

## ANALYSIS OF CONSUMER LOYALTY TOWARDS THE SAMSUNG S24 FE PRODUCT THROUGH YOUTUBE REVIEWS BY ‘GADGETIN’: AN ISLAMIC MARKETING PERSPECTIVE AND THE PRINCIPLE OF CONTINUITY

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### Abstract

*This study aims to analyze strategies for maintaining consumer loyalty toward the Samsung S24 FE product through a review of comments on the Gadgetin YouTube channel, and to examine its alignment with the principles of sharia marketing, with a particular focus on the principle of continuity. In the digital era, reviews and opinions shared on social media platforms have a significant influence on shaping consumer perceptions and purchasing decisions. This study employs a qualitative method, presenting data in the form of screenshots from YouTube videos, which are then analyzed descriptively using the utility theory developed by John von Neumann – Morgenstern (1944). The analysis results show that consumer trust in the reviewer and satisfaction with product performance shape both emotional and functional loyalty. However, such loyalty only reflects the Islamic principle of continuity when it is based on ethical sustainability, rather than mere repeated consumption. This study also emphasizes the importance of implementing marketing strategies that are long-term oriented, responsible, and aligned with sharia principles.*

**Keywords:** consumer loyalty, continuity, Gadgetin, Samsung S24 FE, sharia marketing.

### INTRODUCTION

The development of technology and information in the current digital era has significantly transformed human behavior, especially in terms of interactions between consumers and brands or products. One of the most noticeable impacts of this transformation is the emergence of social media platforms, such as YouTube, as a primary source of information for consumers when making purchasing decisions. As one of the largest platforms in the world, YouTube plays a crucial role in shaping public perception and evaluation of products through review content. In Indonesia, one of the most influential YouTube channels is *GadgetIn*, known for its straightforward and informative delivery style, making it a trusted source for millions of viewers. Product reviews can greatly assist consumers in making easier purchasing decisions online. These advantages also serve as a key reference for consumers when evaluating a product, supported by various data such as comments and arguments that influence their buying decisions (Setiawan et al., 2023).

The Samsung Galaxy S24 FE is one of the flagship variant smartphones offered at a more affordable price compared to its main series, targeting the middle-market segment with high demands for performance and features. The Samsung S24 FE delivers powerful performance by featuring the Exynos 2400e chipset, which ensures strong capabilities for multitasking and gaming. It also offers a high-quality AMOLED screen with a 120Hz refresh rate and high brightness, providing an impressive visual experience. The integration of Galaxy AI enhances productivity and creativity, and Samsung has committed to long-term OS and security updates for up to 7 years (Rolly MR, 2025). With increasing competition in the smartphone industry, companies are required not only to deliver innovative products but also to foster sustainable consumer loyalty.

Loyalty is defined as a deep commitment by customers to repurchase or continue using a preferred product or service consistently in the future, despite situational influences and marketing efforts that might potentially cause switching

behavior (Griffin, 2005). Consumer loyalty toward a product is a key indicator of long-term success, as loyal customers are more likely to make repeat purchases, provide recommendations, and maintain a positive relationship with the brand (Philip & Lane, 2016).

However, in today's context, consumer loyalty is not solely formed through personal experience or traditional advertisements, but also heavily influenced by third-party reviews such as those by content creators on YouTube. Reviews from YouTubers like GadgetIn can shape perceptions, build trust, and significantly influence purchasing decisions. According to Sudha and Sheena (2017), digital influencers have strong power in shaping public opinion as they are considered more authentic than formal advertisements. Their findings also indicate a positive influence on customer satisfaction and trust. This is supported by prior research by (Al-dweeri et al., 2017) and (Onn & Soon, 2016) which found that customer satisfaction has a positive impact on both trust and loyalty.

