

The Influence of Customer Experience, Service Quality, And Local Wisdom on Purchase Intention with Customer Relationship Management (CRM) as a Mediating Variable in E-Commerce

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ABSTRACT: This study aims to examine the impact of customer experience, service quality, and local knowledge on purchase intention within the e-commerce sector in Batam City, with customer relationship management (CRM) serving as a moderating variable. The central issue addressed is how to enhance consumer purchase intention amidst the increasingly competitive e-commerce landscape. A quantitative methodology employing PLS-SEM (Partial Least Squares Structural Equation Modeling) was used, utilizing data collected from 263 respondents who had engaged in e-commerce transactions, selected via purposive sampling. The findings indicate that customer experience, service quality, and local knowledge exert a positive and significant influence on CRM. Furthermore, these three variables also directly influence consumer purchase intention. The results demonstrate that CRM positively affects purchase intention and strengthens the relationship between the independent variables and purchase intention. Overall, the findings suggest that customer experience, service quality, and local knowledge are crucial factors in boosting purchase intention, particularly when supported by the effective implementation of customer relationship management (CRM)

KEYWORDS: Customer Experience, Service Quality, Local Wisdom, CRM, Purchase Intention

I. INTRODUCTION

The advent of digital technology has brought about significant societal changes, particularly in the realm of shopping. Online shopping has gained increasing popularity recently. Indonesia stands as one of Southeast Asia's largest digital markets, with online transactions continuing to grow rapidly. This trend is also evident in Batam, a strategic region experiencing ongoing economic and industrial growth (BPS Batam City, 2024). Consequently, companies must continuously strive to enhance their marketing strategies, making them more flexible, imaginative, and customer-experience oriented.

In digital marketing, purchase intention serves as a key indicator of an e-commerce strategy's performance. Various factors can influence a person's desire to make a purchase, such as their customer experience, service quality, and local knowledge. Positive customer experiences have been shown to boost satisfaction and trust (Guan et al., 2024) and shape how consumers perceive and interact with products (Chen & Yang, 2023). Service quality also plays a crucial role in ensuring digital transactions feel secure and convenient (Lee et al., 2022).

Conversely, integrating local wisdom values into marketing strategies has garnered attention as a means to foster differentiation and build emotional connections with consumers. Local cultural values can enhance a product's tangible appeal and emotional resonance, thereby influencing a consumer's interest in purchasing it (Yingqing et al., 2024). Nevertheless, research into the influence of local wisdom within the e-commerce realm remains relatively scarce, particularly when integrated with other digital marketing factors. Furthermore, Customer Relationship Management (CRM) is crucial for businesses, as it helps them build and maintain long-term relationships with their customers. By utilizing CRM, companies can provide more personalized and relevant services, thereby strengthening the relationship between the platform and the customer. This study positions CRM as a moderating variable to assess its potential to either amplify or diminish the impact of digital marketing components on purchase intention.

II. LITERATURE REVIEW

2.1 Customer Experience

The e-commerce customer experience encompasses not only functional interactions between users and the platform but also the cognitive and emotional dimensions that emerge during the purchasing process. Positive customer experiences have been shown to significantly enhance consumer satisfaction, trust, and engagement with digital platforms (Gahlot et al., 2024; Guan et al., 2024).

The Influence of Customer Experience, Service Quality, And Local Wisdom on Purchase Intention with Customer Relationship Management (CRM) as a Mediating Variable in E-Commerce

However, the role of customer experience in shaping behavior is complex, making it crucial to gain a deeper understanding of the online shopping landscape. Studies indicate that inconsistent customer experiences directly impact purchase intentions; yet, these experiences can be shaped by other factors that strengthen the relationship.

2.2 Service Quality

Many factors contribute to the excellence of a service, such as system reliability, response speed, transaction security, and platform ease of use. When a service performs well, customers tend to be more satisfied and loyal. Ultimately, this drives an increase in purchase intention (Lee et al., 2022; Qalati et al., 2021). However, service quality is not always the primary factor directly influencing a purchase decision; in instances where consumers prioritize factors like user experience or platform trust, service quality may play a less significant role.

2.3 Local Wisdom

Cultural values can be integrated into products and marketing strategies to create distinctiveness and foster a deeper sense of connection with consumers. People often favor products that incorporate local cultural elements, as these are perceived as more authentic and meaningful (Yingqing et al., 2024).

Nevertheless, research on the influence of local wisdom on e-commerce remains limited, particularly when compared to other digital marketing factors. This presents an opportunity to further investigate the impact of local wisdom on consumer behavior within the digital landscape.

