

The Influence of Lifestyle, Word of Mouth (WOM) and Perceived Value on the Decision to Use Nail Services at Puspi Nails Badung Bali

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ABSTRACT

Introduction/Main Objectives: This study aims to determine whether lifestyle, word of mouth, and perceived value influence consumers' decisions to use nail care services at Puspi Nails. The objective is to examine both partial and simultaneous effects of these factors on service usage decisions.

Background Problems: Consumer decisions in the beauty service industry are increasingly influenced by personal lifestyle, information shared through word of mouth, and perceptions of value. Understanding these factors is important for service providers such as Puspi Nails in attracting and retaining customers.

Research Methods: The population of this study consisted of Puspi Nails customers from July to September 2025. A sample of 100 customers was used as research respondents.

Findings/Results: The results indicate that lifestyle, word of mouth, and perceived value each have a partial effect on the decision to use nail services. In addition, all three variables simultaneously influence consumers' decisions to use nail services at Puspi Nails.

Conclusion: The study concludes that lifestyle, word of mouth, and perceived value play important roles in shaping consumers' decisions to use nail services at Puspi Nails.

Keywords: lifestyle, word of mouth, perceived value, purchasing decisions



INTRODUCTION

Nowadays, women focus more on their beauty than just their face, body, and hair. They also focus on nails, a small part of the body that is not the center of attention, but nails cannot be underestimated. In Indonesia, the use of nail polish and nail care began to become more widely known around the 1980s. Previously, before modern nail art, there was a tradition of decorating nails with natural ingredients such as henna or local dyes during traditional ceremonies in various regions of Indonesia. In the 1990s and early 2000s, nail trends began to spread: colorful nail polish, manicures/pedicures in salons in big cities, and then the emergence of nail designs with motifs. It was only around the early 2010s and later that nail art with motifs, accessories, gel polish, and decorative techniques began to become more popular among the wider community in Indonesia. Today, nail art is not just a single color of nail polish, but an expression of personal style, fashion, and social trends through motifs, accessories, and various techniques. The nail art service industry in Indonesia has grown significantly, spreading to many cities and young age groups.

The development of nail art services in Bali and its surrounding areas, particularly in Abiansema Village, Badung Regency, Bali, began in 2019. Therefore, it could be said that around 2019, nail art began to rise significantly, especially in Abiansema Village. One nail art service provider in Abiansema is Puspi Nails, which offers prices and quality that are quite competitive with other nail art salons in Abiansema.

Puspi Nails is a salon providing Nail Art services that was established in 2023. Based on table 1.2 above, it shows the number of Puspi Nails customers from 2023 to 2025. The highest peak number of Puspi Nails customers in 2023 was 1576 customers while in 2024 there were 1,203 customers. In 2025 from January to June the number of Puspi Nails customers decreased, where the number of customers was 420. Then in July to September 2025 there was only an increase of 217 customers, this still did not meet the sales target because it showed a fairly high decrease in the number of customers at Puspi Nails.

The decline in customer numbers at Puspi Nails is thought to be due to several factors. The first is the impact of lifestyle. According to Kotler (2020), lifestyle refers to how a person lives their life, their interests, and their opinions/views, which can influence consumption behavior. Changes in the lifestyles of Puspi Nails customers, such as a shift in spending priorities from aesthetic needs to more immediate needs, have led some consumers to reduce visits to nail art salons.

Word of Mouth (WOM) is a variable that provides confidence for consumers to make purchasing decisions. According to Kotler & Keller (2023), Word of Mouth (WOM) is communication carried out either verbally or in writing, directly or through electronic media between people. Based on the results of a survey conducted by 10 Puspi Nail customers, customers came and learned about Puspi Nails from friends and family who had had nail treatments at Puspi Nails. Customers learned through word of mouth about the home service provided by Puspi Nails at an affordable price.

Perceived value according to (Kotler, 2012:147) is a form that underlies the quality of service felt as a result of customer exchange between perceived quality and sacrifices made by customers. The perceived value provided by Puspi Nails to customers is quality and long-lasting nail results that are in accordance with customer desires as well as affordable nail art prices. The home service provided to customers is a convenience for customers who do not have time to come directly to the Puspi Nails salon, which is also an added value for Puspi Nails.

Nail art is the practice of beautifying nails by adding pictures, paintings, or decorations, either directly or using artificial nails (Krisnawati et al., 2022). In ancient times, nail polish was made from natural ingredients derived from plants. Over time, nail art has evolved into the art of decorating nails using synthetic dyes and various ornaments such as glitter, gems, stickers, and other decorations.

