

The Effect Of Search Engine Optimization, Digital Marketing And Electronic Word Of Mouth On Purchasing Decisions On The Tiktok Application In The Perspective Of Sharia Business Management (Study On The Community In Bandar Lampung)

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Abstract

This study aims to analyze the influence of Search Engine Optimization (SEO), Digital Marketing, and Electronic Word of Mouth (E-WOM) on purchasing decisions on the TikTok application in the perspective of Sharia Business Management (a study on the community in Bandar Lampung City). The research approach used is quantitative with data collection methods through questionnaires and literature studies. The Data were analyzed using SmartPLS 4 software to test the validity, reliability, and relationships between variables. The results showed that the three independent variables, namely SEO, Digital Marketing, and E-WOM, have a positive and significant effect on purchasing decisions. SEO has the most dominant influence with t-statistic value 4,464 and p-value 0,000, followed by Digital Marketing (t-statistic 2,325; p-value 0,020) and E-WOM (t-statistic 1,963; p-value 0,050). The value of the coefficient of determination (R^2) of 0.694 indicates that 69.4% of the variation in purchase decisions can be explained by these three variables. In the perspective of Sharia Business Management, These results confirm that the implementation of SEO, Digital Marketing, and E-WOM based on the values of honesty (sidiq), trust (amanah), and openness (tabligh) can increase consumer confidence and encourage ethical purchasing decisions and in accordance with Sharia principles.

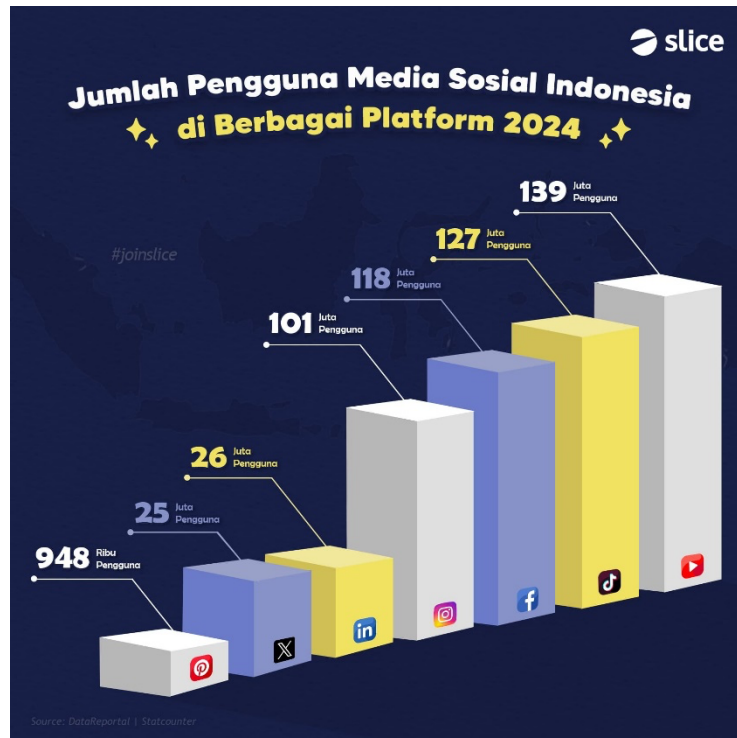
Keywords: *Search Engine Optimization, Digital Marketing, Electronic Word Of Mouth, Purchasing Decision, Sharia Business Management*

A. INTRODUCTION

The development of digital technology has become a major catalyst in the transformation of people's consumption behavior, especially in shopping activities. Digitalization presented through the

internet and smart devices allows people to access various e-commerce platforms easily, so that buying and selling activities are no longer limited by time and space. Literature studies show that e-commerce has a significant positive impact on consumers, businesses, and the wider community, especially in providing transaction efficiency, ease of access, and operational cost savings.(Widagdo 2016)

Ease of access and diversity of products are the two main factors that encourage people to switch from physical stores to digital platforms. In addition, the personalization features presented by e-commerce platforms increasingly support a modern lifestyle that is practical and efficient. The study also highlighted that the quality of human resources, internet network infrastructure, and the availability of electricity are important factors that are interrelated in accelerating the penetration of e-commerce in Indonesia.(Widagdo 2016)



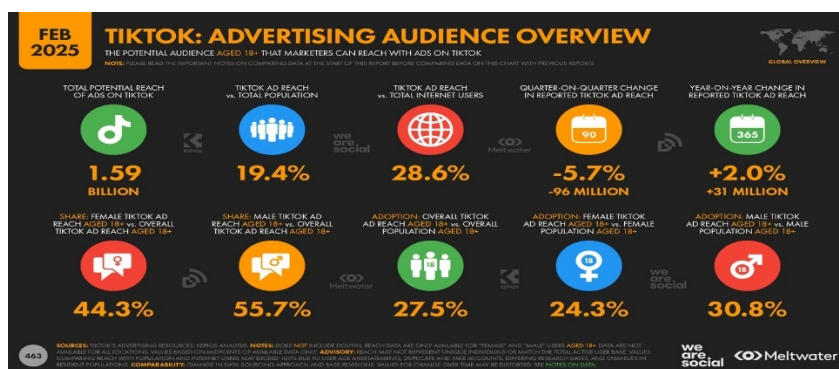
Sources: <https://datareportal.com>

Based on the data shown in the infographic, the number of social media users in Indonesia in 2024 shows the dominance of large platforms such as YouTube (139 million users), TikTok (127 million users), and Facebook (118 million users). TikTok, as the platform with the second largest users, has become very relevant in the context of digital marketing, especially through the TikTok Shop feature that combines entertainment, creative content and buying and selling transactions in a single ecosystem. This phenomenon shows that platforms like TikTok are not only a medium of entertainment, but also a strategic means of building consumer trust and influencing purchasing decisions through algorithm-based content, SEO (Search Engine Optimization), and digital interaction.

In the perspective of Sharia business management, purchasing decisions are not only influenced by needs or desires, but also by the values of honesty, transparency, and trust. Electronic Word of Mouth (e-WOM) and digital marketing strategies implemented in TikTok Shop have great potential in influencing the perception of muslim consumers in Bandar Lampung. Social interaction through comments, reviews and content recommendations is decisive in the process of ethical and emotional considerations before buying. Therefore, the use of SEO and digital marketing in accordance with Islamic principles can strengthen the credibility of business actors, increase product appeal, and ultimately encourage wiser and more spiritually and socially responsible purchasing decisions.

