

THE MEDIATING ROLE OF BRAND IMAGE ON THE INFLUENCE OF INNOVATION ON PURCHASE DECISION OF SKINTIFIK PRODUCTS IN INDONESIA

Rian Hendy Saputra¹, Askar Garad², Widya Yuli Astuti³

^{1,3}Gadjah Mada University, Indonesia

²University of Sheba Region, Yaman

ARTICLE INFO

Article history:

Received
Revised
Published

Keywords:

Innovation;
Brand Image;
Purchase Decision;
Cosmetics;
Online Purchase.

ABSTRACT

This study aims to examine the mediating role of brand image in the relationship between innovation and purchasing decisions of Skintifik products in Indonesia. In an increasingly competitive cosmetic market, product innovation is one of the key factors that can attract consumers' attention, but its influence on purchasing decisions is also influenced by how consumers view the brand image of a product. This study uses a survey method involving respondents who have used or are interested in buying Skintifik products. The results of the analysis show that product innovation has a significant positive influence on purchasing decisions, but this influence is strengthened through a positive brand image. Brand image is proven to act as a mediating variable that connects innovation with purchasing decisions, where innovation that is well received by consumers will improve brand image which ultimately drives purchasing decisions. This paper's contribution is to provide insight to companies so that product innovation needs to be combined with a strong brand image management strategy in order to effectively influence consumer purchasing decisions.

Corresponding Author:

Rian Hendy Saputra, Gadjah Mada University, Indonesia
Email: rian.h.s@mail.ugm.ac.id

1. INTRODUCTION

The beauty and skincare industry in Indonesia has experienced significant development in recent years, along with increasing public awareness of the importance of self-care and appearance. One brand that has succeeded in attracting the attention of consumers in Indonesia is Skintifik, a brand that prioritizes innovation in skincare products with formulas that prioritize effectiveness and safety. In an increasingly competitive beauty market, the role of product innovation in influencing consumer purchasing decisions is very crucial. This innovation can be in the form of developing new products, improving formulas, or implementing the latest technology that has a major influence on consumer views and choices (Aliasghar et al., 2022; Solikhah, 2024). However, in addition to the innovation itself, brand image also plays a role as a

mediator that can strengthen or reduce the impact between innovation and consumer purchasing decisions. Brand image is a perception formed in the minds of consumers about a brand, which is influenced by various factors, such as product quality, brand reputation, consumer experience, and how the brand communicates to its audience (Solihin & Ahyani, 2022). A positive brand image can build trust and an emotional connection between consumers and the brand, which will then influence their decision to make a purchase (Solikhah et al., 2024). In the case of Skintifik, the brand image formed through continuous product innovation, guaranteed quality, and effective brand communication will greatly influence consumers' views of this brand. A strong brand image will increase the influence of innovation on purchasing decisions because consumers who already have an emotional bond and trust in the brand will be more likely to buy the innovative products offered (Ng et al., 2022; Solikhah et al., 2023).

It is important to understand how brand image functions as a mediator in the relationship between product innovation and purchasing decisions. As a mediator, brand image can clarify or strengthen the effects of innovation by creating a better perception in the minds of consumers (Agmeka et al., 2019). For example, innovations carried out with in-depth research and development can create the impression that the brand is not only following trends but is also committed to providing better solutions for consumers (SOLIKHAH, 2022). This will strengthen the brand image as an innovative, trustworthy, and relevant brand to consumer needs. With a strong brand image, consumers will be more receptive and interested in trying new innovative products, which ultimately encourages them to make purchasing decisions (Ihzaturrahma & Kusumawati, 2021).

Product innovation is a major factor in attracting consumer attention in a highly competitive market (Ayodele & Oluwayemi, n.d.). However, its influence on purchasing decisions is not always direct. Brand image plays an important role in bridging the relationship between innovation and purchasing decisions. Innovations introduced to the market depend not only on their quality and uniqueness, but also on how consumers perceive the brand that introduces them (Seng & Ping, n.d.). If the brand has a good image in the eyes of consumers, the innovative products offered will be more easily accepted, thus increasing the likelihood of consumers making a purchase.