Previous research supporting the above phenomenon related to lifestyle was conducted by (Rawita et al., 2022), who found that lifestyle has a positive and significant effect on purchasing decisions. This research is supported by (Aini et al., 2022), who also found that lifestyle has a positive and significant effect on purchasing decisions. However, this finding is not supported by research conducted by (Thania & Anggarini, 2022), where lifestyle has no significant effect on purchasing decisions. The difference in these research results indicates a research gap.

Research related to worth of purchase was also conducted by (Afifi & Wahyuni, 2020), who found word of mouth to have a positive but insignificant effect on purchasing decisions. This finding has not been supported by (Diah & Vercelli, 2023) and (Novri Wardana, 2024), who found worth of purchase to have a positive and significant effect on purchasing decisions. Research gaps have also been identified in several previous studies.

Research related to perceived value was conducted by (Susmonowati & Khotimah, 2021), which found that perceived value has a positive and significant influence on purchasing decisions. This research is also supported by (Sandira et al., 2025), who also found that perceived value has a positive and significant influence on purchasing decisions. This research result is not supported by research conducted by (Fatimah & Puspawati, 2025), which showed that perceived value has no effect on purchasing decisions. Several previous studies have yielded different results, indicating a research gap.

RESEARCH METHODS

This study uses a quantitative approach, which explains a phenomenon using numbers, statistics, or measurable data. The researcher uses this method so that variables and relationships between variables can be measured objectively. This study will focus on the influence of lifestyle, worth of money, and perceived value on purchasing decisions for nail art services at Puspi Nails Bali. The technique used to investigate a specific population or sample is a random sampling technique, collecting data using instruments and analyzing data using statistical methods. With this approach, the researcher will collect data by distributing questionnaires to Puspi Nails customers. The questionnaire will be designed using a Likert scale of 1 to 5.

POPULATION AND SAMPLE

The population in this study were Puspi Nails customers in 2025 from July to September. The sampling technique used in this study was a sampling technique. The sample size in this study refers to Slovin. With the number of customers in 2025 from July to September of 217 customers, the sample size drawn based on the Slovin formula was 100.

Research Instruments

Data collection was conducted using a Google Form containing closed-ended statements to measure four main variables: lifestyle, worth of money, perceived value, and purchasing decisions. Each statement item was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Measurement indicators for each variable were adapted from various relevant theoretical sources and previous research.

Data Analysis Techniques

The data analysis method uses multiple linear regression statistical methods. Data analysis is divided into three, namely descriptive analysis, statistical analysis, and hypothesis analysis. In this study, statistical procedures supported by SPSS will be used. Researchers create questionnaires to obtain data that supports the problem. The first step that must be done is to create a grid and questionnaire instruments. Before the questions are used for data collection, the validity and reliability of the questionnaire are tested. The purpose of this study is to ensure that the questionnaire and documentation meet the validity and reliability standards. Next, a data validity test is carried out consisting of a Validity Test and a Reliability Test. Next is the Classical Assumption Test consisting of a Normality Test, a Heteroscedasticity Test, and a Multicollinearity Test. The last is a hypothesis test consisting of a Partial Hypothesis Test (t-Test) and a Simultaneous Hypothesis Test (F-Test).

RESULTS

a. Statistical Test Results

• Validity Test Results

Table 1 Results of the Validity Test of Lifestyle Variables (X1)

VARIABLES	r count	Significance	Information
X1.1	0.904	0,000	Valid
X1.2	0.396	0,000	Valid
X1.3	0.695	0,000	Valid
X1.4	0.756	0,000	Valid
X1.5	0.601	0,000	Valid
X1.6	0.742	0,000	Valid
X1.7	0.771	0,000	Valid

Source: data processed by researchers (2025)

Based on the table above, it can be seen that each question on each indicator of the Lifestyle variable has a significant value, which is indicated by a significance value of less than 0.05, so that each question asked is valid in measuring each indicator on the Lifestyle variable in the Decision to Use Nail Services at Puspi Nails Badung Bali.

Table 2 Results of Variable Validity TestWorth Of Money (WOM) (X2)

VARIABLES	r count	Significance	Information
X2.1	0.779	0,000	Valid
X2.2	0.671	0,000	Valid
X2.3	0.692	0,000	Valid
X2.4	0.601	0,000	Valid
X2.5	0.752	0,000	Valid
X2.6	0.595	0,000	Valid
X2.7	0.692	0,000	Valid

Source: data processed by researchers (2025)

Based on the table above, it can be seen that each question on each indicator of the Worth Of Money (WOM) variable has a significant value, which is indicated by a significance value of less than 0.05, so that each question asked is valid in measuring each indicator on the Worth Of Money (WOM) variable on the Decision to Use Nail Services at Puspi Nails Badung Bali.

