

Research Article

# The Effect of Information Quality on Behavioral Intention through Product Photos

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**Abstract:** This study aimed to examine the impact of information quality on behavioral intention through product photos among Deliwafa Store consumers in Surabaya. The study population consisted of Deliwafa Store consumers who had previously made purchases on the Shopee platform in Surabaya. Data were collected through an online questionnaire, utilizing a Likert scale. A quantitative approach was employed, with a sample of 100 respondents selected using a non-probability sampling technique, specifically accidental sampling. To analyze the data, Structural Equation Modeling (SEM) was applied using AMOS software version 24.0. The results of hypothesis testing revealed that information quality had a significant and positive effect on product photos, and product photos, in turn, had a significant and positive impact on behavioral intention. However, the study found that information quality did not significantly influence product photos. These findings indicate that while information quality plays an important role in shaping product photos, other factors might contribute to influencing consumer behavior and their intention to purchase. The study suggests that businesses should focus on enhancing product photos to drive consumer behavior and strengthen their online marketing strategies.

**Keywords:** Behavioral Intention; Consumer Behavior; Information Quality; Product Photos; Structural Equation Modeling

## 1. Introduction

The development of internet technology has transformed the way consumers buy and sell products and services. The most dramatic technological breakthroughs in recent years have been smartphones, the internet, and e-commerce (Sheth, 2020). For consumers, the emergence of marketplaces has helped overcome inefficient shopping times. This eliminates the problem of time differences and distances between stores. Consumers no longer have to visit different stores to compare prices and find the products they want (Lodan & Anshori, 2017). Deliwafa Store is a local brand from Surabaya specializing in fashion and cosmetics. Beyond its brick-and-mortar stores, Deliwafa Store has also opened online stores on several leading Indonesian e-commerce platforms, including Shopee, TikTok Shop, Lazada, and Tokopedia. Tom felt the impact of the pandemic on his store, which resulted in a decrease in visitors. Deliwafa Store opened its online store on Shopee, headquartered in Surabaya, in May 2021, and has amassed over 279,000 followers and 1,300 products. The most crucial aspect of business is being sensitive to market needs, being able to translate market demand into innovation, creating new products, and maintaining trust.

Online transactions rely on trust and information provided by sellers to buyers. The practice of commitment and trust formed among consumers will enable customers to create positive intentions to engage in online transactions. Providing good information to buyers and reducing uncertainty can help buyers make decisions and influence consumer behavioral intentions. Buyers can carefully consider products to motivate them to try or use them (Keller et al., 2016). The better the quality of information offered to buyers, the better their ability to make purchasing decisions (Rachmawati et al., 2019). Therefore, the diverse information consumers receive influences behavioral intentions. Furthermore, according to (Hidayani,

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2021), several things that create gaps in online purchasing include the clear physical distance between buyers and sellers due to the absence of salespeople.

Based on the information provided by sellers, risks such as differences in product appearance, color inconsistencies, different sizes, or quality that does not meet expectations are not ruled out. Beyond information quality, product photography plays a crucial role in influencing consumer behavioral intentions. Product photography is the first communication medium a buyer receives. This aligns with the principle that image display is a company's way of communicating. Buyers evaluate information quality based on credibility, predictive relevance, and the veracity of the content. Therefore, it is necessary to study consumer attitudes and post-purchase behaviors, including subsequent actions based on satisfaction or dissatisfaction, so businesses can maximize their potential.

During the implementation of Behavioral Intention, companies can recognize buyers' perspectives in developing their business or increasing opportunities that provide sales prospects. By increasing buyer satisfaction and implementing effective strategies, one of which is customer-centric, they will have the opportunity to become a market leader. Based on the above description, business actors must be able to pay attention to factors that drive behavioral intention. The goal is that when buyers feel satisfied, they will express a positive attitude towards the store they have visited.

## 2. Literature Review

### Information Quality

In online transactions, information quality is used as a buyer's perception when evaluating a product or service. This makes information quality a strong foundation for a company's future success (Wardoyo & Andini, 2017). In online shopping, buyers cannot actually see and touch the product, so businesses must build trust with their customers by providing useful and relevant information. Information Quality Indicators Information quality is primarily measured by three indicators, including (Romla & Ratnawati, 2018). Relevance, meaning information should be relevant to predicting product quality and usability. Accuracy, meaning information should be free from errors and misleading information. Information should be timely (up to date).