Factors that influence a consumer's decision to shop online include ease of transaction, trust in the platform, attractive promotions, to customer reviews. Empirical studies show that consumer confidence is strongly influenced by the data security and transparency of information provided by e-commerce platforms. In addition, promotions such as discounts and free shipping have proven effective in attracting consumers to transact online.

Technology trends are also driving the adoption of digital payment systems that are increasingly secure and easy to use. Collaboration between e-commerce and financial technology (fintech) creates an ecosystem that supports customer loyalty and satisfaction through ease of payment, fast transaction verification, and better consumer protection. This further strengthens the habit of shopping online, especially among urban communities that prioritize practicality and time efficiency.



Sources: <https://datareportal.com>

Based on TikTok Advertising Audience Overview data as of February 2025, it was recorded that the potential reach of advertising on TikTok reached 1.59 billion users or about 19.4% of the total global population, with internet penetration of 28.6%. Despite a 5.7% decrease in ad reach (-96 million users), the data shows that TikTok remains a very significant platform in digital marketing strategies. This is supported by the high level of user engagement, where 44.3% of the audience is female and 55.7% male, with a predominance of young age groups (27.5% aged 18-24 years). This fact strengthens TikTok's position as a strategic platform for implementing Search Engine Optimization (SEO) and digital marketing, especially in targeting the digital generation who are actively looking for and sharing product information online.

In the perspective of Sharia business management, purchasing decisions must be based on the values of honesty, transparency, and benefits (maslahah). The high activity of TikTok users in giving likes and comments shows the strong role of Electronic Word of Mouth (e-WOM) in forming opinions and perceptions of a product or service, interactions that are built through video content, testimonials, and product reviews become an important reference before making transactions. Therefore, the use of SEO and digital marketing strategies that pay attention to Islamic communication ethics such as not misleading, not manipulating information, and maintaining honesty will greatly affect increasing consumer confidence and encourage purchase decisions that are in accordance with Sharia principles.

TikTok Shop is emerging as a new innovation in the digital commerce ecosystem by combining entertainment content and interactive buying and selling features. A study of the literature on Gen-Z behavior shows that social factors, hedonic motivations, and trust in the platform strongly influence their intentions and decisions to shop at TikTok Shop. Features such as creative video reviews, free shipping promotions, and competitive prices make the shopping experience more fun and interactive. (Anggara n.d.)

TikTok Shop facilitates two-way communication between sellers and buyers through the live shopping feature and comments column, thus forming an informative and supportive community. This innovation not only increases engagement, but also builds consumer trust and loyalty towards the

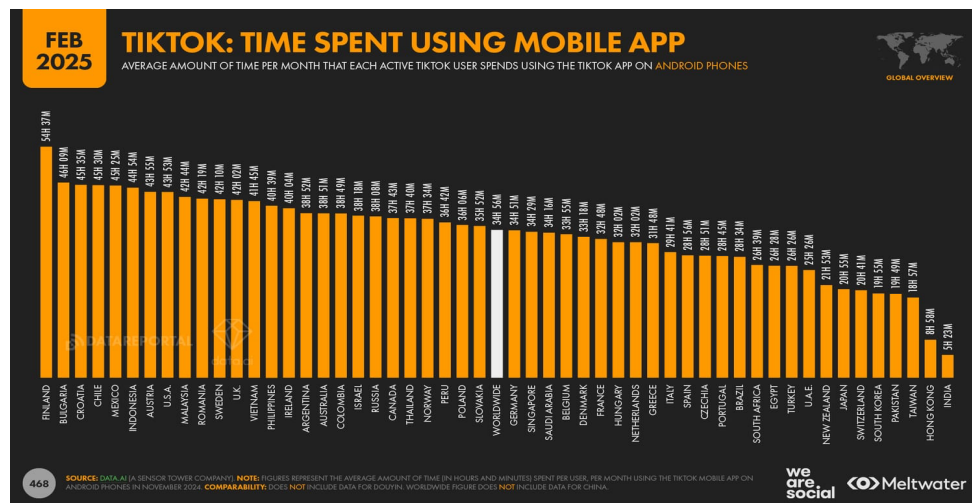
platform. Thus, the integration between entertainment, social interaction, and digital transactions is key in shaping the consumption behavior of modern society in the digital age.(Anggara n.d.)

In big cities such as Bandar Lampung, the use of TikTok Shop is increasingly widespread and is the main alternative in consumption activities, especially among the younger generation. Research in Bandar Lampung shows that many consumers prefer TikTok Shop because it offers a simple, convenient shopping experience, and often provides attractive promotional prices. TikTok Shop successfully creates a new shopping experience by integrating entertainment and transactions in a single platform, thereby encouraging impulsive buying behavior and expanding market reach without geographical restrictions.(Hasan, Ilhamsyah, and Mahendra 2025)

In the context of digital Marketing, Search Engine Optimization (SEO) plays a crucial role in increasing the organic visibility of products in search engines, which directly influences consumer purchasing decisions. Quantitative research conducted using Structural Equation Modeling (SEM) revealed that SEO has a positive and significant influence on online purchasing decisions. The results of a study of the population of Batam showed that increasing the intensity of the implementation of SEO can increase the tendency of consumers to make purchases online, with the direct influence of SEO and internet-based advertising reached 75.3% of online purchasing decisions.(Prasetyo, Arora, and Sari 2024)

Effective SEO allows a product website to rank high on search results, thereby increasing the traffic of visitors who have the potential to make a purchase. Other research also confirms that the quality of websites supported by SEO, as well as positive reviews from users (e-WOM), can strengthen the user experience and magnify the influence of SEO on purchasing decisions. In the context of e-commerce, SEO marketplace makes it easier for consumers to find the products they are looking for, increasing the perception of value and consumer confidence, which leads to an increase in the probability of purchase.(Yanti et al. 2024)

Digital marketing as a marketing strategy that utilizes various digital platforms also has a positive and significant influence on consumer purchasing decisions. Digital marketing includes not only digital advertising, but also social media, email marketing, and relevant promotional content. Studies show that internet-based advertising has a significant impact on attracting consumers ' attention, interest, and desire, which then drives purchasing actions. The use of social media in digital marketing has also been shown to contribute significantly to online purchasing decisions, enabling companies to reach a wider and segmented audience.(Devano and Arora 2023)



Sources: <https://datareportal.com>

The high amount of time spent by Indonesian users on TikTok, particularly on Android devices, shows how the platform has become an integral part of people's digital lives. The fact that active users in Indonesia spend an average of almost 47 hours per month on TikTok indicates that the platform is not just an entertainment medium, but has evolved into a very effective and promising marketing space. In the context of digital marketing and SEO, this is a golden opportunity. The higher the level of user engagement, the greater the potential for a content to reach a wide audience organically, because TikTok's algorithm prioritizes content that is interesting, relevant, and consistent in building interaction.

