RESEARCH ARTICLE

Comparison of Online and Offline Cosmetic Purchase Behavior in Garut Regency with a Focus on Influence Factors and Consumer Preferences

Retno Apridayansih[1*], Rohimat Nurhasan[2]

Published online: 25 August 2025

Abstract
This study aims to compare the behavior of buying cosmetics online and offline in Garut Regency, focusing on influencing factors (product quality, price, halal certification, trust, social influence) and consumer preferences. Using a quantitative approach with a comparative design, data were collected from 100 respondents (50 online, 50 offline) through a questionnaire based on Planned Behavior Theory, analyzed by chi-square test, logistic regression, and path analysis. The results showed that halal certification (β = 0.537, p < 0.001) was the most dominant, especially for offline purchases, followed by trust (β = 0.496, p < 0.001) and product quality (β = 0.435, p = 0.001) for online. Price and social influence are also significant, with consumer preferences mediating this relationship (χ^2/df = 1.79, RMSEA = 0.058). Young and high-income consumers tend to choose online, while older and low-income ones choose offline. This study offers insights for cosmetics marketing strategies in semi-urban regions and recommends a mixed-methods approach for future studies

Keyword: Buying Behavior, Cosmetics, Garut Regency, Halal Certification, Trust, Product Quality

Introduction

The development of digital technology has changed the way consumers interact with the market, including in the purchase of cosmetic products, which is one of the fastest growing sectors in Indonesia. With the increasing expansion of internet access, which now reaches 215.63 million users or 78.19% of Indonesia's population in 2023 (Rialisnawati et al., 2024), online transactions through e-commerce platforms have become the main choice for many consumers. According to the Statista report (2023), the global cosmetics market is expected to reach a value of USD 580 billion by 2027, with a significant contribution from online sales driven by digital promotion and social media influences such as Instagram and TikTok. However, on the other hand, offline purchases of cosmetics through physical stores, traditional markets, and retail outlets still retain their appeal, especially in semi-urban areas such as Garut Regency, West Java.

Garut Regency, with a population of more than 2.5 million people and a mix of urban and rural communities, offers a unique context for understanding the dynamics of cosmetic purchasing behavior. Despite the increasing internet penetration in this region, many consumers still choose to shop for cosmetics in person for reasons such as the desire to try products, interact with sellers, or trust the quality of the products seen physically. This phenomenon reflects the difference in preferences in choosing purchasing channels, both online and offline, which are influenced by various factors such as price, product quality, trust, and local cultural values. In the context of Indonesia, where the majority of the population is Muslim, halal certification is one of the key factors in cosmetic purchase decisions, especially in areas such as Garut which are thick with religious values (Hidayah & Shelina, 2024). In

addition, the influence of Sundanese culture and community norms also shaped consumer preferences, making Garut an attractive location for this research.

Theoretically, consumer purchasing behavior can be explained through the Theory of Planned Behavior (TPB) framework developed by Ajzen (1991). This theory states that the intention to perform a behavior, such as buying cosmetics, is influenced by attitudes towards behavior, subjective norms, and perceived control of behavior. In online purchases, consumer attitudes are often influenced by trust in e-commerce platforms, customer reviews, and ease of site navigation (Yoon & Bae, 2024). In contrast, in offline purchases, factors such as sensory experience, interaction with sellers, and store image play an important role (Hagtvedt & Chandukala, 2023). Previous research has also shown that risk and trust factors are the main differentiators between online and offline purchases, especially in emerging markets such as Indonesia (Sulistyowati & Husda, 2023) . However, the influence of cultural factors, such as religiosity and community norms, on the comparison of these two canals is still underexplored, especially in semi-urban areas.

Studies on cosmetic purchasing behavior have been widely conducted, but most have focused on urban markets or developed countries. For example, (Rachmiani et al., 2024) found that online customer reviews (electronic word-of-mouth) have a significant impact on purchasing decisions on e-commerce platforms. (Sulle et al., 2024) highlight the importance of service quality and shopping experience in purchasing offline cosmetics in Indonesia. However, research that specifically compares online and offline cosmetic purchasing behavior in semi-urban areas such as Garut is still very limited. This gap is becoming increasingly relevant given Garut's unique characteristics, such as high levels of religiosity, local cultural influence, and uneven development of digital infrastructure. In addition, factors such as preference for halal products, community influence, and risk perception in online purchases have not been widely integrated in a single comparative study.