In the context of Islamic marketing, consumer loyalty also encompasses spiritual and ethical dimensions. Islamic marketing emphasizes principles such as honesty (*sidq*), justice (*'adl*), responsibility (*amanah*), and continuity (*istiqamah*) in the relationship between producers and consumers (Antonio, 2001). These principles elevate marketing from being merely an economic activity to a form of worship that values humanity and sustainability. Therefore, it is important to assess whether product communication and promotion strategies whether conducted by companies or influencers align with Sharia values.

This study adopts the **utility theory** developed by John Von Neumann and Oskar Morgenstern (1944), which asserts that rational individuals make decisions by maximizing the expected value of a utility function. In other words, individuals' preferences for various alternatives can be represented through a consistent utility function, which allows comparisons and selection of alternatives based on the expected utility value (Neumann & Morgenstern, 1944).

GadgetIn is a YouTube channel managed by an influencer named David Brendi. The channel was established in 2014 and currently has over 13 million subscribers. One of its most attention-grabbing videos is titled "Flagship Ekonomis – Review Samsung Galaxy S24 FE Indonesia," which has been viewed more than 2.5 million times and received over 3.5 thousand comments. The review, presented in an informative and relevant manner, has had a positive influence on consumer perceptions especially in building trust and confidence in making purchase decisions (Livina, 2025).

Based on the above background, this research aims to analyze how GadgetIn's review influences consumer loyalty toward the Samsung Galaxy S24 FE, and how this aligns with the perspective of Islamic marketing and the principle of *continuity*, which refers to the sustainable relationship between producers and consumers in accordance with Islamic values.

## LITERATURE REVIEW

### Consumer Loyalty

Consumer loyalty refers to a consistent commitment to repurchase a product or brand despite the availability of other options with similar features and specifications in the market. Loyalty encompasses both behavioral aspects (repeat purchases) and attitudinal aspects commitment and emotional attachment (Oliver, 1999). According to Griffin (2005), loyal consumers are willing to make repeat purchases, recommend the product to others, and exhibit tolerance toward product shortcomings. Additionally, loyalty is influenced by satisfaction, trust, and the perceived value received by consumers (Philip & Lane, 2016).

In the digital context, loyalty is shaped not only by direct personal experience but also by opinions and reviews circulated on social media platforms, one of the largest being YouTube. Online Consumer Review, commonly referred to as reviews, is a form of electronic word-of-mouth communication that significantly influences consumers in making purchasing decisions (Sutanto & Aprianingsih, 2016). Consumers tend to form their preferences based on information obtained from third parties, in this case, content creators or influencers (Sudha & Sheena, 2017).

### Consumer Behavior Reflected in the GadgetIn YouTube Channel

The development of information technology has transformed how consumers seek information and make purchasing decisions. One of the most influential platforms today is YouTube, where content creators can present product reviews in audio-visual formats. In this context, product reviews on the *GadgetIn* YouTube channel play a crucial role in shaping public perception and behavior toward technological products such as the Samsung S24 FE.

According to (Khan, 2017), one of YouTube's advantages lies in its audio-visual content, which makes it easier for consumers to comprehend the information delivered. Consumers also tend to perceive video reviews as more objective and informative sources of information, as the personal experiences shared appear more authentic.

In the *GadgetIn* review titled “Flagship Ekonomis – Review Samsung Galaxy S24 FE Indonesia!”, viewers noted that the phone offers features nearly equivalent to flagship models but at a more affordable price. This information strengthens consumers' perceived value and fosters loyalty toward Samsung products, especially for price-sensitive consumers who still seek high performance (Gadgetin, 2024).

### Islamic Marketing

Islamic marketing refers to marketing activities guided by Islamic values and systems. These values include honesty, trustworthiness (*amanah*), justice, and social responsibility (Antonio, 2001).

At least three aspects must be fulfilled in Islamic marketing practices: the product marketed must be *halal*, interactions between sellers and buyers must be honest, and there should be no misleading communication between the two parties.

In the context of digital marketing through YouTube, Islamic marketing demands that content creators and companies convey information truthfully, avoid exaggeration (*ghuluw*), and refrain from manipulating consumer perceptions. Review videos, such as those produced by *GadgetIn*, must reflect the principles of honesty and social responsibility, as misleading or manipulative information can result in consumer harm and eliminate blessings (*barakah*) from the transaction.