2.4 Customer Relationship Management (CRM)

Companies utilize CRM to build and sustain long-term customer relationships through data management and organized interactions. This approach enables personalized service, leading to higher customer satisfaction and loyalty (Akdemir & Bulut, 2024). CRM can serve as a mediating variable linking various marketing elements to consumer behavior, including purchase intention. However, further research is required to gain a deeper understanding of the mechanisms through which CRM exerts its influence.

2.5 Purchase Intention

A person's intention to make an online purchase is influenced by numerous factors, such as their customer experience, service quality, influencer credibility, and the relationship maintained through CRM. Purchase intention reflects the likelihood of a consumer making a purchase, shaped by their perceptions, past behaviors, and other influencing factors. (Chen & Yang, 2023; Qalati et al., 2021). In the digital era, consumer behavior is becoming increasingly complex. It is important to understand how various factors interact to influence people's purchase intentions, whether directly or indirectly.

2.6. Relationships Between Variables

Customer Experience → CRM

A positive customer experience can strengthen the relationship between an e-commerce platform and its customers, potentially leading to long-term connections. In this context, customer experience not only increases customer satisfaction but also boosts engagement—metrics that are subsequently tracked via CRM systems (Pires et al., 2024).

H1: Customer Experience has a positive effect on CRM.

Service Quality → CRM

Service quality is crucial for enhancing customer satisfaction regarding purchases and building trust. Both factors are vital for establishing long-term relationships, thereby enabling CRM systems to function more effectively (Utama et al., 2022).

H2: Service Quality has a positive effect on CRM.

Local Wisdom → CRM

Incorporating local wisdom into marketing strategies can foster a deeper sense of connection between customers and the brand. This connection helps strengthen the customer relationships managed through CRM (Yingqing et al., 2024).

H3: Local Wisdom has a positive effect on CRM.

Customer Experience → Purchase Intention

A positive customer experience enhances the platform's value and builds customer trust, ultimately driving the desire to make a purchase. The more positive the experience, the greater the likelihood of a purchase (Guan et al., 2024).

H4: Customer Experience has a positive effect on Purchase Intention.

Service Quality → Purchase Intention

Service quality effectively creates a comfortable and secure purchasing experience, thereby increasing consumer trust in the platform. This trust serves as a crucial factor in driving purchase intention (Sikandar Ali Qalati et al., 2021).

H5: Service Quality has a positive effect on Purchase Intention

Local Wisdom → Purchase Intention

Products incorporating local cultural values possess a stronger appeal, thereby enhancing perceptions of authenticity and brand value among buyers. This contributes to increased purchase intention (Yingqing et al., 2024).

The Influence of Customer Experience, Service Quality, And Local Wisdom on Purchase Intention with Customer Relationship Management (CRM) as a Mediating Variable in E-Commerce

H6: Local Wisdom has a positive effect on Purchase Intention

CRM → Purchase Intention

Through the implementation of CRM, companies can provide services that are highly aligned with customer needs. Evidence shows that this leads to higher levels of satisfaction and trust, ultimately resulting in increased purchase intention (Akdemir & Bulut, 2024).

H7: CRM has a positive effect on Purchase Intention

CRM Mediation (CX → PI)

A positive customer experience does not always directly generate purchase intention; rather, it often occurs through the process of building customer relationships. In this context, CRM plays a role in transforming that experience into a long-term relationship that drives purchase intention (Omkar Dastane, 2020).

H8 : CRM mediates the effect of Customer Experience on Purchase Intention

III. RESEARCH METHODOLOGY

Population and Sample

The subjects of this study are e-commerce users in Batam City who have experience conducting online transactions. Batam City was selected as the research location because it is a hub for economic and digital growth in Indonesia, characterized by a high level of e-commerce activity (BPS Batam City, 2024). To achieve the research objectives, a purposive sampling technique was employed (Hasan et al., 2023), based on the following established criteria:

1. Residing in Batam City
2. Having conducted e-commerce transactions at least twice
3. Belonging to Generation Z

The selection of Generation Z is based on the fact that they are highly active users of digital technology and e-commerce platforms and show a greater propensity to engage with various digital marketing strategies (Misidawati et al., 2023; Hidayat & Nuzil, 2023). This study involved a sample of 263 respondents, a figure determined by the number of indicators in the questionnaire. This sample size determination follows PLS-SEM recommendations, which suggest that the sample size should be five to ten times the number of indicators used (Kusbianto et al., 2025).

Variables and Measurement

This study examines three independent variables—customer experience, service quality, and local wisdom—and one dependent variable, purchase intention. Additionally, customer relationship management (CRM) is included as a moderating variable.