In the perspective of Sharia business management, the utilization of time for productive things is a very high principle. Therefore, the high duration of TikTok use needs to be directed for useful purposes and in accordance with Shari'a values. Muslim business people in this digital era have a moral responsibility to use this platform as a means of Da'wah and education as well as marketing. Content that is honest, educational, and free from manipulation or fraud is the foundation in building trust through Electronic Word of Mouth (e-WOM). Honest reviews and authentic testimonials from other users can be key factors in driving a purchase decision that is not only financially rewarding, but also rewarding.

TikTok Shop users are also increasing, intense interaction with marketing content makes people more responsive to the digital strategy being implemented. Therefore, Islamic value-based marketing approaches are becoming increasingly relevant and strategic. Transparency of information, honesty in conveying product specifications, and avoiding practices that harm consumers are important aspects in forming a healthy and ethical online shopping ecosystem.

Digital marketing's advantage over conventional methods lies not only in its scalability and cost efficiency, but also in its ability to create a more personalized and interactive consumer experience. This has a big influence on forming loyalty and purchasing decisions. When consumers feel confident and trust the brand or platform they use, they will be more likely to re-purchase and recommend the product to others. This reinforces the importance of building trust in every step of digital marketing, which is in line with the principles of honesty and responsibility in Islam. Thus, digital marketing that is done ethically and Islamically is not only a business tool, but also a means to provide wider benefits to society.(Yanti et al. 2024)

The influence of SEO and digital marketing on purchasing decisions is also influenced by the quality of content and user interaction. Relevant content and effective communication strategies in digital marketing strengthen the relationship between brands and consumers, thereby increasing loyalty and purchase conversions. Research shows that the combination of optimal SEO with the right digital marketing strategy can create effective synergies in driving consumer purchasing decisions online.(Sugianto 2023)

Overall, various journal studies confirm that SEO and digital marketing are important elements in digital marketing strategies that are able to significantly increase product visibility, build consumer confidence, and drive purchasing decisions. Intensive and integrated implementation of SEO and digital marketing can result in increased site traffic, better user experience, and higher purchase conversion opportunities, thus becoming the key to success in today's competitive digital market.(Yanti et al. 2024)

Electronic Word of Mouth (e-WOM) is a crucial element in building consumer confidence in the digital realm. Reviews and testimonials of other users online provide authentic and reliable information, thus helping consumers in the process of evaluating alternatives before deciding to buy a product. e-WOM acts as an effective means of recommendation, because consumers tend to trust other users' real experiences more than regular advertising. Thus, e-WOM can strengthen the influence of SEO and digital marketing in driving consumer purchasing decisions in the digital age, although the specific study of e - WOM in this source is more implicit and needs to be linked to consumer behavior theory and digital marketing in general.(Zed, Indriani, and Wati 2025)

In the perspective of Sharia business management, purchasing decisions made by considering honest information, testimonials, and promotions reflect the principles of prudence and clarity of information advocated in muamalah. These findings show that digital marketing strategies that promote honesty, transparency, and ease of access to information are not only effective in business, but also in line with the ethics of consumption in Islam. Therefore, understanding the influence of SEO, digital marketing, and e-WOM is important to be studied more deeply in the context of Muslim consumer behavior in the digital age.

Digital marketing is growing rapidly, the application of Islamic marketing ethics is becoming very important to ensure that marketing strategies are not only commercially effective but also in accordance with Shari'a values. Key principles in Islamic marketing ethics such as honesty (as-Sidq), fairness (al-'Adl), and avoiding elements of fraud and obscurity (gharar) should be the main foundation in any digital marketing activity. Research on Micro, Small and Medium Enterprises (MSMEs) in Indonesia shows that the application of these principles can increase consumer trust and loyalty, while building a strong and sustainable business reputation.(Nufus, Rachmatika, and Kinkin 2024)

Honesty in digital marketing is realized by the delivery of accurate and transparent product information. MSMEs in Indonesia are required to provide honest product descriptions, display real customer reviews, and avoid excessive claims that can mislead consumers. This transparency makes consumers feel confident and trust so that they get the product in accordance with the promises given. In addition, fairness is reflected in reasonable pricing and fair after-sales service policies, such as a clear return policy and warranty. This ensures consumers feel treated appropriately and are not disadvantaged in digital transactions.(Nufus et al. 2024)

In addition to honesty and justice, the principle of expediency and benevolence (al-Ihsan) is also an important aspect of Islamic marketing ethics in the digital realm. MSMEs are encouraged to not only focus on sales alone, but also provide tangible benefits to consumers through educational content and friendly interactions on social media. Informative and educational content not only increases the value of the product, but also helps consumers in their daily lives, thereby building a stronger and more sustainable relationship between business actors and customers.(Iqbal 2022)

The application of Islamic marketing ethics in digital marketing also requires MSMEs to avoid practices that conflict with the principles of honesty and transparency, such as clickbait and misleading advertising. The practice not only harms consumers, but can also damage a business's reputation in the long run. Therefore, consistency in applying these ethical principles is the key to the success of MSMEs in building a positive image and gaining customer trust in a competitive digital market.(Nufus et al. 2024)

The main challenge faced by MSMEs in integrating digital technology with Islamic ethical principles is how to maintain the consistency of applying these values in daily practice. Many businesses are still tempted to use instant unethical ways for short-term gain, such as manipulation of information or inaccurate presentation of content. Therefore, education and guidance on Sharia business management in the context of digital marketing is needed so that MSMEs are able to conduct business ethically and sustainably.(Hasan 2021)

Overall, ethical digital marketing according to the Islamic perspective focuses not only on sales aspects, but also on building sustainable long-term relationships between businesses and consumers. By prioritizing honesty, fairness, and expediency, MSMEs can increase competitiveness while gaining blessings in their business. The application of Islamic marketing ethics not only provides commercial benefits, but also provides deep moral and religious values for businesses and consumers.(Iqbal 2022)