### Behavioral Intention

Behavioral intention is a consumer's tendency to explicitly act toward a product or service. (Dwivedi et al., 2022) defines that consumer behavioral intention also results from a combination of certain attitudinal and situational determinants. Behavioral intention is mediated by the effects of satisfaction and perceived value. Behavioral Intention Indicators Behavioral intention is defined as a consumer's behavior, fulfilling desires, owning and using, purchasing, and disposing of products in a certain way. Research Tahalele (2017) theorizes behavioral intention as loyalty behavior, which refers to three indicators: Loyalty: consumers make regular repeat purchases, willingness to recommend others, and willingness to pay a higher price.

### Product Photos

Product photos are one of the primary channels for online consumers to understand product design and quality. Product photos solve the problem when consumers don't have direct contact with the product they want to purchase. Therefore, product photos directly aid consumer understanding of the product, requiring sellers to strive to enhance it. Pudjihardjo (2015) stated that attracting consumer attention through product displays is considered more effective. Product photos can reduce consumer uncertainty about the product. Product Photo Indicators Product photos can foster closeness between sellers and consumers and potential consumers, as they are considered an effective way to convey information during online shopping and influence their decisions. According to Li et al. (2014), the indicators influencing product photos are: product photo information (Information), implied emotion (Emotion), visual aesthetics (Aesthetics), and the pose of the model or object in the product photo (Social Presence). Previous research served as a reference in conducting this study to complement the theory used in evaluating the research to be conducted.

**Table 1.** Previous Research

Number	Year	Name	Research Title	Conclusion
1.	2017	Vanessa Ellena Lodan	The Influence of Information Quality and Trust on Online Purchase Intention at Lady Reptile	Information quality influences consumers' online behavioral intentions at Lady Reptile
2.	2021	Ivonne Maria, Valentino Wijaya, Keni Keni	The Influence of Information Quality and Service Quality on Perceived Value and Its Consequences on Customer Engagement Behavior Intention (A Study on Instagram Social Commerce)	Information quality and service quality positively influence perceived value and perceived value influences customer engagement behavioral intentions.
3.	2014	Pebrinna Khandar	The Influence of Online Shopping Convenience on Behavioral Intention at	Overall convenience has a positive effect on behavioral intentions at Zalora.co.id, which

			Zalora.co.id	influences customers' behavioral intentions to recommend the site to others and make purchases at Zalora.co.id.
4.	2014	Xin Li, Mengyue Wang, Yubo Chen	The Impact of Product Photo on Online Consumer Purchase Intention: An Image-Processing Enabled Empirical Study	Product photography has an impact on consumer purchase intention. Research also shows that visual product presentation influences behavioral intention.
5.	2019	Intan Ratu Servanda, Putri Reno Kemala Sari, Nova Adhitya Ananda	The Role of Product Reviews and Product Photos Displayed by Sellers on the Shopee Marketplace on Men's and Women's Purchase Interest	Product reviews and product photos displayed by sellers significantly influence purchase intention. Research shows that women have higher purchase intentions on Shopee than men.

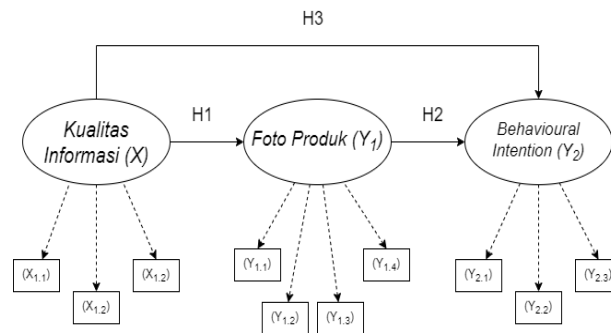
### Hypothesis

Good information quality, which provides accurate, relevant, and timely information that meets benchmarks and other criteria for information quality, will influence product photography results. Furthermore, the visual representation of product photos is thought to directly influence behavioral intentions based on the information provided. From the description above, it can be concluded that information quality influences product photography, leading to the following hypothesis:

- a. Does information quality have a significant and positive effect on product photos for consumers at the Deliwafa Store Surabaya on Shopee? Research Febriyanti & Putri (2019) found that information quality influences behavioral intention. The higher the quality of the information used, the greater the impact on consumer satisfaction and behavioral intention (Pawirosumarto, 2016). From the description above, it can be concluded that information quality influences behavioral intention.
- b. Does information quality have a significant and positive effect on behavioral intention of Deliwafa Store Surabaya consumers on Shopee? Various studies have examined the influence of product photos on consumer reactions, such as the impact of image size on behavioral intention. Furthermore, Fauzi & Lina (2021) found that attractive and visually appealing product photos can engage consumers and generate positive behavioral intentions. One study Li et al. (2014) found that product photos influence consumer behavioral intentions. This is supported by research (Servanda et al., 2019), which showed that product photos displayed by sellers have a positive effect on purchase intention. Purchase intention is one component of consumer behavioral intention. From the description above, it can be concluded that product photos influence behavioral intention.
- c. Do product photos have a significant and positive effect on behavioral intention of Deliwafa Store Surabaya consumers on Shopee?