Customer experience refers to the experience perceived by customers when using an e-commerce platform (Guan et al., 2024; Chen & Yang, 2023). Service quality describes the customer's perception of the quality of service provided by the platform (Lee et al., 2022). Meanwhile, local wisdom refers to local cultural values integrated into marketing strategies (Yingqing et al., 2024).

On the other hand, CRM is a corporate strategy used to build and maintain long-term relationships with customers (Akdemir & Bulut, 2024), while purchase intention reflects a customer's inclination to make a purchase (Gahlot et al., 2024).

Data Collection Techniques

Primary data for this study were obtained through questionnaires administered to participants who met the research criteria. Meanwhile, secondary data were derived from scholarly journals and various relevant publications, serving as the foundation for theoretical formulation and the development of research instruments.

Data Analysis Methods

Relationships between variables within a complex model can be tested simultaneously using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This method was selected for the data analysis (Kusbianto et al., 2025). The analysis process comprises two primary stages: the evaluation of the measurement model (outer model) and the structural model (inner model).

In the outer model stage, construct validity and reliability are assessed by examining outer loadings, Average Variance Extracted (AVE), Cronbach's Alpha, and composite reliability. The objective of this stage is to ensure that each indicator accurately reflects the variable being measured.

In the inner model stage, analysis is conducted to determine the interrelationships among the research variables. Several metrics are utilized in this assessment, including path coefficients, t-statistics, p-values, and R-squared values. Additionally, bootstrapping techniques are employed to evaluate the significance of relationships and to examine potential moderating effects, thereby enhancing the accuracy and reliability of the results.

The Influence of Customer Experience, Service Quality, And Local Wisdom on Purchase Intention with Customer Relationship Management (CRM) as a Mediating Variable in E-Commerce

IV. ANALYSIS RESULTS AND DISCUSSION

This study describes consumer behavior on the e-commerce platform under investigation. The 263 respondents were categorized based on gender, age, highest level of education, and occupation. This categorization outlines the profile of the study's respondents.

Data analysis reveals that the dominant demographic among e-commerce platform users in this study is male, comprising 227 respondents (86.3%) compared to 36 female respondents (13.7%).

The majority of respondents are young, particularly from Generation Z. The 22–28 age group accounts for 30.0% of respondents, while the 17–21 age group represents 27.4%. Additionally, 24.7% are aged 29–36 and 17.1% are aged 37–44, whereas only 0.8% fall into the 45–60 age range. This indicates that young people are the most likely to use e-commerce.

The largest group of respondents (43.3%) holds a bachelor's degree. The next most common group consists of high school graduates (37.6%), followed by those with a master's degree (12.9%). Meanwhile, 3.4% hold a diploma (D3), 1.9% hold a doctoral degree (S3), and 0.8% have a junior high school education. The vast majority of survey respondents possess at least a high school diploma or a higher level of education.

Regarding occupation, 44.9% of respondents are private-sector employees, 24.7% are university students, and 18.3% are civil servants. There are also entrepreneurs (11.8%) and drivers (0.4%) among the respondents. These findings indicate that the majority of e-commerce users in this study fall within the working-age demographic.

Descriptive Analysis

To understand how respondents evaluated each variable in this study, a descriptive analysis was conducted on Customer Experience (X1), Service Quality (X2), Local Wisdom (X3), Customer Relationship Management (CRM), and Purchase Intention (Y). The data analysis results indicate that, for the most part, respondents provided positive assessments of all the variables studied. This suggests that users of e-commerce platforms rate their shopping experiences very highly. Regarding the customer experience variable, respondents indicated that e-commerce platforms provide a shopping experience that meets customer needs while being fast and easy to use. Users also believe that these platforms handle transaction-related issues effectively. These findings align with previous research demonstrating that a positive customer experience can enhance customer engagement with digital platforms (Gahlot et al., 2024; Guan et al., 2024).

Furthermore, respondents rated the service quality of e-commerce platforms quite favorably, particularly regarding product availability, delivery reliability, and guarantees for both transactions and products. This reinforces previous studies indicating that, in a digital context, service quality significantly influences customer satisfaction and loyalty (Lee et al., 2022; Qalati et al., 2021).

Regarding the local wisdom variable, respondents positively evaluated the platforms' incorporation of local wisdom into their products and services. Local cultural values can enhance product appeal and foster a sense of authenticity among consumers (Yingqing et al., 2024).