The three digital marketing factors, namely Search Engine Optimization (SEO), digital marketing, and Electronic Word of Mouth (e-WOM) have a significant influence on the purchasing decisions of the Muslim community, especially TikTok Shop users in Bandar Lampung, when carried out within the Islamic Sharia corridor. Ethical SEO and digital marketing can increase product visibility while maintaining the integrity of the information delivered, while e-WOM derived from an honest and fair consumer experience will strengthen the trust of potential buyers. Therefore, business actors must

ensure that these three aspects are carried out by upholding Sharia business management principles such as sidiq (honest), amanah (trustworthy), and tabligh (conveying information correctly), so that purchasing decisions are not only based on rational and emotional aspects, but also moral and religious values that are in accordance with Sharia.(Iqbal 2022)

This research is expected to make a significant scientific contribution in understanding Muslim consumer behavior in the digital era, especially in the context of halal product consumption and the use of digital platforms. Previous studies have shown that Muslim consumption behavior in the digital age is strongly influenced by a variety of factors, such as attitudes, perceived behavioral control, recreational orientation, and promotion. In addition, subjective norms, religiosity, and perceptions of benefits are also secondary reasons that encourage Muslim consumers to choose digital platforms as a means of meeting their consumption needs. These findings reinforce the importance of a deep understanding of the dynamics of Muslim consumer behavior so that marketing strategies implemented can be more targeted and relevant to their needs.(Yuliani, Amin, and Savitrah 2023)

The results of this study can be a reference for business people in designing marketing strategies that are not only commercially effective, but also in accordance with Islamic principles. Research shows that Muslim consumers in the digital age are very sensitive to competitive prices as well as additional services such as on-site payment (COD) and ease of digital transactions, but still prioritize Sharia values such as halal products and Islamic Business Ethics. Therefore, businesses need to integrate Islamic values into digital product and service innovation in order to increase the comfort, satisfaction, and loyalty of Muslim consumers.(Nasution, Sugianto, and Nasution 2024)

The study also highlights the need to develop digital platforms that are friendly to the needs of Muslim consumers, both in terms of ease of Use and compliance with Sharia principles. The integration of secure and easy-to-use digital payment systems, as well as the provision of transparent information related to product halal, are key factors in building trust and preferences of Muslim consumers in the digital age. Thus, this research not only contributes to the development of science, but also offers applicative solutions for business actors in facing challenges and opportunities in the growing Muslim market.(Timur 2022)

Based on the background, the researcher will raise the issue with the title of the study: **"The Effect of Search Engine Optimization (SEO), Digital marketing and Electronic Word of Mouth (E-WOM) on purchasing decisions in the perspective of Sharia Business Management"**.

A. LITERATURE REVIEW

Technology Acceptance Model Theory/TAM

The Technology Acceptance Model (Tam) was developed by Davis in 1989 as a framework for understanding and predicting technology acceptance behavior by individuals. This Model is rooted in social psychological theory, specifically The Theory of Reasoned Action (TRA), emphasizing two main constructs: perceived usefulness (PU) and perceived ease of use (PEOU). Perceived usefulness is the degree to which a person believes that the use of a particular technology will improve their performance, while perceived ease of use is the degree of confidence that the use of that technology is free of meaningful effort. Both of these factors affect the user's attitude towards the use of technology, which then forms the behavioral intention (behavioral intention) and ultimately the actual behavior in using technology. Thus, TAM highlights the importance of the subjective perception of users in determining the adoption of new technologies.

Along its development, TAM has undergone various expansions and modifications to improve its predictive power and its applications in various fields, such as education, health, and business. Its advanced versions, such as TAM2 and TAM3, add external factors and other psychological variables that affect PU and PEOU, such as user experience, social norms and organizational conditions. Research shows that TAM and its development are able to explain 40-53% of the variance of behavioral intention in the use of information systems, making it one of the most popular and empirical models in the study of technology adoption. In addition, this model also provides practical guidance for developers and decision makers in designing interventions that can improve the acceptance and successful

implementation of technology in the organization and wider community.(Marikyan and Papagiannidis 2024)

E-Marketing Theory

According to Philip Kotler and Dave Chaffey, Internet marketing is a marketing process that involves the creation, dissemination, and exchange of valuable information through internet channels to meet the needs and desires of customers. These activities include the use of various platforms such as websites, social media, email, and search engines to increase brand awareness, sales, and customer retention. Internet marketing also allows companies to conduct promotions and transactions online with a very wide range without geographical restrictions, so as to effectively reach a global audience.(Ramadhani, Sitio, and Zairie 2023)

Internet marketing is an important part of a global marketing strategy that integrates various digital tactics to achieve business goals. Using internet technology, companies can optimize marketing campaigns, measure results, and adjust strategies according to changes in online consumer behavior. Internet marketing also plays a role in expanding brand exposure and strengthening communication with customers through various digital media in real-time. This makes Internet marketing a very vital strategic means in the modern business world to increase sales and maintain long-term relationships with customers in the global market(Ramadhani et al. 2023)

Social Influencer Theory

The theory of Social Influence developed by Herbert Kelman highlights how individuals in their social networks do not make decisions completely independently, but rather are influenced by the opinions, attitudes and actions of others around them. Kelman suggests that changes in attitudes and behavior due to social influence occur through three main processes, namely compliance, identification, and internalization. Compliance occurs when the individual accepts influence in order to obtain a reward or avoid punishment, without having to fully trust the recommended behavior. Identification occurs when the individual adopts behaviors to establish or maintain self-fulfilling social relationships, while internalization is the process by which the individual receives influence because it corresponds to his personal values and beliefs so that the change in attitude becomes permanent.(Hartono 2024)

These three processes reflect different levels of psychological attachment to receiving social influence, derived from individuals' proactive choice responses according to their own beliefs and values, rather than solely due to social normative pressures. This theory was developed in a complex socio-political context in the mid-20th century, showing how individuals can conform to social norms and rules despite not always believing in the legitimacy of those norms. Thus, Kelman's social influence theory provides a framework for understanding how social interactions, including in the context of social media and other social groups, can profoundly and sustainably influence individual attitudes and behavior.(Octaviana, Fidiyansyah, and Asriani 2023)

Consumer Behavior Theory

According to Kotler & Keller , consumer behavior is the study of how individuals, groups, and organizations choose, Buy, use, and place goods, services, ideas, or experiences to satisfy their wants and needs. This definition emphasizes the consumer decision-making process involving a variety of cultural, social, and personal factors that influence the purchasing behavior and use of the product or service.(Jibril 2021)

The two main elements in consumer behavior are the decision-making process and physical activity. The decision-making process includes how consumers allocate resources such as time, money, and energy to acquire goods or services that are considered to provide optimal benefits. Physical activity includes the concrete action of obtaining, using, and spending products or services economically. Understanding of consumer behavior is very important for marketers to be able to design the right strategy by considering the factors that influence consumer decisions.(Jibril 2021)

Search Engine Optimization (SEO)

By definition in the context of Google Search Engine Optimization (SEO), a search engine is a computer function used to search for data available on the internet using specific keywords or terms. This search engine is a computer program designed to browse and index various documents stored on web Services, ftp, mailing lists, or newsgroups on a number of servers in the network. Search results are usually displayed in the form of a list sorted by the degree of relevance or popularity of the document. (Ariantoro 2022) Search engines work by collecting information from various types of files, such as website pages, images, and other files, and then presenting it to the user according to the search query entered.