### 3. Research Method

A research method is an analytical technique used to obtain information for a specific purpose and goal (Sugiyono, 2015). This research implements a quantitative approach, where the research is used to study the population and sample using primary data sources. The data analysis technique will utilize the Structural Equation Model (SEM) to analyze the influence of intervening variables. Therefore, this study uses a step-by-step analysis program, Analysis of Moment Structure (AMOS), version 24.0. The data collection technique used a questionnaire with a Likert scale of 1-5. The subjects of this study were Deliwafa Store consumers who had shopped at least once on the Shopee website. According to Hair et al. (2010), sample determination in Structural Equation Modeling (SEM) is done by multiplying the number of indicators used by 5-10. There were 10 indicators in this study, which then determined the sample size to be 100 respondents. Using accidental sampling, the sample was selected using probability sampling. The questionnaire distribution period was one month. The exogenous variable in this study was Information Quality, the endogenous variable was Behavioral Intention, and the Product Photo variable served as the intervening variable. Based on the description above, the conceptual framework developed by this study is outlined in Figure 2 as follows:



**Figure 2.** Conceptual framework

In this study, data analysis was conducted using SEM with seven stages (Ferdinand, 2014). The following are the steps in SEM that need to be carried out: First is the development of a theory-based model. The second step is to assemble a path diagram to see the causal relationship. The third step is to convert the path diagram into a series of structural equations and then specify the measurement model. The fourth step is to determine the input matrix and estimate the proposed model and apply the Maximum Likelihood Estimation (ML) estimation technique which is considered more effective. The fifth step is to evaluate the identification of the structural model. The sixth step is to measure the Goodness of Fit based on the Cut-Off Value, a model is declared fit if the index results meet the Cut-Off Value including: Chi-Square is expected to be small, Significance Probability  $\geq 0.05$ , RMSEA  $\leq 0.08$ , GFI  $\geq 0.90$ , AGFI  $\geq 0.90$ , CMIN/DF  $\leq 2.00$ , TLI  $\geq 0.95$  and CFI  $\geq 0.95$ . The output results must meet the standards, then the model can be declared feasible or fit. The seventh step is interpretation and modifying the model.

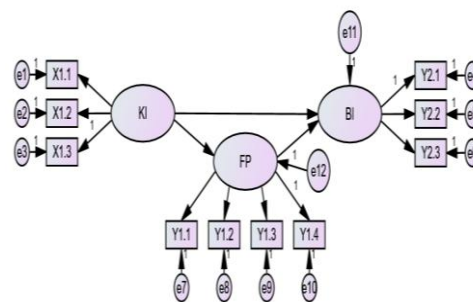
#### 4. Results and Discussion

##### Respondent Characteristics

Based on the results of a study of 100 Deliwafa Store consumers who had shopped on the Shopee website, 91% were women and 9% were men. The average monthly income or pocket money for consumers ranged from IDR 500,000 to IDR 1,000,000 (49%). Furthermore, 56% of Deliwafa Store consumers had made at least one purchase, and their most frequently purchased item was bags (39%).

##### Validity and Reliability Test Results

The validity test for the information quality, behavioral intention, and product photos instrument items showed that all items were valid, as evidenced by a significance value of  $p < 0.05$ . The reliability test results indicated that all items were reliable, as evidenced by a reliability value above 0.70. The structural equation model in this study can be described in Figure 3 as follows:



**Figure 3.** Structural Model

##### Normality Test Results

The AMOS normality test results indicate that all indicators are normally distributed univariately, as evidenced by values above  $\pm 2.58$ . Meanwhile, the multivariate normality test indicates that the data are not normally distributed, as evidenced by a kurtosis value of 10.305, indicating a value exceeding  $\pm 2.58$ .