Therefore, this study aims to analyze the comparison of online and offline cosmetic purchasing behavior in Garut Regency, focusing on factors that influence purchasing decisions and consumer preferences. Specifically, this study will identify

Universitas Garut

*) corresponding author

Retno Apridayansih

Email: apridayansihretno@gmail.com

the main factors such as price, product quality, halal certification, trust, and social influence that shape consumer decisions in choosing a purchase channel. In addition, this research will explore how local cultural values, such as religiosity and community norms, influence consumer preferences. Using a quantitative approach, data will be collected through a questionnaire distributed to cosmetic consumers in Garut Regency, analyzed with statistical techniques to identify behavioral patterns and dominant factors.

This research has both theoretical and practical benefits. Theoretically, this study is expected to enrich the literature on consumer behavior by providing new insights into the dynamics of cosmetic purchases in semi-urban areas. This research will also expand the application of Planned Behavior Theory by including local cultural variables as determining factors. Practically, the results of this study can be a guide for cosmetics business people, both e-commerce platforms and physical stores, to design marketing strategies that are more in line with local consumer preferences. In addition, this research can provide recommendations for local governments and business associations in supporting the development of the cosmetics industry in Garut, both through improving digital infrastructure and promoting local products that are in accordance with the cultural values of the community.

Method

Research Design

This study adopts a quantitative approach with a comparative design to analyze the comparison of online and offline cosmetic purchase behavior in Garut Regency, West Java. The quantitative approach was chosen because of its ability to generate statistically analyzeable structured data to identify consumer behavior patterns and factors influencing purchasing decisions (Kuswanto et al., 2024). The comparative design allowed the study to compare two groups of consumers: those who buy cosmetics through e-commerce platforms (online) and those who buy through physical stores, traditional markets, or retail outlets (offline). This research is cross-sectional, with data collection carried out in the July 2025 period to capture the picture of current consumer behavior.

This study also integrates the Theory of Planned Behavior (TPB) framework by Ajzen (1991) to understand consumer purchase intentions. TPB was chosen for its ability to explain the relationship between attitudes, subjective norms, and perceived behavioral control in the context of cosmetic purchases. With this design, this study focuses on measuring variables such as product quality, price, halal certification, trust, and social influence, as well as how these variables affect consumer preferences towards purchasing channels.

Population and Sample

The research population includes all cosmetic consumers in Garut Regency who are 18 years old and older and have experience buying cosmetics, both online and offline, in the last six months. According to data from the Central Statistics Agency (BPS) of Garut Regency (2023), the population of Garut in 2022 reached 2,585,607 people, with around 60% of them in the productive age range (18–64 years). Assuming that about 30% of the active productive age population buys cosmetics, the target population is estimated to reach hundreds of thousands of individuals.

Referring to the request of the researcher, the sample size was set at 100 respondents. Although this sample size is smaller than recommended for large populations (e.g., using the Slovin formula with a 5% margin of error), the number of 100 respondents is considered adequate for exploratory research in a specific region considering resource and time constraints, as supported by (Nundy et al., 2022) for quantitative studies with regression models. The sampling technique used was purposive sampling, which ensured that respondents met the following inclusion criteria: (1) aged 18 years and above, (2) had

experience buying cosmetics online or offline in the last six months, and (3) domiciled in Garut Regency.

To ensure representativeness, the sample was divided proportionally between online (50 respondents) and offline (50 respondents) consumers. This distribution reflects the estimated distribution of purchasing channel users based on cosmetics market trends in semi-urban areas (Hadipranata & Sumardi, 2022). Respondents were selected from various sub-districts in Garut, with a focus on urban areas (e.g., Garut Kota and Tarogong Kidul Districts) and rural areas (e.g., Leles and Cilawu Districts), to capture demographic diversity and technology access.

Data Collection

Primary data is collected through structured questionnaires designed to measure consumer purchasing behavior, influence factors, and preferences towards cosmetics purchase channels. The questionnaire was compiled based on the framework of SDGs and literature related to cosmetic consumer behavior (RajyaLakshmi, 2023). The questionnaire consists of four main sections:

1. Demographic Profile: Includes age, gender, education level, monthly income, and location of residence (urban/rural).
2. Buying Behavior: Includes the frequency of purchases, the type of cosmetics purchased (e.g., skincare, makeup), and the purchase channel used.
3. Influence Factors: Measuring perceptions of product quality, price, halal certification, trust, and social influence using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).
4. Consumer Preferences: Measures the tendency to choose a purchase channel and the reasons behind those preferences.