Digital marketing

Digital marketing is the use of digital channels such as websites, social media, search engines, and email to promote a product or service to a targeted audience. These activities include various strategies such as Search Engine Optimization (SEO), content marketing, email marketing, and social media marketing, all of which aim to effectively increase reach, engagement, and conversion through digital platforms. Digital marketing is growing in popularity as people and businesses increasingly rely on digital platforms for communication and transactions. (Asis, Marjani, and Ma'ruf 2020)

Electronic Word of Mouth (E-WOM)

Word of Mouth (WOM) is a form of communication that involves the exchange of personal and noncommercial information between individuals about products, services, or services based on the direct experience of consumers. WOM serves as a very effective medium in conveying recommendations and information honestly and naturally, so that the message conveyed is more reliable than other marketing media. This communication process usually starts from the individual who has used the product or service and then shares his positive or negative experience with others, which can end up influencing the consumer's next purchase decision. (Joesyiana 2018)

Purchase Decision

Purchasing decision is the process carried out by consumers to choose, Buy, and use the products or services they need or want. This process involves several complex stages, from need recognition to post-purchase behavior.

B. METHODOLOGY OF RESEARCH

The type of approach used in this study is a quantitative approach. The study was conducted in February 2025 until completion. This study was conducted in the city of Bandar Lampung, while the reason for choosing the city of Bandar Lampung as a research location caused by several reasons. First, the city of Bandar Lampung may have an active and diverse market for the product or service that the research focuses on. Second, the existence of locally available data or statistics that can support this study. The population taken in this study is Tiktok Shop users in Bandar Lampung. Methods to be used to collect information or data obtained in this study are questionnaires and literature studies. The minimum sample size is determined using the lameshow formula with a minimum sample required is 96 people. But for better results, the researchers rounded it up to 100 people.

C. RESULT AND DISCUSSION

Table 1 presents the characteristics of Tiktok Shop users in Bandar Lampung surveyed. The results of the questionnaire showed that most of the respondents in this study were aged 19-24 years (87%), followed by the age group of 13-18 years (41%), 25-30 years (4%) and 31-40 years (2%). The results of the questionnaire showed that most of the respondents in this study were students (67%), followed by self-employed (18%), students (7%), entrepreneurs (5%) and civil servants (3%). The results of the questionnaire showed that most respondents in this study earned 1,500,000-3,000,000 (26%),

followed by a group of less than 500.000 (24%), 3.000.000-5.000.000 (19%), 1.000.000-1.500.000 (16%), 500.000-1.000.000 (10%).and more than 5,000,000.

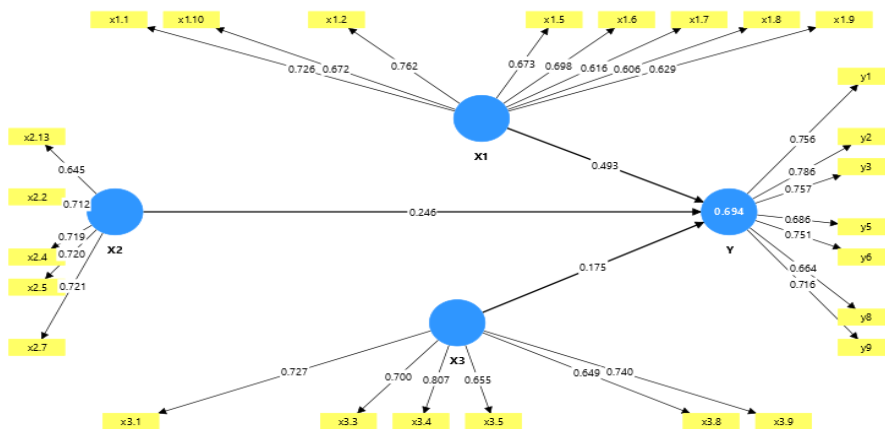
Table 1. Characteristics Of Respondents

Characteristics	Categories	Frequency (n)	Percentage (%)
Age	13-18 Year	7	7%
	19-24 Year	87	87%
	25-30 Year	4	4%
	31-40 Year	2	2%
Jobs	Students	7	7%
	Students	67	67%
	self-employed	18	18%
	self-employed	5	5%
	PNS	3	3%
Income	Less than 500.000	24	24%
	500.000-1.000.000	10	10%
	1.000.000-1.500.000	16	16%
	1.500.000-3.000.000	26	26%
	3.000.000-5.000.000	19	19%
	Lebih dari 5.000.000	5	5%

Validity And Reliability Test (*outer model*)

a. uji Validitas

One method to test the value of convergent validity is to consider the value of the loading factor or outer loading of each variable research. The indicator will be considered valid if it meets the convergent validity criterion, that is, the outer loading is more than 0.6. The table below presents the outer loading values for each indicator used in the research variables.