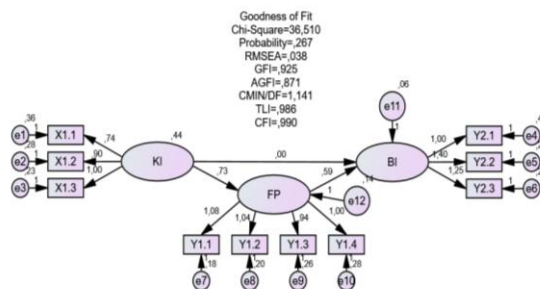
##### Outlier Test Results

The multivariate outlier test results demonstrate the presence of outliers using the Chi-Square statistic against the Mahalanobis Distance Square value. Outlier boundaries were evaluated using CHIINV, entering a probability of 0.001 and degrees of freedom appropriate for the measured variables, namely 10 indicators (Ghozali, 2014). The outlier test results

showed four cases categorized as outliers because the Mahalanobis Distance value was >29.588. However, in this case, outliers did not need to be removed because the data reflected the actual situation (Ferdinand, 2014). Therefore, the sample size remained 100.

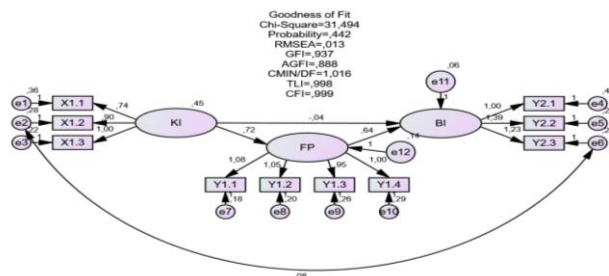
**Model Goodness of Fit Testing**

The SEM process is carried out in stages until a model that meets the cut-off value is achieved. The goodness of fit indices used are Chi-Square, Significance Probability, RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI. If the model does not achieve good fit, model modifications are necessary to achieve a good fit. The results of the Goodness of Fit test from this study are described in Figure 4 below:



**Figure 4.** AMOS Output Results

Reviewing the results in the image above, it can be seen that the model still hasn't achieved a good fit. The next stage involves testing alternative models that can be used and improving the goodness of fit standard to achieve a good fit. Therefore, the model needs to be modified based on the modification indicators' output.



**Figure 5.** Structural Model After Modification

**Table 2.** Evaluation of Goodness of Fit After Modification

No	Goodness of Fit	Cut-Off Value	Model Results	Conclusion
1.	Chi-Square	Expect a small amount	31,494	Fit
2.	Significanced Probability	≥0,05	0,442	Fit
3.	RMSEA	≤0,08	0,013	Fit
4.	GFI	≥0,90<1	0,937	Fit
5.	AGFI	≥0,90<1	0,888	Marginal Fit
6.	CMIN/DF	≤2,00	1,016	Fit
7.	TLI	≥0,95<1	0,998	Fit
8.	CFI	≥0,95<1	0,999	Fit

Source: Data Processed 2025

From Figure 5 and Table 2 above, it is known that the overall Goodness of Fit evaluation measurements have not fully met the criteria. It is known from the results of the existing model indexes, seven of them are in the Fit or good condition, namely Chi-Square, Significanced Probability, RMSEA, GFI, AGFI, CMIN / DF, TLI and CFI then there is one index value, namely the AGFI value at 0.888, the Marginal Fit condition is close to the Fit model. According to (Ghozali, 2014) if there are one to two Goodness of Fit model results that have met the requirements, then the model can be said to be Fit or good. It can be concluded that the Goodness of Fit test after overall modification is sufficient to meet the requirements for acceptance of the Structural Equation Modeling model.

**Hypothesis Testing Results**

Hypothesis testing was conducted by evaluating the level of significance of the relationships between the measured variables, as evidenced by the Critical Ratio (CR) and Significance Probability values for each variable. The following are the results of the hypothesis testing in this study using the Regression Weights output, as described in Table 3:

**Table 3.** Standardized Regression Weight

			Estimate	S.E.	C.R.	P	Label
FP	<--	KI	,717	,118	6,066	***	Significant
BI	<--	KI	-,041	,113	-,310	,757	Not Significant
BI	<--	FP	,636	,181	3,517	***	Significant

Source: AMOS Output Results

Description: \*\*\* = 0.00 (P value is very small and is below 0.05).

Based on the Regression Weights output above, it can be concluded that Hypothesis 1 in this study, which states "information quality has a significant and positive effect on product photography," is accepted. Furthermore, Hypothesis 2, which states "information quality has a significant and positive effect on behavioral intention," is rejected. Furthermore, Hypothesis 3, which states "product photography has a significant and positive effect on behavioral intention," is accepted.