Based on Table 3, it can be seen that each question on each indicator of the Percieved Value variable has a significant value, which is indicated by a significance value of less than 0.05, so

that each question asked is valid in measuring each indicator on the Percieved Value variable in the Decision to Use Nail Services at Puspi Nails Badung Bali.

Table 3 Results of Validity Test of Percieved Value Variable (X3)

VARIABLES	r count	Significance	Information
X3.1	0.593	0,000	Valid
X3.2	0.812	0,000	Valid
X3.3	0.682	0,000	Valid
X3.4	0.346	0,000	Valid
X3.5	0.430	0,000	Valid
X3.6	0.651	0,000	Valid
X3.7	0.276	0,000	Valid
X3.8	0.705	0,000	Valid
X3.9	0.585	0,000	Valid

Source: data processed by researchers (2025)

Table 4 Results of Validity Test of Purchase Decision Variable (Y)

VARIABLES	r count	Significance	Information
Y.1	0.769	0,000	Valid
Y.2	0.755	0,000	Valid
Y.3	0.641	0,000	Valid
Y.4	0.717	0,000	Valid
Y.5	0.642	0,000	Valid
Y.6	0.654	0,000	Valid
Y.7	0.642	0,000	Valid
Y.8	0.755	0,000	Valid
Y.9	0.642	0,000	Valid
Y.10	0.755	0,000	Valid

Source: data processed by researchers (2025)

Based on Table 4, it can be seen that each question on each indicator of the Purchase Decision variable has a significant value, which is indicated by a significance value of less than 0.05, so that each question asked is valid in measuring each indicator on the Purchase Decision variable in the Decision to Use Nail Services at Puspi Nails Badung Bali.

• Reliability Test Results

Table 5 Results of the Reliability Test of Research Instruments

VARIABLES	CRONBACH ALPHA	INFORMATION
Lifestyle	0.811	Reliable
Worth Of Mounth	0.955	Reliable
Percieved Value	0.887	Reliable
Buying decision	0.940	Reliable

Source: data processed by researchers (2025)

Based on Table 5, the reliability of the value of each variable is explained as having a Cronbach's value. α is greater than 0.6, indicating that the question is reliable, meaning that it will yield consistent or similar results if repeated sampling is conducted. Overall, the variables used in this study have met the validity test for each question item and the reliability test for each variable used, allowing for further analysis.

b. Classical Assumption Test

- **Normality Test**

Table 6 Results of the Kolmogorov Smirnov Normality Test

		<i>Unstandardized Residual</i>
<i>N</i>		100
<i>Normal Parameters^{a,b}</i>	Mean	0.000000
	Standard Deviation	2.62687786
<i>Most Extreme Differences</i>	Absolute	0.096
	Positive	0.086
	Negative	-0.096
<i>Test Statistics</i>		0.096
<i>Asymp. Sig. (2-tailed)</i>		,023c

Source: data processed by researchers (2025)

Based on the table above, it is known that the Asymp. Sig. value is 0.023, which is greater than 0.05, so it can be concluded that all variable data examined in this study are normally distributed.

- **Multicollinearity Test**

Table 7 Multicollinearity Test Results

	<i>Model</i>	<i>Collinearity Statistics</i>		<i>Decision</i>
		Tolerance	VIF	
1	(Constant)			
	Lifestyle	0.192	5,214	No Multicollinearity Occurs
	Worth Of Mounth	0.355	2,816	No Multicollinearity Occurs
	Percieved Value	0.387	2,587	No Multicollinearity Occurs

Source: data processed by researchers (2025)

In the table above, it can be seen that the three variables have a Tolerance value > 0.10 and a VIF value of less than 10, this indicates that there is no correlation between the independent variables or the non-multicollinearity assumption is met.