Pictures 4
Outer model display

Table 2. Validity Test Results

Variable	Statement	Item-total correlation (r)	Cronbach's alpha
<i>Search Engine Optimization</i>	Content displayed according to my needs or interests	0.726	0.829
	The content shown provides useful information for me	0.762	
	The use of keywords makes it easier for me to search for information about the product I am looking for	0.673	
	Tiktok Shop's search feature is relevant to my liking	0.698	
	The use of keywords makes the search results more in line with my needs	0.616	
	Product information on Tiktok Shop is systematically and structured	0.606	
	The content structure makes it easier for me to make a purchase decision	0.629	
	Neat presentation of content makes it easier for me to understand product information	0.672	
<i>Digital Marketing</i>	I tend to choose products with low transaction costs	0.712	0.747
	I am interested in shopping because of discounts or promotions	0.719	
	Tiktok Shop often gives cashback or reward programs	0.720	
	Tiktok Shop visual design makes me comfortable when used	0.721	
	I feel more confident buying a product after interacting directly with the seller through the live chat feature or comments	0.645	
<i>Electronic Word Of Mouth</i>	I often see comments or product reviews from other users on Tiktok	0.727	0.812
	I often see products re-shared by other users on tiktok	0.700	
	I tend to buy products with high star ratings	0.807	

	Very honest Review I noticed before buying the product	0.655	
	The complete Review makes it easy for me to make a decision	0.649	
	Reviews on Tiktok often list the advantages and disadvantages of the product	0.740	
Purchase Decision	I feel confident about the products I buy through Tiktok Shop	0.756	0.855
	I rarely doubt my purchase decision	0.786	
	I feel the decision to buy products on tiktok shop is the right choice	0.757	
	I actively recommend products I like to others	0.686	
	I believe the products I bought are worth recommending	0.751	
	I am planning to buy back the same product on Tiktok Shop	0.664	
	Tiktok shop is one of my favorite places to shop	0.716	

Based on the data that has been presented in the table above, it can be seen that the research items have been qualified to meet the value of convergent validity by looking at the value of outer loading that has been qualified which is more than 0.6.

b. Reliability Test

1. Composite Reliability

The results need to be tested for reliability, one of which is to see the value of composite reliability that can be declared eligible if the value is 0.7. Here are the results of tests conducted by researchers:

Table 3. Cronbach's alpha dan Composite reliability

Variable	Cronbach's Alpha	Composite Reliability
<i>Search Engine Optimization (X1)</i>	0.829	0.869
<i>Digital Marketing (X2)</i>	0.747	0.831
<i>Electronic Word Of Mouth (X3)</i>	0.812	0.862
Purchase Decision (Y)	0.855	0.889

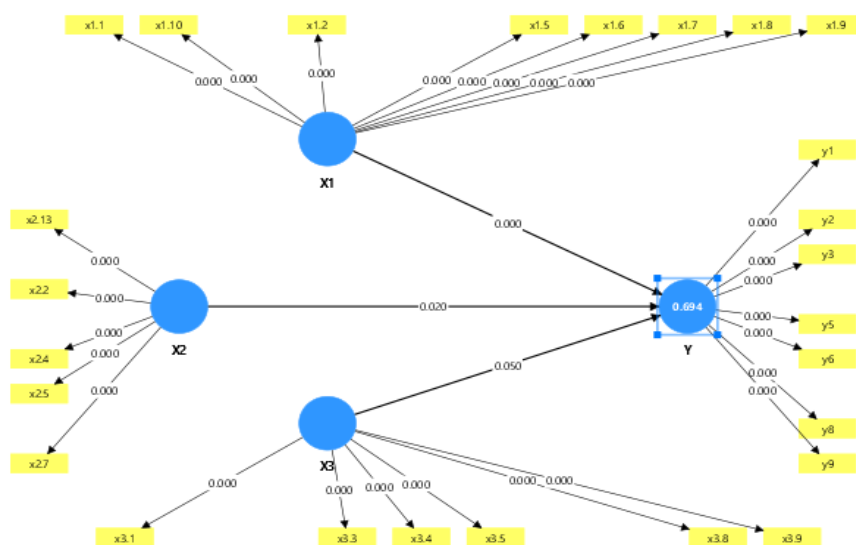
Based on the data in Table 4.6 shows that each variable in the study has been qualified composite reliability test, so it can be concluded that the variables in this study have been eligible for the next test.

For a variable to pass cronbach's alpha test, its value must be greater than 0.7.(Jogiyanto HM Willy Abdillah 2009) thus, from table 4.6 it can be concluded that the variables in this study have met the minimum cronbach alpha requirements and all variables have a high level of reliability. From the table above it can be seen if all variables have passed the test.

2. Hypothesis Test

a. Structural Model Test (*Inner Model*)

Structural Model in PLS is evaluated by using R2 for the dependent variable and the value of the coefficients in the path for the independent variable which is then assessed its significance based on the T-statistic value of each path. The model of this study can be seen in the following figure:



Pictures 5
Display Inner Model

Table 4. Structural Model Test Results

Hypothesis	Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Value
H1	<i>Search Engine Optimization => Purchase Decision</i>	0,439	0,489	0,110	4,464	0,000
H2	<i>Digital Marketing => Purchase Decision</i>	0,246	0,249	0,106	2,325	0,020

H3	<i>Electronic Word of Mouth => Purchase Decision</i>	0,175	0,185	0,089	1,963	0,050
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Source: data processed by the author using smart PLS 4

Based on the information contained in the table, the explanation is as follows:

- 1) The results show that Search Engine Optimization has a positive and significant influence on purchasing decisions. This is evidenced by looking at the test results listed in Table 4.7, where Search Engine Optimization has an original sample value of 0.439 which means it has a positive relationship and Search Engine Optimization also has a statistical t-value of $4.464 > 1.96$ and a P-value of $0.000 < 0.05$ which means that the relationship is significant positive. It can be concluded that the first hypothesis that mentions Search Engine Optimization has a positive and significant effect on purchasing decisions is supported.
 - 2) The results show that Digital Marketing has a positive and significant influence on purchasing decisions. This is evidenced by seeing the test results listed in Table 4.7, where Digital Marketing has an original sample value of 0.246 which means it has a positive relationship and Digital Marketing also has a T-statistic value of $2.325 > 1.96$ and a P-value of $0.020 < 0.05$ which means that the relationship is significant positive. It can be concluded that the first hypothesis that mentions Digital Marketing has a positive and significant effect on purchasing decisions is supported.
 - 3) The results show that Electronic Word of Mouth has a positive and significant influence on purchasing decisions. This is evidenced by seeing the test results listed in Table 4.7 where the Electronic Word of Mouth has an original sample value of 0.175 which means it has a positive relationship and Electronic Word of Mouth also has a T-statistical value of $1.963 > 1.96$ and a P-value of $0.050 < 0.05$ which means that the relationship is significant positive. Then it can be concluded that the first hypothesis that mentions Electronic Word of Mouth has a positive and significant effect on purchasing decisions is supported.
- b. Coefficient of determination (R²)

The coefficient of determination (R²) is used to determine how much the percentage change in the dependent variable (Y) is affected by the independent variable (X). Therefore, to assess the ability of the model to explain the variation caused by the independent variable, it is necessary to test the coefficient of determination. The greater the value of R², the higher the percentage change in the dependent variable (Y) that can be explained by the independent variable (X). Conversely, if the value of R² is smaller, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is lower. Here are the results of the coefficient of determination test:

Table 5. Detemination coefficient test results

Matriks	R-square	R-square adjusted
Purchase Decision	0.694	0.685

Source: data processed by the author using smart PLS 4

Based on the test results of the coefficient of determination in the table above can be seen that the value of the coefficient of determination or r-square of 0.694. This shows that the variable Search Engine Optimization (X1), Digital Marketing and Electronic Word of Mouth (X3) is able to provide an explanation of the purchase decision (Y) by 69.4% while the remaining 30.6% is explained by construction outside the study.