### The Principle of Continuity in Islamic Perspective

The principle of continuity in the relationship between producers and consumers is a core value in Islamic business ethics. Islam encourages maintaining long-term, mutually beneficial relationships, which are closely related to trust and moral responsibility (Antonio, 2001). In long-term relationships, ethics and commitment are key elements that strengthen consumer loyalty and ensure business sustainability.

Continuity also implies maintaining a positive brand image and integrity in every marketing effort. Promotional activities through video reviews must be carried out consistently to enhance and reinforce consumer appeal toward the brand (Philip & Lane, 2016).

## RESEARCH METHODOLOGY

Descriptive qualitative research is an approach aimed at describing or portraying phenomena that occur naturally, without any manipulation or engineering of the variables being studied. This type of research is grounded in post-positivist philosophy and is used to analyze the condition of an object in its natural context, where the researcher acts as the key instrument in the study (Sugiyono, 2013).

The writer employed a descriptive qualitative approach using content analysis of the YouTube channel *GadgetIn*. This approach was chosen to understand how YouTube reviews influence consumer perception and loyalty toward the Samsung Galaxy S24 FE product, viewed through the lens of Islamic marketing and the principle of continuity. This analysis also allows the researcher to identify messages and narratives within the video content and how viewers respond through the comment section.

The data source for this research consists of secondary data, specifically the comments found on the *GadgetIn* YouTube video titled “Flagship Ekonomis – Review Samsung Galaxy S24 FE Indonesia!”, uploaded on February 5, 2024. This video serves as the primary object for analyzing market response, presentation style, and audience feedback expressed in the comments. In addition, other data are drawn from various relevant literature sources such as books, academic journals, articles, and other scholarly resources that discuss similar concepts as those addressed in this research.

There are three techniques used for data collection: Observation through the video content. This was done by repeatedly watching the video to identify marketing components such as product design, delivery style, and the interaction between the content creator and the audience. Documentation study, which involved collecting and recording the video transcript and viewer comments. Literature review, which was used to strengthen the analysis with supporting theories and approaches from academic sources.

The data analysis technique employed the utility theory developed by Von Neumann and Morgenstern (1944), which states that rational individuals make decisions that maximize the expected value of a cardinal utility function. In other words, individual preferences across various alternatives can be represented by a consistent utility function, enabling the comparison and selection of alternatives based on expected utility values (Neumann & Morgenstern, 1944).

This research was conducted online, focusing on digital content available on the YouTube platform. The process of data collection and analysis was carried out between April and May 2025.

## RESULTS AND DISCUSSION

Datum 1	@flazeanimations	"entah kenapa gw malah suka design samsung meksipun designnya "itu-itu aja", menurut gw malah kelihatan simpel sama elegan gak rame-rame banget kek gk ada kamera segede badak lah, tulisan2 gimik lah dll. Terus soal design layar, samsung emg terkenal karena bezelnya yg beda dari lain tapi gw gak pernah mempermasalahin itu sama sekali wkwk"
Datum 2	@KhairulAgasta	"Istri akhirnya pilih PO S24 FE, emang secara benefit masih lumayan sih, free upgrade memori ke 256 GB + Silicon Case+Cashback 500K + Diskon 499.550, anggep aja jadi 9 juta"
Datum 3	@Putrinurwulansari	"3x bolak balik nonton ni video, banding2in sama s23 regular. akhirnya memutuskan ambil s24 fe dan ga nyeselsama sekalii".
Datum 4	@vianovitadestina6803	"Dari samsung a15 pindah ke samsung s24 fe, nabung setahun lebih untuk hp ini finally ngerasa hpnya ok banget dan pas buat aku yg pake hp cuma untuk sosmed dan foto2, soalnya kamera super ok, paling cuma agak anget aja nih hp kalo dipake full seharian."
Datum 5	@Priaji	"Alhamdulillah minggu lalu nonton pake iPhone XR sekarang finally nonton pake Galaxy S24 FE, experience nya sangat tidak mengecewakan di semua sisi nya buat saya".
Datum 6	@YouHardiyan	"S24 FE dari segi fisik emang sama persis kaya Samsung A55. Tapi kameranya bro.. Flagship diatas 10 juta hasil kameranya emang gk bisa boong".
Datum 7	@RefiYamanaka	"Kebeli juga nih HP di harga 7,1jt masih segel garansi juga baru aktif, enak banget flagshipnya berasa".
Datum 8	@Kylious	Sebagai pengguna S24 FE setuju sama semua yg diatas. Performa nya emang ngga kaleng2 dan sejauh ini puas bgt upgrade dari S22 Regular."
Datum 9	@fazri9	S24 FE sudah oke banget di kelas harganya. Peforma mantap, kamera cakep, desain simpel yang elegan, material premium, dan Galaxy AI yang bikin nagih,"
Datum 10	@yourbf	"Galaxy S24 FE ini worth it banget buat yang nyari smartphone dengan performa flagship tapi dengan harga yang lebih terjangkau."

