLS 3, 2025

The results of the test in Table 3 show that all latent variables meet the reliability test criteria. This is based on the values of Cronbach's alpha and composite reliability, where all latent variables have values greater than 0.70. Therefore, all latent variables are declared reliable after fulfilling all measurement criteria.

## 2. Structural Model (Inner Model)

### a. R-Square ( $R^2$ )

Table 4. R-Square Values

	R-square	R-square adjusted
Customer Satisfaction (Z)	0.527	0.512
Repurchase Decisions (Y)	0.761	0.751

Source: Data processed with SmartPLS 3, 2025

Based on Table 4, the R Square value of Customer Satisfaction (Z) is  $0.527 < 0.67$ , which indicates a moderate coefficient of determination, and Customer Satisfaction explains 52.7% of the variance in customer satisfaction. Meanwhile, the R Square value of Repurchase Decision is  $0.761 > 0.67$ , which indicates a strong coefficient of determination, and Repurchase Decision explains 76.1% of the variance in repurchase decision as influenced by Perceived Usefulness, Tagline, and Brand Image, including Customer Satisfaction. The Adjusted R Square values of 0.512 and 0.751 confirm that the model remains stable even when considering the number of predictor variables.

## b. Predictive Relevance

**Table 5. Construct Crossvalidated Redundancy Values**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
<b>Customer Satisfaction (Z)</b>	800	497.71	0.378
<b>Repurchase Decisions (Y)</b>	700	317.932	0.546

Source: Data processed with SmartPLS 3, 2025

Based on Table 5, the Q<sup>2</sup> value of 0.378 for Customer Satisfaction and 0.546 for Repurchase Decision, both greater than zero, indicate that the model has a fairly strong predictive ability.

## 3. Hypothesis Testing

**Table 6. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/ STDEV )	P Values
<b>H1. Perceived Usefulness (X1) -&gt; Repurchase Decisions (Y)</b>	0.334	0.337	0.116	2.870	0.002
<b>H2. Tagline (X2) -&gt; Repurchase Decisions (Y)</b>	0.252	0.263	0.125	2.005	0.023
<b>H3. Brand Image (X3) -&gt; Repurchase Decisions (Y)</b>	0.287	0.299	0.112	2.576	0.005
<b>H4. Perceived Usefulness (X1) -&gt; Customer Satisfaction (Z)</b>	0.317	0.316	0.130	2.450	0.007
<b>H5. Tagline (X2) -&gt; Customer Satisfaction (Z)</b>	0.429	0.418	0.151	2.842	0.002
<b>H6. Brand Image (X3) -&gt; Customer Satisfaction (Z)</b>	0.377	0.378	0.140	2.688	0.004
<b>H7. Customer Satisfaction (Z) -&gt; Repurchase Decisions (Y)</b>	0.374	0.354	0.112	3.342	0.000

Source: Data processed with SmartPLS 3, 2025

**Table 7. Specific Indirect Effects**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/ STDEV )	P Values
<b>H8. Perceived Usefulness (X1) -&gt; Customer Satisfaction (Z) -&gt; Repurchase Decisions (Y)</b>	0.119	0.111	0.055	2.173	0.015
<b>H9. Tagline (X2) -&gt; Customer Satisfaction (Z) -&gt; Repurchase Decisions (Y)</b>	0.160	0.151	0.077	2.075	0.019
<b>H10. Brand Image (X3) -&gt; Customer Satisfaction (Z) -&gt; Repurchase Decisions (Y)</b>	0.141	0.133	0.066	2.137	0.017

Source: Data processed with SmartPLS 3, 2025



## Discussion

### 1. The Direct Effect of Perceived Usefulness on Repurchase Decisions of Products on Lazada E-commerce

Based on the data processed using SmartPLS 3, it was found that there is a positive and significant effect of perceived usefulness (X1) on repurchase decisions (Y) with a T-statistic value of  $2.870 > 1.65$  and a P-value of  $0.002 < 0.05$ . Thus, Hypothesis 1 is accepted. This means that the higher the perceived usefulness of Lazada among the people of Palembang, the greater their likelihood of making repurchase decisions on the platform. This finding is consistent with Manupassa et al. (2025), who state that perceived usefulness has a positive and significant effect on repurchase decisions (Manupassa et al., 2025).

### 2. The Direct Effect of Tagline on Repurchase Decisions of Products on Lazada E-commerce

Based on the data processed using SmartPLS 3, it was found that there is a positive and significant effect of tagline (X2) on repurchase decisions (Y) with a T-statistic value of  $2.005 > 1.65$  and a P-value of  $0.023 < 0.05$ . Thus, Hypothesis 2 is accepted. This means that the tagline used by Lazada plays a role in influencing consumer behavior to make repeat purchases. This finding is in line with Oktafia and Santoso (2023), who found a positive and significant relationship between tagline and repurchase decisions (Oktafia & Santoso, 2023).

### 3. The Direct Effect of Brand Image on Repurchase Decisions of Products on Lazada E-commerce

Based on the data processed using SmartPLS 3, it was found that brand image (X3) has a positive and significant effect on repurchase decisions (Y) with a T-statistic value of  $2.576 > 1.65$  and a P-value of  $0.005 < 0.05$ . Thus, Hypothesis 3 is accepted. This indicates that the better Lazada's brand image is perceived by consumers, the stronger the tendency of the people of Palembang to repurchase. This finding supports Wardhani et al. (2021), who also reported a positive and significant effect of brand image on repurchase decisions (Wardhani et al., 2021).