3. Recapitulation Of Hypothesis Test Results

Based on the results of research that has been presented previously, the following hypothesis testing results recapitulation.

Table 6. Recapitulation of hypothesis test results

	Hypothesis	Description
H1	<i>Search Engine Optimization</i> influence on Purchase Decision	Supported
H2	Digital Marketing affects purchasing decisions	Supported
H3	<i>Electronic Word of Mouth</i> influence on purchasing decisions	Supported

Source: data processed by the author using smart PLS 4

Research Discussion

The results of this study showed that the data instruments filled by respondents to measure the dependent variable, namely purchase decisions, as well as independent variables, namely Search Engine Optimization, Digital Marketing and Electronic Word of Mouth, proved to be valid and reliable. Therefore, the indicators and items used in this study can be continued for more in-depth testing and analysis.

1. Search Engine Optimization has a positive and significant effect on purchasing decisions

Based on the technology acceptance Model (TAM) developed by Davis.(Marikyan and Papagiannidis 2024) The influence of Search Engine Optimization (SEO) on purchasing decisions can be explained through 2 factors: perceived ease of use and perceived usefulness. In the context of SEO, search engine optimization makes it easier for consumers to find relevant and reliable product information, thereby increasing the perception of ease of access and the benefits of such sites or platforms. When consumers feel the ease and high use-value of optimized search results, they will have a positive attitude towards using the site and be encouraged to make a purchase. Thus, in accordance with the TAM framework, the effectiveness of SEO can influence consumer perceptions of digital technologies that ultimately have a positive and significant impact on purchasing decisions.

This is evidenced by looking at the test results listed in Table 4.7, where Search Engine Optimization has an original sample value of 0.439 which means it has a positive relationship and Search Engine Optimization also has a statistical t-value of $4.464 > 1.96$ and a P-value of $0.000 < 0.05$ which means that the relationship is significant. Then it can be concluded that the first hypothesis that mentions Search Engine Optimization has a positive and significant effect on purchasing decisions is supported.

In line with research conducted by Fadhilah Abjdul, James D. D. Massie and Yunita Mandagie obtain Search Engine Optimization results have a positive and significant effect on purchasing decisions(Abdjul, Massie, and Mandagie 2022). then reinforced by research conducted by Ary Prasetyo, Cindy Arora, and Asih Purwana Sari who obtained Search Engine Optimization results have a positive and significant effect on online purchasing decisions(Prasetyo et al. 2024).

So it can be concluded that the higher the visibility of the product in search engines, the higher the consumer's purchase decision.

2. Digital Marketing has a positive and significant effect on purchasing decisions

According to The Theory of Social Influence developed by Herbert Kelman.(Hartono 2024) Explaining that individual behavior is strongly influenced by others, such as reference groups, peers, and public figures, which in the context of digital marketing is realized through the presence of influencers, online reviews, user-generated content, and interaction on social media. These elements become effective channels for shaping consumer opinions and preferences, as they create a perception of authenticity, trust and social connection. Additionally, evolving social norms online

can create subtle pressures for consumers to follow certain buying trends. Thus, the social influence strategically utilized in digital marketing plays a significant role in shaping and directing purchasing decisions.

The results show that Digital Marketing has a positive and significant influence on purchasing decisions. This is evidenced by seeing the test results listed in Table 4.7, where Digital Marketing has an original sample value of 0.246 which means it has a positive relationship and Digital Marketing also has a T-statistic value of $2.325 > 1.96$ and a P-value of $0.020 < 0.05$ which means that the relationship is significant positive. It can be concluded that the first hypothesis that mentions Digital Marketing has a positive and significant effect on purchasing decisions is supported.

In line with research conducted by Prisma Miardi Putri and R.A. Marlien obtained the results of Digital marketing has a positive and significant effect on online purchasing decisions (Putri and Marlien 2022). Then supported by research conducted by Eunike Viedy Virginia Lombok and Reitty L. Samadi obtain digital marketing positively and significantly affect the purchase decision (Lombok and Samadi 2022)

So it can be concluded that the more complete the information conveyed through digital marketing, the greater the purchase decision.

3. Electronic Word of Mouth has a positive and significant effect on purchasing decisions

Social influence theory states that an individual's behavior is strongly influenced by the social environment, including the opinions, norms, and recommendations of others especially those who are considered influential such as influencers. In the digital context, this is particularly relevant with Electronic Word of Mouth (e-WOM), which often comes from friends, communities or public figures and creates a strong social effect. Consumers tend to trust opinions that appear authentic and honest, especially if they come from sources considered credible such as influencers or verified reviews. Therefore, e-WOM has significant social power in shaping as well as directing purchasing decisions, in line with the basic principles in social influence theory.

The results showed that Electronic Word of Mouth has a positive and significant influence on purchasing decisions. This is evidenced by seeing the test results listed in Table 4.7 where the Electronic Word of Mouth has an original sample value of 0.175 which means it has a positive relationship and Electronic Word of Mouth also has a T-statistical value of $1.963 > 1.96$ and a P-value of $0.050 < 0.05$ which means that the relationship is significant positive. Then it can be concluded that the first hypothesis that mentions Electronic Word of Mouth has a positive and significant effect on purchasing decisions is supported.

In line with the research conducted by Vega Amarazka and Reni Shinta Dewi, the results of E-WOM have a positive and significant effect on purchasing decisions. (Amarazka and Dewi 2020) Then supported by research conducted by I Kadek Rupayana, I Wayan Suartina and IA. Mashyuni obtained the results of E-WOM positive and significant effect on purchasing decisions. (Rupayana, Suartina, and Mashyuni 2021)

So it can be concluded that the more positive recommendations consumers receive through E-WOM, the stronger the social impulse that is formed, so the higher to make a purchase decision.