In this analysis section, the writer presents findings on consumer responses related to the Samsung Galaxy S24 FE product based on the review delivered in the YouTube channel Gadgetin's video titled "*Flagship Ekonomis – Review Samsung Galaxy S24 FE Indonesia*." A total of ten comments were selected and analyzed using the utility theory of von Neumann, which were then classified based on consumer loyalty attitudes, the principle of continuity, and Islamic values as follows:

### Datum 1

A comment from @flazeanimations states, "entah kenapa gw malah suka design samsung meksipun designnya "itu-itu aja", menurut gw malah kelihatan simpel sama elegan gak rame-rame banget kek gk ada kamera

**segede badak lah, tulisan2 gimik lah dll. Terus soal design layar, samsung emg terkenal karena bezelnya yg beda dari lain tapi gw gak pernah mempermasalahin itu sama sekali wkwk,”** this reflects consumer loyalty born from high satisfaction (utility) due to Samsung’s consistency in design. According to the von Neumann–Morgenstern utility theory (1944), when a product consistently provides high utility here, through familiar design consumers display loyalty to the brand. The principle of continuity also appears in the comment, evident in phrases like “I never had any problem with it at all,” indicating that the steady design delivers sustained value. Under utility theory, this rational decision reflects the consumer’s evaluation of visual comfort, functionality, and brand trust. Thus, loyalty arises from perceived consistent value, not just novelty or flashy features.

From an Islamic marketing perspective, this reflects satisfaction derived from honesty and simplicity, aligning with Islamic principles that promote avoidance of excess (*tabdzir*) and reject manipulative tactics.

## Datum 2

A comment from @KhairulAgasta states, **“Istri akhirnya pilih PO S24 FE, emang secara benefit masih lumayan sih, free upgrade memori ke 256 GB + Silicon Case+Cashback 500K + Diskon 499.550, anggep aja jadi 9 juta,”** this demonstrates a purchasing decision shaped by combined functional and economic value fundamental elements in building loyalty. The decision by the wife illustrates the continuity principle: preference for the brand continues within the household context, showing loyalty is not only individual but also collective. In utility theory terms, the decision reflects a rational evaluation where the expected benefits exceed the cost.

From an Islamic marketing perspective, this is permissible and effective as long as conducted honestly and transparently, aligning with Sharia principles. It aligns with Islamic trade foundations: transactions should be consensual (*‘an taradhin*) and clear regarding product information.

## Datum 3

A comment by @Putrinurwulansari states, **“3x bolak balik nonton ni video, banding2in sama s23 regular. akhirnya memutuskan ambil s24 fe dan ga nyeselsama sekali”** this reflects a careful, rational decision-making process where the consumer compares benefits between the S23 and S24 FE. Satisfaction post-purchase shown here is an early indicator of loyalty, since expectations were met. Again, this aligns with utility theory: consumers choose options they believe will provide higher utility.