The role of brand image as a mediator becomes very relevant in the Indonesian market, which has consumers who are highly aware of skincare and beauty products (DAM & DAM, 2021). Indonesian consumers not only assess the quality of the product, but also consider the brand's reputation and the associations they have with the product. In this context, a positive brand image can strengthen the influence of product innovation on purchasing decisions, which in turn increases the brand's chances of success in an increasingly crowded and competitive market (Hamdan & Aldhaen, 2024). Given this phenomenon, research that explores the mediating role of brand image in the relationship between product innovation and purchasing decisions for Skintifik products becomes very important. This paper contribution is to provide deeper insight into how product innovation, which is often a major factor in attracting consumer interest, can more effectively influence purchasing decisions when supported by a positive brand image. This will certainly provide valuable contributions for marketers, especially in the beauty industry, to formulate more effective strategies in using innovation to influence consumer purchasing decisions in Indonesia.

2. LITERATURE REVIEW

The beauty and skincare industry in Indonesia has experienced rapid development in recent years, along with increasing public awareness of the importance of body care and appearance. One brand that has succeeded in attracting the attention of consumers in Indonesia is Skintifik, which is known for its innovative skincare products that emphasize safety and effectiveness. In this highly competitive market, the impact of product innovation on consumer purchasing decisions is becoming an increasingly crucial factor (Kinasih et al., 2023). However, in addition to innovation itself, the role of brand image in connecting innovation and purchasing decisions is also very influential (Wu & Ho, 2014). Brand image acts as a mediator that can strengthen or reduce the influence of innovation on consumer decisions in purchasing Skintifik products (Klabi, 2020). Product innovation refers to the development of new products or improvements to

existing products to provide better and more relevant solutions for consumers. In the beauty industry, this innovation can include the use of the latest raw materials, technology in product formulas, and in-depth research to create safe and effective products. Successful innovation can attract consumer attention and enhance a positive brand image. A study by (SOLIKHAH et al., 2022) found that successful product innovation can improve consumer perceptions of the brand, increase their trust, and ultimately drive purchasing decisions. In the context of Skintifik, product innovation plays an important role in attracting consumers' attention and influencing their decision to purchase the skincare products offered.

However, the influence of innovation on purchasing decisions does not always occur directly. Product innovation will often only be effective in influencing purchasing decisions if consumers have a positive view of the brand that introduces it (Ahn, 2022). Therefore, brand image plays an important role as a mediator in the relationship between innovation and purchasing decisions (Huseynli & Mammadova, 2022). Brand image is a perception formed in the minds of consumers about a brand, which is influenced by various elements such as product quality, brand reputation, consumer experience, and brand communication with its audience (Klabi, 2020). A strong and positive brand image can increase consumer trust in a product, thereby increasing the likelihood of consumers making a purchase. Brand image built through product innovation, maintained quality, and appropriate communication can strengthen the influence of innovation on purchasing decisions.

One of the main aspects of brand image that plays a role in the influence of innovation is how consumers see the brand as a source of innovative and trustworthy solutions. According to (Kinasih et al., 2023) a positive brand image serves to create an emotional connection between consumers and the brand, which can increase their likelihood of purchasing the products offered. If brands like Skintifik continue to innovate with a focus on consumer needs and are committed to producing quality products, consumers will be more likely to accept and support new products offered by the brand (Fellnhofner, 2017).

H₁ : Innovation has a significant positive effect on Brand Image

In addition, the influence of brand image as a mediator in the relationship between innovation and purchasing decisions is also seen in the aspect of consumer trust (Rahmi Rahayu et al., 2023). Trust plays an important role in building long-term relationships between consumers and brands. In terms of innovation, brands that have a strong image will be more trusted by consumers in presenting innovative products. Consumers tend to be more positive about new products from brands they already trust, because they believe the product meets the desired quality standards. Research by (Al-Khayyal et al., 2020) states that consumer trust in brands has a significant effect on purchasing decisions, because consumers are more likely to buy products from brands they trust.

In addition to trust, customer experience also plays an important role in strengthening brand image and influencing the influence of innovation on purchasing decisions (Mbeti & Tanamal, 2020). Positive experiences obtained by consumers in interacting with brands, either through product quality, service, or shopping convenience, can strengthen their emotional connection with the brand. A study by shows that positive experiences can strengthen brand image and make consumers more open to new, innovative products from the brand (Jung et al., 2016). In this case, a pleasant experience with previous products or in interacting with the Skintifik brand will strengthen consumers' relationship with the brand, thereby increasing their likelihood of purchasing new products offered.