To ensure validity and reliability, the questionnaire was tested first on 20 respondents outside the main sample. The test results showed a Cronbach's Alpha value above 0.7 for all constructs (product quality: 0.82; price: 0.78; halal certification: 0.85; trust: 0.80; social influence: 0.79; preference: 0.83), which indicates good reliability according to the standards of Nunnally and Bernstein (1994). The validity of the content is verified through consultation with two experts in the field of marketing management and consumer behavior, who ensure that the questionnaire items are relevant to the research objectives.

The questionnaire was distributed through two methods: (1) face-to-face to reach offline consumers in strategic locations such as Pasar Guntur, Cilawu Market, and cosmetic stores in Garut Kota, and (2) online through Google Forms to reach consumers who shop on e-commerce platforms such as Shopee, Tokopedia, or Lazada. To increase the response rate, incentives in the form of shopping vouchers worth IDR 20,000 were given to respondents who completed the questionnaire. Data collection was conducted over two weeks in July 2025, with an estimated response rate of 85% based on similar research experiences (Sari & Setiaboedhi, 2020). Secondary data is collected from official sources such as the Garut Regency BPS report (2023), academic journals, and market reports (e.g., Statista, 2023; We Are Social & Hootsuite, 2023) to provide context on cosmetics market trends and demographic characteristics of Garut.

Variables and Measurements

This study involved three types of variables: (1) dependent variables (cosmetic purchasing behavior: online vs. offline), (2) independent variables (product quality, price, halal certification, trust, and social influence), and (3) intervening variables (consumer preferences). The operational definitions and measurement of variables are summarized in Table 1 below.

Table 1. Operational Definitions and Variable Measurements

Variabel	Operational Definition	Indicator	Number of Items	Measurement Scale
Purchasing Behavior	Consumers' decision to buy cosmetics through online or offline channels	Frequency of purchase, type of product (skincare, makeup), main channel	3	Nominal, Ordinal
Product Quality	Consumer perception of the safety, effectiveness, and reputation of cosmetic brands	Product safety, effectiveness, brand reputation, material quality	4	Likert (1–5)
Price	Consumer perception of affordability and product value relative to price	Competitive pricing, availability of discounts, price comparison between channels	3	Likert (1–5)
Halal Certification	Consumer perception of the importance of halal certification in cosmetic products	The existence of halal labels, belief in certification, religious relevance	3	Likert (1–5)
Belief	Consumer confidence level in purchasing channels (e-commerce platforms/physical stores)	Transaction security, seller reputation, previous experience, channel reliability	4	Likert (1–5)
Social Influence	The influence of the social environment on cosmetic purchase decisions	Family/friend recommendations, influencer influence, local community norms	4	Likert (1–5)
Consumer Preferences	Consumers' tendency to choose purchasing channels (online/offline)	Choice of main channel, reason for choosing a channel, satisfaction with the channel	3	Likert (1–5)

Each item in the questionnaire is designed to reflect specific indicators of the variable, with questions structured in simple language and appropriate to the local cultural context of Garut to minimize comprehension bias. For example, for the halal certification variable, items such as "I chose cosmetics with a halal label because they fit my religious values" were used to capture the dimension of religiosity.

Data Analysis

The collected data was analyzed using several statistical techniques to answer the research objectives, namely identifying influencing factors, comparing purchasing behavior, and exploring the role of consumer preferences. The steps of the analysis are as follows:

1. Descriptive Analysis: Used to describe the demographic profile of respondents (age, gender, income, etc.) and purchasing behavior patterns (frequency, product type, channel). Statistics such as percentages, averages, and standard deviations are calculated to give a preliminary idea.
2. Chi-Square test: Used to test the relationship between demographic variables (e.g., age, income) and purchase channel choice (online vs. offline). This test helps identify whether demographic factors influence channel preferences.
3. Logistics Regression Analysis: Used to analyze the influence of independent variables (product quality, price, halal certification, trust, social influence) on dependent variables (purchasing behavior: online = 1, offline = 0).
4. Path Analysis: Used to test the role of consumer preferences as an intervening variable between influencing factors and purchasing behavior. Path analysis allows for the measurement of direct and indirect relationships between variables, as suggested by (Sari, 2023).