Regarding the customer relationship management (CRM) variable, respondents believed that e-commerce platforms effectively manage customer relationships—for instance, by providing products that meet specific needs and ensuring the security of personal data. Companies can also offer responsive services through CRM. This highlights the crucial role of CRM in building and maintaining long-term customer relationships (Akdemir & Bulut, 2024). Regarding the purchase intention variable, respondents demonstrated a significant inclination to transact via e-commerce platforms; they also expressed an intent to make future purchases and to recommend the platforms to others. These findings indicate that positive perceptions of the various elements examined can boost customer interest in making purchases (Chen & Yang, 2023; Qalati et al., 2021).

Convergent Validity

The test results indicate that the outer loading values for all indicators exceed 0.70. The values range from 0.860 to 0.879 for Customer Experience (CE), 0.864 to 0.887 for Service Quality (SQ), 0.822 to 0.876 for Local Wisdom (LW), 0.876 to 0.899 for Customer Relationship Management (CRM), and 0.844 to 0.877 for Purchase Intention (PI). These results demonstrate that all indicators meet the criteria for convergent validity.

The Average Variance Extracted (AVE) for each variable is also above 0.50. Specifically, the values are 0.752 for CE, 0.764 for SQ, 0.731 for LW, 0.784 for CRM, and 0.732 for PI. This means that each construct explains more than 50% of the variance of its indicators, indicating validity.

Overall, each variable included in this research model exhibits distinct characteristics. Discriminant validity test results using the Fornell-Larcker criterion indicate that the square root of the AVE for each construct exceeds the correlations between variables. This suggests that each construct possesses a strong ability to be distinguished from the others.

Conversely, some correlation values approach the square root of the AVE, particularly those indicating a strong relationship between Customer Experience and Local Wisdom. Nevertheless, the research model can still be considered valid in terms of discriminant validity.

The Influence of Customer Experience, Service Quality, And Local Wisdom on Purchase Intention with Customer Relationship Management (CRM) as a Mediating Variable in E-Commerce

Reliability Test

The reliability test results indicate that each variable in this study has Cronbach's alpha and composite reliability (CR) values above 0.70. These values are as follows: Customer Experience (0.890; 0.891), Service Quality (0.845; 0.845), Local Wisdom (0.877; 0.878), Customer Relationship Management (0.862; 0.863), and Purchase Intention (0.817; 0.817).

This demonstrates that the research instrument possesses a high level of internal consistency. Therefore, the instrument is considered reliable and suitable for further analysis.

Inner Model Evaluation (Structural Model)

R-Square Value

The test results show that the Customer Relationship Management (CRM) variable has an R-square value of 0.743. This indicates that 74.3% of the variation in CRM can be explained by Customer Experience, Service Quality, and Local Wisdom. Factors outside the research model account for the remaining 25.7% of the variation.

Consequently, it can be concluded that the research model possesses good predictive capability in explaining how the variables under study interact with one another.

Multicollinearity Test

The multicollinearity test results indicate that the Variance Inflation Factor (VIF) values are below 5, ranging from 1.747 to 2.842. These values fall within the acceptable range. The results demonstrate that the research model does not suffer from multicollinearity issues; in other words, there is no excessive influence among the independent variables. Therefore, the model is suitable for further analysis.

Table 1. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
CE -> CRM	0.269	0.271	0.071	3.77	0
CE -> PI	0.35	0.349	0.082	4.268	0
CRM -> PI	0.216	0.209	0.068	3.202	0.001
CRM x CE -> PI	-0.081	-0.079	0.065	1.258	0.208
LW -> CRM	0.376	0.374	0.087	4.322	0
LW -> PI	0.219	0.219	0.095	2.309	0.021
SQ -> CRM	0.126	0.123	0.066	1.914	0.056
SQ -> PI	0.081	0.078	0.063	1.277	0.202

Source: Data Processing Results (2026)

The bootstrapping method was used within the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework to evaluate the study's hypotheses. The testing criteria required a t-statistic value exceeding 1.96 and a p-value below 0.05.

The analysis indicates that certain hypotheses of this study could not be supported.

DISCUSSION

Test results indicate that customer sentiment toward a business has a significant positive impact on Customer Relationship Management (CRM). This implies that the stronger the relationship between the customer and the e-commerce platform, the better the customer experience. This positive experience encompasses factors such as the platform's ease of use, the convenience of doing business with it, and its effectiveness in resolving customer issues. These elements foster a better rapport between the customer and the platform.

Furthermore, research demonstrates that a positive buyer experience can encourage people to make more purchases on e-commerce sites. The more comfortable and satisfied buyers feel, the more likely they are to make a purchase.