The role of brand image as a mediator in the relationship between innovation and purchasing decisions is increasingly important in the Indonesian market, which has consumers with a high level of awareness of the quality and reputation of beauty products. Indonesian consumers not only pay attention to product quality, but also care deeply about the reputation and values of the brand (DAM & DAM, 2021). Therefore, a good brand image is very important in strengthening the influence of innovation on purchasing decisions for Skintifik products in Indonesia.

H₂ : Brand Image has a significant positive effect on Purchase Decision

With the growing beauty market in Indonesia and the increasing number of brands offering innovative products, brand image becomes more important to ensure the success of innovation in influencing purchasing decisions (Pascasenofra Amril, 2021). Skintifik can leverage a strong brand image to

communicate their product innovation more effectively, strengthen their position in the market, and encourage consumers to purchase their products. This study on the mediating role of brand image in the relationship between product innovation and purchasing decisions for Skintifik products will provide valuable insights for marketers, especially in the beauty industry, in designing more effective marketing strategies and leveraging innovation to influence consumer purchasing decisions.



Figure 1 Mechanism of the Relationship between Innovation and Citra Merek on Purchasing Decisions

3. METHODS

This type of research is quantitative explanatory. The object of this study is consumers of scientific products in Indonesia. The sample in this study was selected using a purposive sampling technique. The sample in this study was 128 respondents and 121 respondents were obtained who filled in completely. The type and source of data used in this study are primary data. The primary data obtained in this study are in the form of questionnaire results distributed to respondents who are the research sample. The data analysis used is SEM through the assistance of the SmartPLS 4.0 program.

Table 1 Operational Definition of Variables

Variable	Operational Definition	Indicator
Innovation	Innovation is the process of creating, developing, and implementing new ideas, products, services, or methods that are different from those that previously existed, with the aim of providing better solutions or creating added value..	1. Product novelty 2. Product creativity 3. Product ideas
Brand Image	Brand image is the perception or image that consumers have of a brand, which is formed from the experiences, knowledge, and impressions they have about the brand.	1. Brand strength. 2. Brand superiority. 3. Brand uniqueness
Purchase Decision	A purchasing decision is the process a consumer goes through to determine whether to buy a product or service.	1. Accuracy in purchasing products. 2. Speed in purchasing products. 3. Steadiness when buying products.

4. RESULT AND DISCUSSION

Before being analyzed, a validity and reliability test was first carried out on the distribution of the questionnaire. Using the SmartPLS 4.0 program, a test was carried out on the factor loading value of each indicator as an analysis tool to assess the level of data validity in this study. If the factor loading value of an indicator is less than 0.4, the indicator can be removed from the research model, while if it is greater than 0.7, the indicator is considered good. The results of the validity test show that all items are valid because they have a Loading Factor value > 0.5 so that the item is removed from the analyzed model.

Table 2 Final Validity Test Results

Variable	Item	Loading Factor	Information
Innovation (INO)	INO1	0.742	Valid
	INO2	0.755	Valid
	INO3	0.839	Valid
Brand Image (BI)	BI1	0.826	Valid
	BI2	0.827	Valid
	BI3	0.832	Valid
Purchase Decision (PD)	PD1	0.898	Valid
	PD2	0.881	Valid
	PD3	0.803	Valid
Acceptable Limits		> 0.5	Accepted

The validation test shows valid results because the loading factor values obtained from variables have an overall value of > 0.5 so that the data can be accepted, so all items can proceed to the next stage of analysis. By measuring the composite reliability value, one can determine reliability by looking at the output results in SmartPLS 4.0. If the composite reliability value is more than 0.7 and the recommended Cronbach's alpha value is greater than 0.6, then the variable can be said to be very good.

Table 3 Reliability Test Results

Variable	Item	Construct Reliability	AVE
Innovation (INO)	INO1	0.823	0.608
	INO2		
	INO3		
Brand Image (BI)	BI1	0.868	0.687
	BI2		
	BI3		
Purchase Decision (PD)	PD1	0.896	0.742
	PD2		
	PD3		

The results of reliability testing on the research questionnaire show that the value of construct reliability for all items is ≥ 0.70 . Apart from that, the research also obtained a value for the Average Variance Extracted (AVE) for each item ≥ 0.50 . So the results of reliability testing on the research questionnaire show reliable results. Therefore, the data obtained can be processed further for model testing.