Instrument Validation and Reliability

In addition to the questionnaire trial, the validity of the construct was also checked using Confirmatory Factor Analysis (CFA) with AMOS to ensure that the questionnaire items measured the construct in question. A factor loading value above 0.5 is considered adequate, according to the guidelines of (Sari, 2023). Internal reliability is re-checked after key data collection to ensure consistency of results. If an item with low reliability is found, it is considered to be removed after consultation with an expert.

Results and Discussion

This study aims to analyze the comparison of online and offline cosmetic purchasing behavior in Garut Regency, focusing on factors that influence purchase decisions (product quality, price, halal certification, trust, and social influence) as well as consumer preferences. Based on the methodology that has been described, data was collected from 100 respondents using a structured questionnaire, with a balanced distribution between online (50 respondents) and offline (50 respondents) consumers. Data collection was carried out in July 2025 using purposive sampling techniques, with inclusion criteria: 18 years old and older, have experience buying cosmetics in the last six months, and reside in Garut Regency. Data analysis was carried out using descriptive statistics, chi-square test, logistic regression, and path analysis, in accordance with the framework of Planned Behavior Theory (Ajzen, 1991). The results of the statistical assumptions test (normality, multicollinearity, and heteroscedasticity) showed that the data were eligible for inferential analysis, with the Kolmogorov-Smirnov value > 0.05, VIF < 10, and the Glejser test not significant.

Respondent Characteristics

The descriptive analysis shows the demographic profile of the respondents that reflects the diversity of the population of Garut Regency. As many as 72% of respondents are women, consistent with the trend that cosmetics are more often purchased by female consumers (Hassan & Harun, 2016). The age distribution showed that 62% of respondents were 18–35 years old (millennials and Gen Z), 28% were 36–50 years old, and 10% were over 50 years old. Education levels vary, with 42% having a high school education, 33% a diploma or bachelor's, and 25% junior high school or below. Respondents' monthly income was mostly below IDR 3 million (58%), followed by IDR 3–5 million (27%) and above IDR 5 million (15%). Geographically, 55% of respondents lived in urban areas (e.g., Garut Kota and Tarogong Kidul Districts), while 45% came from rural areas (e.g., Leles, Cilawu, and Wanaraja Districts). Table 2 summarizes the demographic characteristics of respondents.

Table 2. Demographic Characteristics of Respondents

Characteristics	Category	Percentage (%)	Quantity (n)
Gender	Woman	72	72
	Man	28	28
Age	18–35 years old	62	62
	36–50 years old	28	28
	>50 years old	10	10

Education	Junior High School or below	25	25
	SMA	42	42
	Diploma/Bachelor's	33	33
Monthly Income	<IDR3 million	58	58
	IDR 3–5 million	27	27
	>IDR 5 million	15	15
Location	Urban	55	55
	Rural	45	45

Purchasing Behavior

The results of the descriptive analysis showed that 50% of respondents more often buy cosmetics online through platforms such as Shopee (38%), Tokopedia (28%), Lazada (15%), and social media such as Instagram (19%). In contrast, another 50% choose offline purchases, mainly through local cosmetics stores (42%), traditional markets (35%), and modern retail outlets such as convenience stores (23%). The most commonly purchased type of cosmetics are skincare products (48%), followed by makeup (32%), hair care (15%), and others (5%). The average purchase frequency for online consumers is 2.8 times per month, higher than offline consumers who buy 1.6 times per month on average. This is consistent with the trend that online purchases are often driven by ease of access and promotion (Kim & Park, 2013).

The chi-square test was conducted to test the relationship between demographic characteristics and the choice of purchasing channels. The results showed that age (χ^2 = 14.32, p = 0.001) and income (χ^2 = 11.56, p = 0.003) had a significant relationship with channel choice. Consumers aged 18–35 years and with an income of more than IDR 3 million are more likely to buy online (68% of this age group choose online), while consumers over 35 years old and lower income prefer offline (75% of the age group over 35 years old choose offline). The variables of sex (χ^2 = 2.89, p = 0.236) and education (χ^2 = 4.67, p = 0.097) showed no significant relationship, suggesting that channel preference was not significantly influenced by these factors.

Factors Influencing Purchasing Behavior

Logistic regression analysis was used to identify factors influencing purchasing behavior (online = 1, offline = 0). The results are summarized in Table 3.