Effective Customer Relationship Management (CRM) practices—such as providing personalized service, ensuring data security, and facilitating easy transactions—play a role in boosting customers' willingness to make purchases.

The results show that CRM does not prevent customer experience from influencing purchasing intentions. In other words, customer experience directly affects the decision to buy, yet CRM itself does not significantly enhance this specific aspect of the relationship.

Test results indicate that local knowledge has a significant positive impact on Customer Relationship Management (CRM). Incorporating local cultural values into an e-commerce site can foster a sense of closeness with customers, thereby strengthening

The Influence of Customer Experience, Service Quality, And Local Wisdom on Purchase Intention with Customer Relationship Management (CRM) as a Mediating Variable in E-Commerce

the relationship. Consequently, customers are often more inclined to purchase goods or services that reflect local cultural elements, demonstrating that local wisdom has a significant positive effect on purchase intention.

Service quality significantly influences Customer Relationship Management (CRM), indicating its ability to foster long-term customer relationships. Service quality also has a significant impact on purchase intention, meaning that in this study, it serves as a key driver of consumer intent to purchase.

Goodness of Fit (GoF Index)

Table 2. GoF Index Test

Average AVE	Average R-squared Adjusted	GoF Index
0.748	0.758	0.753

Source: Data Processing Results (2026)

The Goodness of Fit (GoF) test assesses how well the research model explains the interrelationships among the variables under study.

The average AVE value is 0.748, indicating that the research constructs effectively explain their respective indicators. The R-squared value of 0.758 further demonstrates the model's strong predictive capability, accounting for approximately 75.8% of the variance in the dependent variable.

Additionally, the GoF value of 0.753 indicates that the research model falls within the appropriate range. Thus, the model is considered highly suitable and appropriate for further analysis.

V. CONCLUSION

This study aims to examine how customer experience, influencer credibility, service quality, and local insights impact purchase intention, with Customer Relationship Management (CRM) serving as a mediating variable among e-commerce users in Batam City. Several key findings emerged from the PLS-SEM analysis of 263 respondents.

Customer experience was found to have a positive and significant impact on both CRM and purchase intention. These results indicate that a positive shopping experience can strengthen the customer relationship with the e-commerce platform while simultaneously driving purchase intention. Influencer credibility also demonstrated a positive and significant effect on CRM and purchase intention. This suggests that influencers perceived as honest, talented, and trustworthy possess the ability to build trust, which in turn boosts purchase interest.

Evidence indicates that local insights have a positive and significant impact on CRM and purchase intention. Incorporating local cultural values into marketing strategies and products can strengthen customer relationships and enhance the platform's appeal to customers. Furthermore, CRM was shown to have a positive and significant impact on purchase intention, demonstrating that effective customer relationship management can increase the likelihood of customers making a purchase.

Conversely, service quality did not have a significant impact on either CRM or purchase intention. The results suggest that, in this study, service quality was not a primary factor influencing customer relationships or purchase intention. Additionally, the findings revealed that CRM does not mediate the relationship between customer experience and purchase intention, nor the relationship between influencer credibility and purchase intention. Thus, the influence of these two variables on purchase intention occurs primarily through direct pathways rather than through CRM.

Overall, this study demonstrates that customer experience, influencer credibility, local insights, and CRM are crucial factors that can enhance purchase intention among e-commerce users in Batam City. These findings contribute to the digital marketing literature by providing empirical evidence regarding the importance of customer experience, influencer credibility, and local cultural values in shaping consumer behavior within the e-commerce environment.

The study's findings enable e-commerce companies to focus more on improving customer experience through user-friendly platforms, seamless transactions, and effective problem-solving solutions. To boost customer confidence in promoted products, businesses should also consider collaborating with highly credible influencers.

Incorporating elements of local wisdom into marketing strategies can also serve as a source of competitive advantage, as these elements foster an emotional connection between customers and the brand. Furthermore, businesses must continuously enhance their CRM implementation—through service personalization, customer data protection, and ongoing communication—to increase customer purchase intention.

This study has certain limitations. First, the research focused solely on e-commerce users in Batam City; therefore, the findings cannot be generalized. Second, the study employed a quantitative approach, which did not allow for a comprehensive exploration of consumer motivations and perceptions. Third, the research variables were limited to customer experience, influencer credibility,

The Influence of Customer Experience, Service Quality, And Local Wisdom on Purchase Intention with Customer Relationship Management (CRM) as a Mediating Variable in E-Commerce

service quality, local wisdom, CRM, and purchase intention. Consequently, future research should be expanded to encompass a broader scope.

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