Testing Research Model Path Analysis

In PLS, weight estimation for latent variable score components is obtained based on the inner model and the outer model is the relationship between indicators and their constructs. Structural model testing is carried out to test between configurations. The results of the evaluation of the structural model of this research are as follows.

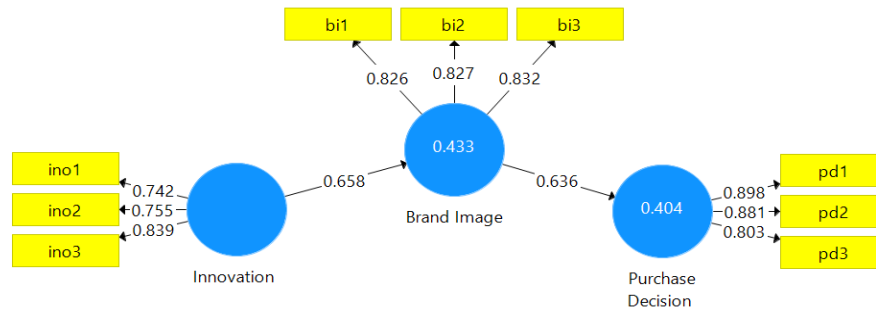


Figure 2 SmartPLS 4.0 Structural Model

Furthermore, decision making to determine whether to accept or reject the hypothesis is based on the resulting significance probability, the value of the significance level is $\alpha = 5\%$ (0.05). The research results are presented in the following table.

Table 4 Path Model Significance Test Results

Variable	Original Sample (O)	Sample average (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P	Information
INO \square PD	0.658	0.671	0.069	9.567	0.000	Accepted
BI \square PD	0.636	0.671	0.071	8.920	0.000	Accepted

The results of the significance test in Table 4 show that Innovation have a significant effect on Purchase Decision ($0.004 > 0.05$), so H_1 is accepted. Furthermore, H_2 is accepted, which Brand Image also has a significant effect on Purchase Decision ($0.000 > 0.05$).

4.1. Discussion

4.1.1. The positive influence of celebrity endorsement marketing on purchasing decisions

The results of testing the first hypothesis, namely the influence of innovation variables on brand image, show a positive path coefficient. Brand image plays an important mediating role in the relationship between innovation and consumer purchasing decisions. Innovation, whether in terms of product development, technology, or design, helps create a competitive advantage that differentiates a brand from competitors. However, the success of innovation depends not only on its technical aspects, but also on how the innovation is translated into a brand image that is attractive to consumers. When innovation is associated with a positive brand image, consumers are more likely to see the added value of the product, increasing their likelihood of making a purchase. Brand image is a bridge that connects consumers' perceptions of innovation with their beliefs about the quality and credibility of the brand. As a mediator, brand image helps strengthen consumers' emotional and rational connections to innovative products. For example, innovation that is successfully communicated through a premium, modern, or environmentally friendly brand image can increase the product's appeal in the eyes of consumers. In this context, brand image provides a context that allows consumers to understand and appreciate the innovation. However, if the brand image is inconsistent or irrelevant to the innovation offered, the positive effect of innovation on purchasing decisions can be weakened. Therefore, companies need to ensure that brand communication strategies are in line with the innovations introduced to maximize their impact on consumer loyalty and purchasing decisions.

This study is in line with previous research conducted by Lee, Lee, and Yoon (2011). In their study, it was found that innovation implemented by companies in products or services can significantly improve brand image. The innovations in question include the development of new products, technological improvements, or the application of creative concepts in marketing that help brands to appear as progressive

and adaptive market leaders to consumer needs. The results of this study indicate that consumers associate innovative brands with higher quality, technological superiority, and better relevance to current market trends. Another study by Keller (2013) also strengthens this finding by stating that innovation contributes directly to improving brand image through the creation of unique value and product differentiation in the market. According to Keller, innovation not only creates competitive advantage but also increases consumers' positive perceptions of the brand, because they see the brand as a brand that continues to adapt and develop. This has an impact on customer loyalty and preference for brands that continue to innovate.