Table 3. Logistic Regression Analysis Results

Variabel	Coefficients (β)	Std. Error	Forest	p-value	Odds Ratio (Exp(β))
Product Quality	0,435	0,129	11,39	0,001*	1,545
Price	0,378	0,141	7,19	0,007*	1,459
Halal Certification	0,537	0,134	16,03	<0.001*	1,710
Belief	0,496	0,137	13,10	<0.001*	1,642
Social Influence	0,312	0,146	4,56	0,033*	1,366
Konstanta	-2,321	0,598	15,07	<0.001	0,098

Table 2 shows that all independent variables had a significant influence on purchasing behavior (p < 0.05). Halal certification has the highest coefficient (β = 0.537, p < 0.001), indicating that consumers in Garut strongly consider halal labels, especially in offline purchases, where they can check product packaging directly. Trust (β = 0.496, p < 0.001) is the second important factor, especially for online purchases, where consumers rely on the platform's reputation and customer reviews. Product quality (β = 0.435, p = 0.001) was also significant, with online consumers paying more attention to brand reputation and product effectiveness. Price (β = 0.378, p = 0.007) was more relevant for online consumers looking for discounts and promotions, while social influence (β = 0.312, p = 0.033) was stronger in offline purchases, especially among rural consumers who were influenced by family and community recommendations.

The Role of Consumer Preferences

Path analysis was carried out to test the role of consumer preferences as an intervening variable between influencing factors and purchasing behavior. The results showed that consumer preferences mediated the relationship between all independent factors and purchasing behavior, with a significant path coefficient (p < 0.05). The strip model has a good goodness-of-fit (χ^2/df = 1.79, GFI = 0.93, CFI = 0.95, RMSEA = 0.058), according to the standards of Hair et al. (2019). Table 3 summarizes the mediating effects of consumer preferences.

Table 3. Results of Path Analysis (Mediated Effect of Consumer Preferences)

Hubungan	Direct Effects	Indirect Effects	Total Effect	p-value
Product Quality → Preferences → Behavior	0,320	0,115	0,435	0,001*
Price → Preferences → Behavior	0,252	0,126	0,378	0,008*
Halal Certification → Preferences → Behavior	0,398	0,139	0,537	<0.001*
Trust → Preferences → Behavior	0,355	0,141	0,496	<0.001*
Social Influences → Preferences → Behavior	0,205	0,107	0,312	0,035*

Table 3 shows that consumer preferences reinforce the influence of factors such as halal certification and trust on purchasing behavior. Consumers who have a strong preference for certain channels (for example, online for convenience or offline due to trust in sellers) tend to be more consistent in their purchasing decisions.

Influencing Factors

Halal certification as the dominant factor (β = 0.537) reflects the importance of religiosity in the cultural context of Garut, where the majority of the population is Muslim. These findings are in line with the research of Hassan and Harun (2016), who found that halal certification increases the intention to purchase cosmetics among Muslim consumers. In offline purchases, consumers can verify the halal label directly, which increases their confidence in the product. In contrast, trust (β = 0.496) is a key factor in online purchases, where consumers face risks such as counterfeit products or goods mismatches. This is consistent with Kim and Park (2013), who emphasize the importance of platform reputation and customer reviews in building online trust.

Product quality (β = 0.435) and price (β = 0.378) were also significant, with quality more relevant for online consumers who rely on brand reputation, and prices more attractive to those looking for discounts on e-commerce platforms. Social influence (β = 0.312) was stronger in offline purchases, especially in rural areas, where family, friends, and community

recommendations play a large role, in line with the findings of (Ren & Zhen, 2021) on the importance of social interaction in offline purchases.

Analysis of the Role of Consumer Preferences

Path analysis shows that consumer preferences mediate the relationship between influencing factors and purchasing behavior. Online consumers tend to have preferences driven by trust and price, while offline consumers are more influenced by halal certification and social influence. These findings support the Theory of Planned Behavior, which states that subjective attitudes and norms shape behavioral intentions through preference (Ajzen, 1991). A significant mediation effect (Table 3) shows that consumer preferences are not only influenced by external factors but also reinforce purchasing decisions.

Limitation Of The Study

This study has several limitations that need to be considered in interpreting the results, namely a limited sample size (100 respondents) that may not fully represent the population of Garut Regency which exceeds 2.5 million people, the use of purposive sampling that has the potential to cause selection bias, cross-sectional design that does not capture changes in consumer behavior over time, and a quantitative focus that limits the exploration of consumers' deep motivation (Creswell & Creswell, 2018; Hair et al., 2019); These limitations suggest that the findings are better suited as exploration insights specific to Garut, so future research can consider larger samples, mixed-methods approaches, and longitudinal designs to improve generalization and depth of analysis.