4. Overview of the perspective of Sharia business Management hadap purchasing decisions influenced by Search Engine Optimization, Digital Marketing and Electronic Word of Mouth

From the perspective of consumers in Sharia Business Management, purchasing decisions influenced by Search Engine Optimization (SEO) and Electronic Word of Mouth (E-WOM) should be based on a good understanding of the honesty and transparency of the information received. Muslim consumers are expected to make careful purchases, ensuring that the information obtained through SEO search results is not merely the result of keyword manipulation, but truly reflects the true

quality of the product. For example, when consumers search for a specific product on TikTok Shop and the product appears at the top of the list, they should consider whether the description and reviews displayed correspond to reality. This is important because in Islamic teachings, making decisions with misleading information can lead to waste (israf) or even ethical violations if the product purchased does not meet expectations.

Likewise, in assessing Electronic Word of Mouth (E-WOM), consumers need to consider the authenticity and credibility of reviews. Muslim Consumers should beware of exaggerated or made-up reviews because they can contain elements of manipulation (tadlīs). Therefore, before making a purchase, they are recommended to verify reviews from different sources and make sure that they do not contradict the principle of honesty. As an ethical consumer, purchasing decisions should not only be based on the attractiveness of SEO and E-WOM, but also by prioritizing the intention to buy useful products (maslahah) and avoiding unnecessary items, so that consumption behavior remains within Islamic corridors that emphasize balance, justice, and accountability.

Consumer buying decisions are influenced by a variety of factors, including Electronic Word of Mouth (E-WOM), Digital Marketing and Search Engine Optimization (SEO). E-WOM is a form of positive or negative communication related to products and services that consumers share after using the products they buy to other consumers through digital platforms. (Yulindasari and Fikriyah 2022) While SEO is the practice of optimizing websites to be easily found and get high rankings in search results for certain keywords. (Rohmana, Rahmaningsih, and Sari 2022) While SEO is the practice of optimizing websites to be easily found and get high rankings in search results for certain keywords:

وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ وَتُدْلُوا بِهَا إِلَى الْحُكَّامِ لِتَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ ۝

Do not devour the wealth of any of you unjustly and do not bring it to the judges in order that you may devour the wealth of others unjustly, while you know.

This paragraph emphasizes the importance of honesty in transactions, including in the use of SEO, Digital Marketing and E-WOM. In this context, the information conveyed through SEO should be accurate and not misleading, while E-WOM should reflect real experiences so as not to harm others.

However, Islam also emphasizes that consumers are critical and not in a hurry to buy. Consumers must ensure that the information obtained from E-WOM, Digital Marketing and SEO is accurate and accountable. The Prophet (peace be upon him) said:

لَيَصْنُتُ أَوْ خَيْرًا فَلْيَقُلْ الْآخِرَ وَالْيَوْمَ بِاللَّهِ يُؤْمِنُ كَانَ مَنْ

"Whoever believes in Allah and the last day, let him say good or keep silent." (HR. Al-Bukhari dan Muslim)

This hadith teaches Muslims to be careful in speaking, including in providing reviews or information through E-WOM, Digital Marketing and SEO. Dishonest or misleading reviews can cause harm to other consumers.

Islam also prohibits all forms of fraud and cheating in transactions. As Allah says in Surah Al-Muthaffifin verses 1-3:

وَيْلٌ لِّلْمُطَفِّفِينَ ۝ ١ الذِّينَ إِذَا اكْتَالُوا عَلَى النَّاسِ يَسْتَوْفُونَ ۝ ٢ وَإِذَا كَالُواهُمْ أَوْ وَزَنُوهُمْ يُخْسِرُونَ ۝ ٣

Woe to those who cheat. Those who, when they receive a measure from others, ask for it to be fulfilled, and when they measure or weigh for others, they reduce.

This paragraph condemns fraudulent practices in transactions, such as providing misleading information through E-WOM, Digital Marketing and SEO. Muslim Consumers should avoid all forms of fraud and uphold honesty in every transaction.

Purchasing decisions made based on information obtained from SEO, Digital Marketing and E-WOM should also consider the long-term impact. In Sharia Business Management, the act of consumption should focus not only on material benefits, but also on social and spiritual benefits. When consumers purchase a recommended product through E-WOM, they should be aware of the moral responsibility to ensure that the product is halal and does not conflict with Sharia principles. This is in line with the teachings of the Qur'an which encourages Muslims to not only seek profit, but also pay attention to justice and goodness for society.

Thus, the integration between SEO, Digital Marketing and E-WOM in the marketing strategy in TikTok Shop can be viewed as an effort to improve purchasing decisions that are more socially responsible and in accordance with Sharia business management principles. Efforts to convey honest and useful information can help create a more equitable and ethical trading ecosystem, thereby contributing to the overall well-being of society. Guided by these principles, Muslim consumers can make purchasing decisions that are in accordance with the teachings of Islam and bring blessings to life.

D. CONCLUSIONS

This study was conducted to determine the effect of Search Engine Optimization, Digital Marketing and Electronic Word of Mouth on purchasing decisions on the Tik Tok application in the perspective of Sharia Business Management (Study on the community in Bandar Lampung). The Data in this study is the primary data processed using SMART PLS 4 software, the researchers draw the following conclusions:

1. The effect of Search Engine Optimization (SEO) on purchasing decisions

The results showed that SEO has a positive and significant influence on purchasing decisions. This is evidenced by the original sample value of 0.493, t-statistic value of 4.464, and P-value of 0.000. Thus, the first hypothesis stating that SEO has a positive and significant effect on purchasing decisions is supported. This means that the better the SEO strategy implemented, the more likely the consumer is to make a purchase. Effective SEO can increase business visibility on digital platforms, especially TikTok Shop, thereby attracting more potential buyers.

2. The impact of Digital Marketing on Decision Making

The results showed that Digital Marketing has a positive and significant influence on purchasing decisions. This is evidenced by the original sample value of 0.246, t-statistic value of 2.325, and P-value of 0.020. Thus, the first hypothesis stating that Digital Marketing has a positive and significant effect on purchasing decisions is supported. This means that the better the Digital Marketing system will increase the purchase decision.

3. Influence of Electronic Word of Mouth (E-WOM) on purchasing decisions

The study also showed that E-WOM has a very positive and significant influence on purchasing decisions, with an original sample value of 0.175, a statistical t-value of 1.963, and a P-value of 0.050. A third hypothesis stating that E-WOM has a positive and significant effect on purchasing decisions is also supported. That is, the better the quality of the E-WOM, like the reviews and recommendations given by other consumers, the higher the purchase potential. E-WOM on TikTok Shop is one of the key factors affecting consumer confidence and purchasing decisions.

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