4.1.2. The positive influence of brand image on purchasing decisions

The results of testing the second hypothesis, brand image variable on purchasing decisions show a positive path coefficient. The p-value shows a figure of 0.000 so it is less than 0.05 showing that there is a positive and significant influence of brand image on purchasing decisions. A positive brand image reflects the quality, value, and trust that a product or service provides to consumers. When consumers face many choices in the market, brand image becomes a differentiating factor that helps them make purchasing decisions. In this case, brand image serves as a tool to build positive perceptions of the product, create emotional associations, and increase loyalty. Consumers tend to choose brands with a good reputation because they feel more confident that the product can meet their needs and expectations. In addition, a strong brand image helps consumers justify their purchasing decisions, especially for premium-priced products or categories that require high involvement. When a brand is able to create an image that is relevant and aligned with the consumer's values or lifestyle, purchasing decisions become easier. However, the brand image must remain consistent and credible. If there is a mismatch between the advertised brand image and the consumer's actual experience, this can damage trust and hinder future purchasing decisions. Therefore, a well-managed brand image not only influences purchase decisions but also builds long-term relationships with consumers.

The results of this research are supported by previous research conducted by Kim, Kim, and Han (2015). They found that innovation in products, services, or technologies has a significant positive impact on consumer purchasing decisions. Innovation that successfully creates new value, whether in terms of functionality, design, or user experience, encourages consumers to consider the product or brand in the purchasing process. Another study by Lin and Chen (2007) also stated that innovation integrated with marketing strategies can improve consumer purchasing decisions. This innovation gives consumers a reason to choose a product or service that is superior to existing products on the market, which in turn increases consumer desire to make a purchase. This study shows that innovation can be the key to brand differentiation and increase product appeal in a competitive market.

5. CONCLUSION

Brand image plays a significant role as a mediator in this relationship. Innovation, including the development of product formulation, packaging, and technology, directly influences consumers' perception of the added value of the product. This builds a strong and positive brand image, which in turn increases consumers' propensity to make a purchase. Brand image serves to strengthen the relationship between innovation and purchase decisions by creating consumer trust and loyalty. Consumers are more likely to choose products that are not only innovative but also have a consistent brand reputation that meets their expectations. In the context of Skintific products in Indonesia, this study confirms that the success of innovation in driving purchase decisions is highly dependent on the brand's ability to effectively communicate these advantages through a positive and relevant image in the market.

REFERENCES

- Agmeke, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Ahn, J. (2022). Exploring perceived innovation in building customers' patronizing behavior in the food delivery service context. *International Journal of Quality and Service Sciences*, 14(2), 258–273. <https://doi.org/10.1108/IJQSS-08-2021-0114>

Rian Hendy Saputra. The Mediating Role of Brand Image on The Influence of Innovation on Purchase Decision of Skintific Products in Indonesia