- **Heteroscedasticity Test**

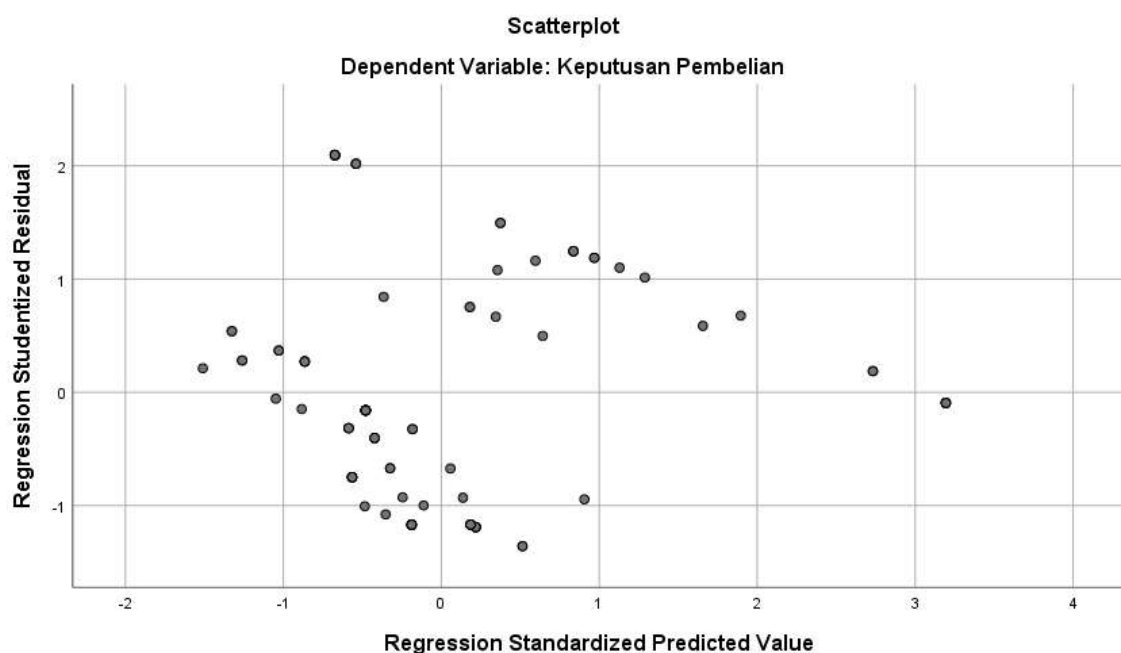


Figure 1 Scatterplot Graph

Source: data processed by researchers (2025)

Based on the scatterplot image, the results of the heteroscedasticity test show that there is no clear pattern and the points are spread above and below the number 0 on the Y axis. Thus, it can be concluded that there is no heteroscedasticity problem in the regression model.

c. Multiple Linear Regression Test Results

Table 8 Multiple Linear Regression Test

	Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	39,326	6,050		6,500	,000
	Lifestyle	-6,180	2,392	-2,894	-2,584	,011
	Worth Of Mounth	-1,263	,372	-,695	-3,390	,001
	Percieved Value	7,387	2,189	3,585	3,375	,001

a. Dependent Variable: Purchasing Decision

Source: data processed by researchers (2025)

Based on the table above, the multiple linear regression test can be explained in the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 39.326 - 2.894 \text{ Lifestyle} + 0.695 \text{ WOM} + 3.585 \text{ Percieved Value}$$

Information:

Y = Dependent Variable (Purchase Decision)

a = Constant Value

X1 = Lifestyle

X2 = Word of Mouth (WOM)

X3 = Percieved value

Based on the model above, it can be seen that:

- Lifestyle (2.894): The regression coefficient of 2.894 indicates that each increase in Lifestyle will increase Purchase Decision by 2.894, assuming other variables remain constant.
- Word of Mouth (0.695): The regression coefficient of 0.695 indicates that each increase in Word of Mouth will increase Purchase Decision by 0.695, assuming other variables remain constant.
- Percieved value (3.585): The regression coefficient of 3.585 indicates that each increase in Percieved value will increase Purchase Decision by 3.585, assuming other variables remain constant.

- Lifestyle, Word of Mouth, and Perceived Value have a positive influence on the dependent variable (Purchase Decision). Of the three variables, Perceived Value has the highest regression coefficient (3.585), indicating that its influence on Purchase Decision is greater than the other variables.

d. Results of the Determination Coefficient Test

Table 9 Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,872a	,760	,752	2,668

a. Predictors: (Constant), Perceived Value, Worth Of Mountain, Lifestyle

b. Dependent Variable: Purchase Decision

Source: data processed by researchers (2025)

Based on the table above, the regression coefficient (R-square) value is 0.760, so it can be stated that around 76.0% of the total independent variables are able to contribute to the dependent variable, while the remaining 24.0% is explained by other independent variables besides Lifestyle, Word of Mouth, and Perceived Value.

e. Hypothesis Test Results

- **Partial Test Results (t-Test)**

Table 10 Partial Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-87,287		-8,491	,000
	Lifestyle	1,149	,538	4,710	,000
	Worth Of Mounth	,666	,443	5,278	,000
	Percieved Value	1,921	1,101	13,688	,000

a. Dependent Variable: Purchasing Decision

Source: data processed by researchers (2025)

Next, the model was tested for parameters based on the table above. It can be seen that both independent variables are significant at a significance level of 5% or $\alpha = 0.05$, this can be seen in the significance level column.