To evaluate the influence of the intervening or mediating variable between information quality and behavioral intention through product photography as an intervening variable, as described in Tables 4, 5, and 6, we present the following:

**Table 4.** Direct Influence*(Standardized Direct Effects)*

	Information Quality	Product Photos	Behavioural Intention
Product Photos	,787	,000	,000
Behavioural Intention	-,063	,880	,000

Source: AMOS Output Results

**Table 5.** Indirect Effects*(Standardized Indirect Effects)*

	Information Quality	Product Photos	Behavioural Intention
Product Photos	,000	,000	,000
Behavioural Intention	,693	,000	,000

Source: AMOS Output Results

**Table 6.** Total Influence*(Standardized Total Effects)*

	Information Quality	Product Photos	Behavioural Intention
Product Photos	,787	,000	,000
Behavioural Intention	,630	,880	,000

Source: AMOS Output Results

Based on Tables 4, 5, and 6 above, if the Standardized Direct Effect value is smaller than the Standardized Indirect Effect value, it can be concluded that the intervening or mediating variable has an indirect influence on the relationship between the two variables. The Standardized Direct Effect value of information quality on behavioral intention is -0.063, and the Standardized Indirect Effect value of information quality on behavioral intention is 0.693. Therefore, the Standardized Total Effect is 0.630. From the above analysis, it is concluded that information quality influences behavioral intention, with product photos as an intervening or mediating variable.

## Discussion

### Information Quality Influences Product Photos

The results of the hypothesis test indicate that information quality has a significant and positive effect on product photos, thus Hypothesis 1 is accepted. The results indicate that the quality of information provided by Deliwafa Store to consumers is quite good, accurate, and aligns with consumer expectations from the product photos displayed. This aligns with findings Alamäki & Korpela (2021) that consumers evaluate information quality based on the credibility, predictive relevance, and truthfulness of the content in product photos. This finding is also supported by research Susanto et al. (2021) that information accuracy, precision, and relevance influence Shopee consumers' product evaluations. Therefore, it is important to ensure that the information provided is complete, accurate, and clear. Therefore, information quality can influence product photos because the information provided can influence consumer perceptions and expectations of a product through product photos

### Information Quality Has No Significant Effect on Behavioral Intention.

Hypothesis testing results indicate that information quality has no significant effect on behavioral intention. This suggests that the quality of information received does not directly influence a person's behavior. The above findings are inconsistent with previous research conducted by Rahmawati (2015) and Siswanto et al. (2022), which showed that information has a positive effect, indicating that better information visitors receive will influence behavioral intention. Besides information quality, other factors also influence behavioral intention. Research by Purwianti & Tio (2017) found that brand image, customer satisfaction, e-service quality, and attitude toward the website significantly influence behavioral intention.

Therefore, while the quality of information provided is important, it is not always the primary factor influencing behavioral intention. Many other factors must also be considered to understand a person's behavioral intention.

#### **Behavioral intention has a significant and positive effect on product photography.**

This confirms research by Sulistyono et al. (2022) and Servanda et al. (2019), which found that product photography significantly impacts behavioral intention to purchase a product. Therefore, well-presented, proportionate, and attractive product photography is crucial for increasing consumer interest, perceived quality, confidence, and overall impression of the product.

### **5. Conclusion**

Information quality has a significant and positive effect on product photos in the Deliwafa Store on the Shopee website in Surabaya. The test results indicate that the hypothesis is accepted. Consumers evaluate information quality based on credibility, predictive relevance, and the veracity of the content or product photos. Information quality has no significant effect on behavioral intention in the Deliwafa Store on the Shopee website in Surabaya. Factors such as brand image, service quality, price, promotions, and product availability can also influence behavioral intention. Therefore, information quality is not always a determining factor in influencing behavioral intention. Product photos have a significant and positive effect on behavioral intention in the Deliwafa Store on the Shopee website in Surabaya. The test results indicate that the hypothesis is accepted. Well-presented, proportional, and attractive product photos can increase consumer interest in a product, thereby strengthening behavioral intention or action (behavioral intention) related to that product.

Maintain or even improve the quality of the information displayed in terms of accuracy, timeliness, appropriateness, consistency, and clarity of product information. Maintain the quality of displayed product photos, as poor or irrelevant product photos can also negatively impact consumer or user perceptions. Companies are also advised to consistently engage with consumers to understand their characteristics and pay attention to factors such as brand image, service quality, price, promotions, and product availability to influence positive behavioral intentions or actions related to the product.

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