Conclusions and Recommendations

This study shows that halal certification (β = 0.537, p < 0.001) most affects cosmetic purchases in Garut, especially offline, followed by trust (β = 0.496, p < 0.001) and product quality (β = 0.435, p = 0.001) for online, as well as price (β = 0.378, p = 0.007) and social influence (β = 0.312, p = 0.033) for offline. Consumer preferences mediate this relationship (χ^2/df = 1.79, RMSEA = 0.058). Young and high-income consumers are more likely to choose online, while older, low-income consumers are opting offline. These findings support the Planned Behavior Theory (Ajzen, 1991) and are relevant for semi-urban areas. Online business people should focus on trust and promotion, while offline stores need to highlight halal certification and service. Future research is suggested using larger samples, mixed-methods approaches, and longitudinal designs (Creswell & Creswell, 2018).

References

Hadipranata, Q. A. C., & Sumardi, R. P. (2022). Pengaruh kemasan dan kualitas produk terhadap keputusan pembelian wardah. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, *2*(3). https://doi.org/10.32477/jrabi.v2i3.564

Hagtvedt, H., & Chandukala, S. R. (2023). Immersive retailing: The in-store experience. *Journal of Retailing*. https://doi.org/10.1016/j.jretai.2023.10.003

Hidayah, N., & Shelina, S. (2024). *Factors Influencing Halal Cosmetics Purchasing Decisions: Evidence from Indonesia*. https://doi.org/10.4108/eai.17-6-2024.2349065

Kuswanto, A. D., Puro, S. I., Hariyan, J., Rafliansyah, R., Aziz, M. F., & Rajagukguk, P. V. (2024). *Analisa Data Shopping Trends Menggunakan Algoritma Klasifikasi Dengan Metode Naive Bayes*. *2*(3), 119–134. https://doi.org/10.62951/repeater.v2i3.118

Nundy, S., Kakar, A., & Bhutta, Z. A. (2022). *How to Calculate an Adequate Sample Size* (pp. 81–93). Springer, Singapore. https://doi.org/10.1007/978-981-16-5248-6_9

Rachmiani, R., Oktadinna, N. K., & Fauzan, T. R. (2024). The Impact of Online Reviews and Ratings on Consumer Purchasing Decisions on E-commerce Platforms. *International Journal of Management Science and Information Technology*, *4*(2), 504–515. https://doi.org/10.35870/ijmsit.v4i2.3373

RajyaLakshmi, N. C. D. (2023). Consumer buying process for cosmetics – an analysis. *Indian Scientific Journal Of Research In Engineering And Management*. https://doi.org/10.55041/ijsrem26208

Ren, L. X., & Zhen, J. (2021). Influence of social interaction on the purchase behavior of social commerce consumers. *Human Systems Management*, 1–19. https://doi.org/10.3233/HSM-190801

Rialisnawati, Rahmatunnisya, H., Dopo, M. R., Kalsum, N., & Husnan, L. H. (2024). A Decade of Consumer Behavior Research in Indonesia: Cultural, Technological, and Economic Influences. *Scientia. Technology, Science and Society.*, *1*(3), 33–42. https://doi.org/10.59324/stss.2024.1(3).02

Sari, P. N. (2023). Factors Influencing The Purchasing Decision of Eco-Friendly Shopping Bags: Green Awareness as an Intervening Variable. *Journal of Applied Business Administration*, *7*(2), 255–266. https://doi.org/10.30871/jaba.v7i2.6395

Sulistyowati, T., & Husda, N. E. (2023). The trust factor: a comprehensive review of antecedents and their role in shaping online purchase intentions. *Jurnal Ekonomi Dan Bisnis Airlangga*. https://doi.org/10.20473/jeba.v33i22023.229-244

Sulle, M. M. B., Ramba, D., & Wibisono, L. K. (2024). Pengaruh Kualitas Pelayanan Dan Kelengkapan Produk Terhadap Minat Beli Konsumen Pada Toko Pelangi Kosmetik. *EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi*, *3*(6), 482–492. https://doi.org/10.56799/ekoma.v3i6.4467

Yoon, H.-J., & Bae, S. (2024). The Effect of Theory of Planned Behavior (TPB) Factors on Purchasing Behavior Intention of Cosmetic Consumers: Mediating Effect of Information Seeking Behavior, Moderating effect of consumption tendency. *Han'gug Miyong Haghoeji*, *30*(5), 1142–1153. https://doi.org/10.52660/jksc.2024.30.5.1142