- Aliasghar, O., Rose, E. L., & Asakawa, K. (2022). Sources of knowledge and process innovation: The moderating role of perceived competitive intensity. *International Business Review*, 31(2), 101920. <https://doi.org/10.1016/j.ibusrev.2021.101920>
- Al-Khayyal, A., Alshurideh, M., & Kurdi, B. A. (2020). The Impact of Electronic Service Quality Dimensions on Customers' E-Shopping and E-Loyalty via the Impact of E-satisfaction and E-Trust: A Qualitative Approach. *International Journal of Innovation*, 14(9).
- Ayodele, M. S., & Oluwayemi, B. (n.d.). *EFFECT OF PRODUCT INNOVATION ON CUSTOMER SATISFACTION: AN OVERVIEW OF INSIGHT INTO NIGERLAN SERVICE MARKET*.
- DAM, S. M., & DAM, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO3.0585>
- Fellnhofner, K. (2017). Drivers of innovation success in sustainable businesses. *Journal of Cleaner Production*, 167, 1534–1545. <https://doi.org/10.1016/j.jclepro.2017.08.197>
- Hamdan, A., & Aldhaen, E. S. (Eds.). (2024). *Artificial Intelligence and Transforming Digital Marketing* (Vol. 487). Springer Nature Switzerland. <https://doi.org/10.1007/978-3-031-35828-9>
- Huseynli, B., & Mammadova, S. (2022). Determining the Moderator Role of Brand Image on Brand Innovativeness, Consumer Hope, Customer Satisfaction and Repurchase Intentions. *International Journal of Economics and Business Administration*, X(Issue 2), 59–77. <https://doi.org/10.35808/ijeba/766>
- Ihzaturrahma, N., & Kusumawati, N. (2021). INFLUENCE OF INTEGRATED MARKETING COMMUNICATION TO BRAND AWARENESS AND BRAND IMAGE TOWARD PURCHASE INTENTION OF LOCAL FASHION PRODUCT. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41. <https://doi.org/10.35631/IJEMP.415002>
- Jung, D., Kim, Y., Suh, Y., & Kim, Y. (2016). Perceived innovation barriers and open innovation performance: Insights from Korea. *International Journal of Knowledge-Based Development*, 7(2), 125. <https://doi.org/10.1504/IJKBD.2016.076466>
- Kinasih, V. T. T., Afifah, N., & Shalahuddin, A. (2023). THE INFLUENCE OF BRAND IMAGE, CELEBRITY ENDORSER, AND ONLINE CUSTOMER REVIEW ON PURCHASING DECISION ON SKINTIFIC BEAUTY PRODUCTS WITH THE FEAR OF MISSING OUT (FOMO) AS A MEDIATING ROLE. 12(04).
- Klabi, F. (2020). Self-Image Congruity Affecting Perceived Quality and the Moderation of Brand Experience: The Case of Local and International Brands in the Kingdom of Saudi Arabia. *Journal of Global Marketing*, 33(2), 69–83. <https://doi.org/10.1080/08911762.2019.1614242>
- Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100. <https://doi.org/10.32493/informatika.v5i2.4946>
- Ng, T. W. H., Shao, Y., Koopmann, J., Wang, M., Hsu, D. Y., & Yim, F. H. K. (2022). The effects of idea rejection on creative self-efficacy and idea generation: Intention to remain and perceived innovation importance as moderators. *Journal of Organizational Behavior*, 43(1), 146–163. <https://doi.org/10.1002/job.2567>
- Pascalnofra Amril, A. (2021). The influence of Price, Innovation, and Brand Image on Purchase Decision. *UPI YPTK Journal of Business and Economics*, 6(3), 23–28. <https://doi.org/10.35134/jbe.v6i3.43>
- Rahmi Rahayu, D., Pratikto, H., & Siswanto, E. (2023). THE INFLUENCE OF PRICE AND PRODUCT INNOVATION ON THE PURCHASE INTENTION OF WULING ELECTRIC CARS WITH BRAND IMAGE AS AN INTERVENING VARIABLE: A STUDY ON PROSPECTIVE ELECTRIC CAR CONSUMERS IN EAST JAVA. *International Journal of Business, Law, and Education*, 4(2), 517–525. <https://doi.org/10.56442/ijble.v4i2.207>
- Seng, L. C., & Ping, N. S. (n.d.). *THE INFLUENCE OF PRODUCT INNOVATION TOWARD CONSUMER PURCHASE INTENTION*.
- Solihin, D., & Ahyani, A. (2022). The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth (E-WOM) and Social Media on Purchase Intention. *Majalah Ilmiah Bijk*, 19(2), 193–205. <https://doi.org/10.31334/bijk.v19i2.2384>
- SOLIKHAH, E. W. (2022). The Effect E-Wom Website Attractiveness E-Trust and Innovation on Purchase Decision Online Sales. *유통과학연구 (JDS)*, 20(11), 61–69.
- Solikhah, E. W. (2024). The Role of Perceived Congruence Innovation, Electronic Word of Mouth, Brand Image from the Elaboration Likelihood Model Theory Perspective on Intention to Use IoT Based Products. In *Business Development via AI and Digitalization: Volume 2* (pp. 477–487). Springer.
- Solikhah, E. W., Asih, H. M., Astuti, F. H., Ghazali, I., & Mohammad, E. B. (2024). *Industry 4.0 Readiness Trends: A Bibliometric and Visualization Analysis*. 4(1).
- SOLIKHAH, E. W., FATMAWATI, I., WIDOWATI, R., & SUYANTO, M. (2022). The Effect E-Wom Website Attractiveness E-Trust and Innovation on Purchase Decision Online Sales. *Journal of Distribution Science*, 20(11), 61–69. <https://doi.org/10.15722/JDS.20.11.202211.61>
- Solikhah, E. W., Fatmawati, I., Widowati, R., & Suyanto, M. (2023). Factors Influencing Purchase Decisions on Online Sales in Indonesia. In *Artificial Intelligence and Transforming Digital Marketing* (pp. 329–339). Springer.
- Wu, S.-I., & Ho, L.-P. (2014). The Influence of Perceived Innovation and Brand Awareness on Purchase Intention of Innovation Product—An Example of iPhone. *International Journal of Innovation and Technology Management*, 11(04), 1450026. <https://doi.org/10.1142/S0219877014500266>