- The p-value or significance is 0.000, which is less than 0.05, so it can be concluded that H₀ is rejected. This means that Lifestyle significantly influences Purchase Decisions. Furthermore, the positive sign on the coefficient indicates that each increase in the Lifestyle variable will increase Purchase Decisions.
- The p-value or significance is 0.000, which is less than 0.05, so it can be concluded that H₀ is rejected. This means that Worth of Money (WOM) has a significant effect on Purchasing Decisions. Furthermore, the positive sign on the coefficient indicates that each increase in the Worth of Money (WOM) variable will increase the Purchasing Decision.
- The p-value or significance is 0.000, which is less than 0.05, so it can be concluded that H₀ is rejected. This means that Perceived Value has a significant effect on Purchasing Decisions. Furthermore, the positive sign on the coefficient indicates that each increase in Perceived Value will increase Purchasing Decisions.

- **Simultaneous Test Results (F Statistical Test)**

Table 11 Simultaneous Test Results (F Statistical Test)

	Model	Sum of Squares	ANOVA		F	Sig.
			df	Mean Square		
1	Regression	2161,842	3	720,614	101,265	,000b
	Residual	683,148	96	7,116		
	Total	2844,990	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Perceived Value, Worth Of Mountain, Lifestyle

Source: data processed by researchers (2025)

Based on the table above, it can be seen that the F value is 101,265 with a significance level of 0.000 or less than 0.05. This indicates that there is at least one variable among Lifestyle, Worth of Money, and Perceived Value that is significant to Purchasing Decisions.

DISCUSSION

a. Influence of Lifestyle (X1) on Purchasing Decisions (Y)

The Lifestyle variable (X1) has a significant influence on purchasing decisions, with a t-value of 4.710 and a p-value of 0.000. This indicates that lifestyle is a factor that significantly determines consumer purchasing decisions. Thus, it can be interpreted that the first hypothesis is accepted.

b. The Influence of Worth of Money (X2) on Purchasing Decisions (Y)

The Worth of Money (X2) variable has a significant influence on purchasing decisions, with a t-value of 5.278 and a p-value of 0.000. This indicates that Worth of Money is one of the factors that greatly determines consumer purchasing decisions. Thus, it can be interpreted that the second hypothesis is accepted.

c. Influence of Perceived Value (X3) on Purchasing Decisions (Y)

The Perceived Value (X3) variable has a significant influence on purchasing decisions, with a t-value of 13.688 and a p-value of 0.000. This indicates that Perceived Value is a factor that significantly determines consumer purchasing decisions. Thus, it can be interpreted that the third hypothesis is accepted.

d. The Influence of Lifestyle (X1), Worth of Money (X2) and Perceived Value (X3) on Purchasing Decisions (Y)

The research results obtained a significance value of F of 0.000, which is less than 0.05. Therefore, it can be concluded that lifestyle, worth of money, and perceived value collectively influence purchasing decisions, so the fourth hypothesis is accepted.

CONCLUSION

Based on the results of research and analysis that have been conducted regarding the influence of service quality and price on purchasing decisions through Brand Image on Mentari Bookstore Jakarta consumers, the following conclusions can be drawn:

1. Lifestyle has a significant influence on the decision to use nail services at Puspi Nails Badung Bali

2. Word of Mouth has a significant influence on the decision to use Nail Services at Puspi Nails Badung Bali
3. Percieved Value has a significant influence on the decision to use nail services at Puspi Nails Badung Bali
4. Lifestyle, Word of Mouth, and Percieved Value simultaneously influence the decision to use nail services at Puspi Nails.

Suggestion

The following are suggestions that can be used as input:

1. Puspi Nails is advised to continue improving the professionalism of its nail artists, the punctuality of their work, and the cleanliness of its service area to increase customer perceptions of value and encourage repeat use. Given that many nail art consumers are from an age group active on social media, Puspi Nails can increase its creative content, including new nail art designs, customer testimonials, process videos, and promotions through Instagram and TikTok.
2. Future research should consider other variables, such as service quality, customer satisfaction, brand image, or trust, to examine broader factors influencing the decision to use nail art services. To increase the generalizability of the findings, future research could involve a larger number of respondents or include several other nail art studios for comparison.

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