### 4. The Effect of Perceived Usefulness on Customer Satisfaction on Lazada E-commerce

Based on the data processed using SmartPLS 3, it was found that perceived usefulness (X1) has a positive and significant effect on customer satisfaction (Z) with a T-statistic value of  $2.450 > 1.65$  and a P-value of  $0.007 < 0.05$ . Thus, Hypothesis 4 is accepted. This means that the higher the perceived usefulness of Lazada, the higher the customer satisfaction experienced by the people of Palembang. This finding is consistent with Sakinah et al. (2023), who found a positive and significant effect of perceived usefulness on customer satisfaction (Sakinah et al., 2023).

### 5. The Effect of Tagline on Customer Satisfaction on Lazada E-commerce

Based on the data processed using SmartPLS 3, it was found that tagline (X2) has a positive and significant effect on customer satisfaction (Z) with a T-statistic value of  $2.842 > 1.65$  and a P-value of  $0.002 < 0.05$ . Thus, Hypothesis 5 is accepted. This indicates that the more attractive, relevant, and memorable Lazada's tagline is, the higher the level of customer satisfaction felt by the people of Palembang. This finding is consistent with Rohmawati et al. (2023), who reported a significant effect of tagline on satisfaction (Rohmawati et al., 2023).

**6. The Effect of Brand Image on Customer Satisfaction on Lazada E-commerce**

Based on the data processed using SmartPLS 3, it was found that brand image (X3) has a positive and significant effect on customer satisfaction (Z) with a T-statistic value of  $2.688 > 1.65$  and a P-value of  $0.004 < 0.05$ . Thus, Hypothesis 6 is accepted. This indicates that the better Lazada's brand image is perceived by consumers, the higher their level of satisfaction. This finding is consistent with Karomah et al. (2022), who found a positive and significant effect of brand image on customer satisfaction (Karomah et al., 2022).

**7. The Effect of Customer Satisfaction on Repurchase Decisions of Products on Lazada E-commerce**

Based on the data processed using SmartPLS 3, it was found that customer satisfaction (Z) has a positive and significant effect on repurchase decisions (Y) with a T-statistic value of  $3.342 > 1.65$  and a P-value of  $0.000 < 0.05$ . Thus, Hypothesis 7 is accepted. This indicates that the higher the level of customer satisfaction after using Lazada's services, the higher the likelihood of making repeat purchases. This finding aligns with Mufidah and Novie (2024), who reported a positive and significant effect of customer satisfaction on repurchase decisions (Mufidah & Novie, 2024).

**8. The Effect of Perceived Usefulness on Repurchase Decisions of Products on Lazada E-commerce through Customer Satisfaction as an Intervening Variable**

Based on the data processed using SmartPLS 3, it was found that customer satisfaction (Z) mediates the relationship between perceived usefulness (X1) and repurchase decisions (Y) with a T-statistic value of  $2.173 > 1.65$  and a P-value of  $0.015 < 0.05$ . Thus, Hypothesis 8 is accepted. This means that the higher the level of perceived usefulness, the greater the customer satisfaction, which in turn increases the likelihood of repurchasing. This finding is consistent with Prawita et al. (2022), who confirmed an indirect significant effect of perceived usefulness on repurchase decisions through satisfaction (Prawita et al., 2022).

**9. The Effect of Tagline on Repurchase Decisions of Products on Lazada E-commerce through Customer Satisfaction as an Intervening Variable**

Based on the data processed using SmartPLS 3, it was found that customer satisfaction (Z) mediates the relationship between tagline (X2) and repurchase decisions (Y) with a T-statistic value of  $2.075 > 1.65$  and a P-value of  $0.019 < 0.05$ . Thus, Hypothesis 9 is accepted. This means that the more attractive, relevant, and memorable Lazada's tagline, the greater customer satisfaction, which then encourages repurchase. This finding is consistent with Rohmawati et al. (2023), who reported an



indirect significant effect of tagline on repurchase decisions through satisfaction (Rohmawati et al., 2023).

#### **10. The Effect of Tagline on Repurchase Decisions of Products on Lazada E-commerce through Customer Satisfaction as an Intervening Variable**

Based on the data processed using SmartPLS 3, it was found that customer satisfaction (Z) mediates the relationship between tagline (X2) and repurchase decisions (Y) with a T-statistic value of  $2.075 > 1.65$  and a P-value of  $0.019 < 0.05$ . Thus, Hypothesis 9 is accepted. This means that the more attractive, relevant, and memorable Lazada's tagline, the greater customer satisfaction, which then encourages repurchase. This finding is consistent with Rohmawati et al. (2023), who reported an indirect significant effect of tagline on repurchase decisions through satisfaction (Az-zahra & Madiawati, 2023).

#### **Conclusion**

Based on the results and discussion, it can be concluded that perceived usefulness, tagline, and brand image have a direct positive and significant effect on repurchase decisions of products on Lazada e-commerce, and also a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction positively and significantly influences repurchase decisions and mediates the relationship between perceived usefulness, tagline, and brand image with repurchase decisions. This highlights the crucial role of customer satisfaction as an intervening variable that strengthens the relationship between these factors and repurchase decisions among the people of Palembang. The suggestion of this study is that not all potential variables have been explored. Future research may incorporate additional variables such as trust, customer experience, or perceived risk to enrich the research model.

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