This act of comparison followed by the decision to buy demonstrates continuity in consumer behavior, as expressed in “finally decided to get the S24 FE and never regretted it.” The decision stems from ongoing evaluation of a known and trusted brand.

From an Islamic marketing standpoint, this reflects an ethical and responsible decision-making process, made after thoughtful consideration and information sourced from trusted reviews.

## Datum 4

A comment by @vianovitadestina6803 states, **“Dari samsung a15 pindah ke samsung s24 fe, nabung setahun lebih untuk hp ini finally ngerasa hpnya ok banget dan pas buat aku yg pake hp cuma untuk sosmed dan foto2, soalnya kamera super ok, paling cuma agak anget aja nih hp kalo dipake full seharian,”** this indicates loyalty rooted in personal experience and emotional satisfaction after financial effort saving for over a year to purchase the S24 FE. The decision is not impulsive but grounded in genuine needs and lofty expectations. Loyalty formed because the product aligns with the consumer’s investment, creating strong emotional bonding with the brand.

In terms of continuity, this positive experience strengthens the likelihood of returning to the same brand in the future. Under utility theory, the decision reflects rational evaluation of expected benefits.

## Datum 5

A comment by @Priaji states, **“Alhamdulillah minggu lalu nonton pake iPhone XR sekarang finally nonton pake Galaxy S24 FE, experience nya sangat tidak mengecewakan di semua sisi nya buat saya,”** this reflects the early formation of consumer loyalty through direct experience. Regarding continuity, the comparison between watching on an iPhone XR and then on a Samsung S24 FE indicates a potential long-term brand transition.



From an Islamic marketing perspective, this satisfaction reflects honesty and product quality matching promotional claims. The use of “Alhamdulillah” signifies positive emotional involvement, strengthening loyalty rooted in trust and inner satisfaction.

Under utility theory, consumers rationally choose products they expect to offer higher real-world benefits. If this positive experience continues, a sustained preference for Samsung is likely as the product’s utility meets or exceeds expectations.

#### **Datum 6**

A comment from @YouHardiyan states, **“S24 FE dari segi fisik emang sama persis kaya Samsung A55.. Tapi kameranya bro.. Flagship diatas 10 juta hasil kameranya emang gk bisa boong,”** this shows consumer loyalty based not just on physical appearance but on product quality in this case, the camera.

From an Islamic marketing standpoint, consumers appreciate Samsung’s honesty in product quality, even though the design resembles a cheaper model.

Regarding continuity and utility theory, the consumer’s decision to continue appreciating the product despite visual similarity demonstrates evaluation based on actual benefits, not just aesthetics. The camera’s undeniable quality indicates consumers derive maximum utility from a core feature, reinforcing ongoing brand loyalty.

#### **Datum 7**

A comment from @RefiYamanaka states, **“Kebeli juga nih HP di harga 7,1jt masih segel garansi juga baru aktif, enak banget flagshippnya berasa”** this reflects satisfaction and loyalty from perceiving high value in the Samsung Galaxy S24 FE. This value also strengthens trust in the brand, forming the foundation of long-term loyalty.

In terms of continuity, the positive experience of obtaining a quality product at a fair price bolsters consumer preference for the same brand. From an Islamic marketing perspective, this reflects the principle of honesty (*shidq*), as the consumer perceives product information to be consistent with reality.

According to von Neumann’s utility theory, the decision to purchase at IDR 7.1 million is rational consumers estimate the benefits (flagship quality, performance, warranty) exceed the cost.

#### **Datum 8**

A comment from @Kylious states, **“Sebagai pengguna S24 FE setuju sama semua yg diatas. Performa nya emang ngga kaleng2 dan sejauh ini puas bgt upgrade dari S22 Regular,”** this demonstrates loyalty formed through satisfying usage, especially after upgrading from a Samsung S22 Regular to the S24 FE. This is confirmed by the phrase “so far I’m very satisfied with the upgrade from S22 Regular.”

From a continuity perspective, choosing to stay within the Samsung ecosystem even when changing model demonstrates ongoing preference based on prior positive experience. From Islamic values, it implicitly reflects honesty (*shidq*) and public benefit (*maslahah*), since the product’s performance matches the claims and expectations.

Under utility theory, consumers rationally choose products expected to yield the highest benefits. In this case, improved performance and post-upgrade satisfaction indicate that the utility gained from S24 FE exceeds expectations, thus reinforcing sustainable and logical brand loyalty.

#### **Datum 9**

A comment from @fazri9 states, **“S24 FE sudah oke banget di kelas harganya. Peforma mantap, kamera cakep, desain simpel yang elegan, material premium, dan Galaxy AI yang bikin nagih,”** this reflects consumer loyalty formed due to obtaining maximum satisfaction (utility) from a product that meets their expectations and needs. Utility theory explains that consumers evaluate choices based on subjective satisfaction the higher and more consistent the utility, the stronger the brand loyalty.

The principle of continuity is also evident in phrases like “really good” and the presence of features that provide ongoing value premium materials and Galaxy AI. This reveals consumer expectations for consistent and improving experiences over time. According to utility theory, consumers consider expected future utility, and they opt for brands that deliver stable and growing value.

From an Islamic values perspective, this implicitly signals balance and justice in purchase achieving optimal benefits at a fair price without waste (*israf*). Utility theory supports this, as consumers avoid purchases yielding negative or suboptimal utility. By choosing a product that meets needs and offers sustainable utility, they make a wise decision aligned with Sharia values of preserving benefit and avoiding waste.

#### Datum 10

A comment from @yourbf states, “Galaxy S24 FE ini worth it banget buat yang nyari smartphone dengan performa flagship tapi dengan harga yang lebih terjangkau.” this demonstrates consumer loyalty arising from satisfying usage, especially after upgrading from Samsung S22 Regular to S24 FE.

From an Islamic marketing perspective, it reflects the principles of honesty (*shidq*) and public benefit (*maslahah*), as consumers perceive the product’s performance matches the claims and promised expectations. The experienced satisfaction strengthens trust in the brand, which is the primary foundation for building ethical and sustainable loyalty in Islam.

In terms of continuity, the decision to remain within the Samsung ecosystem despite upgrading model demonstrates sustained preference based on earlier positive experiences. Utility theory explains that consumers rationally choose products expected to provide the highest benefit. In this case, enhanced performance and post-upgrade satisfaction indicate that utility gained from the S24 FE exceeds expectations, thus reinforcing a sustainable and logical pattern of brand loyalty.

#### CONCLUSION AND RECCOMENDATIONS

Based on the analysis of comments on the Samsung Galaxy S24 FE review video on the Gadgetin YouTube channel, the researcher concludes that consumer loyalty toward Samsung products is significantly influenced by utility value. According to von Neumann - Morgenstern utility theory, consumers make purchasing decisions based on the highest perceived benefit they expect to receive from a product.

Samsung is seen as successfully meeting these consumer expectations through continuous innovation, high product quality, and a strong brand reputation. This also aligns with the principles of Sharia marketing, in which Samsung applies strategies in accordance with Islamic values, such as honesty (*shidq*), trustworthiness (*amanah*), and benefit to others (*maslahah*). As a result, these ethical and spiritual values help reinforce consumer loyalty.

Moreover, the principle of continuity demonstrated by Samsung is reflected in its long-term commitment to product development and service quality. This commitment plays a key role in consistently maintaining consumer loyalty.

This study also provides a theoretical contribution by integrating utility theory with a Sharia perspective in the context of consumer loyalty toward digital products. Functionally, the findings of this study can serve as a reference for companies and digital marketing practitioners in developing effective and informative communication strategies, as well as in designing products aligned with ethical values. Therefore, one of the practical implications is the need for ongoing innovation to objectively shape public perception.

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