Management and Business Review

The influence of service quality and company reputation on purchase decisions with customer experience as moderators in creative industrial companies

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Abstract: This research has purpose to determine the effect of service quality and company reputation on purchasing decisions with customer experience as a moderator in a creative industry company at PT. Rangkai Cipta Kreasi. The method used in this research is a quantitative approach. The number of samples used was 65 respondents, taken using purposive sampling technique. The results of the study revealed that service quality and company reputation have a positive effect on purchasing decisions. Customer experience does not act as a moderator of the influence of quality on service quality but strengthens the influence of company reputation on purchasing decisions.

Abstrak: Tujuan penelitian untuk mengetahui pengaruh kualitas pelayanan dan reputasi perusahaan terhadap keputusan pembelian dengan *customer experience* sebagai moderator pada perusahaan industri kreatif di PT. Rangkai Cipta Kreasi. Metode yang digunakan pada penelitian ini yaitu dengan pendekatan kuantitatif. Jumlah sampel yang digunakan sebanyak 65 responden, diambil dengan teknik *purposive sampling*. Hasil penelitian mengungkapkan kualitas pelayanan dan reputasi perusahaan berpengaruh positif terhadap keputusan pembelian. *Customer experience* tidak berperan sebagai moderator pengaruh kualitas terhadap kualitas pelayanan, namun memperkuat pengaruh reputasi perusahaan terhadap keputusan pembelian.

Introduction

The wedding ceremony is an event eagerly anticipated by almost the entire society in Indonesia, especially young people who are moving towards a more serious stage of a relationship. The occurrence of a wedding event inevitably involves the utilization of various service businesses. Based on a survey compiled by the

Central Statistics Agency (BPS), it was shown that there were 1.74 million weddings in Indonesia in 2021. This number decreased by 2.8% compared to the previous year, which had 1.79 million weddings. Then in 2022, the number further decreased to 1.70 million weddings. As for East Java itself, it accounted for 298,543 weddings, making it the second highest number of weddings in Indonesia (Annur, 2023).

PT. Rangkai Cipta Kreasi is a company engaged in wedding decoration services. The company was established in 2019. In that year, the company started its business in wedding decoration, catering to both small and large events, including wedding ceremonies, engagements, photoshoots, and birthdays. However, in 2020, the company was significantly impacted by the Covid-19 pandemic. To cope with the situation, the company made various innovations and performance evaluations. Despite an increase in sales, the number of clients, including wedding and engagement clients, decreased. The primary service offered by PT. Rangkai Cipta Kreasi is wedding decoration. It is worth noting that in Surabaya, there are more than 46 decoration vendors, making it necessary for the company to improve the quality of its products and services, as it will influence potential customers' purchasing decisions.

According to Kotler in the Gomoi et al. (2021), service quality refers to the totality of the characteristics of goods and services that demonstrate the ability to satisfy consumer needs, both apparent and hidden. Wuysang et al. (2022) further emphasize that service quality is not inherently difficult or complicated, but if neglected, it can lead to vulnerabilities due to its sensitive nature.

Social media is an attractive platform for potential clients to search for services because they can simultaneously view the company's portfolio and past works. Damayanti et al. (2021) stated that social media marketing has a positive impact on a company's brand image. As PT. Rangkai Cipta Kreasi is currently renewing its social media presence due to management changes, the company needs to address these challenges and develop appropriate plans to enhance its reputation. As mentioned in Maulida (2022), a company's reputation significantly influences buying intention among the researched companies.

To retain loyal clients and obtain recommendations, various strategies are required. One such strategy involves focusing on customer experience. Customer experience is related to customer loyalty as it involves personal experiences and behavior (Mappamiring et al., 2020). Additionally, a satisfied customer's positive experience with a previous purchase serves as a basis for them to return to the same place (Septaria & Rizal, 2022). Researchers have focused on exploring the influence of service quality and corporate reputation on purcasing decisions, thus ignoring the importance of customer experience. Based on the mentioned phenomena, the researcher is interested in determining whether customer experience, as a moderating variable, can influence service quality and the company's reputation concerning purchasing decisions at PT. Rangkai Cipta Kreasi. This research aims to identify

factors that influence and need improve to enhsnce purchasing decisions at PT. Rangkai Cipta Kreasi.

Service Quality

According to Daulay (2017) service quality refers to all activities carried out by a company to meet customer expectations. Another opinion states that service quality is a dynamic condition related to products, services, people, processes, and the environment that either meets or exceeds expectations (Iswadi & Tiastity, 2015). According to Parasuraman as cited in Daulay (2017), service quality has five main indicators: (1) Tangibles: This includes modern equipment, visual facilities, well-groomed personnel, and supporting facilities related to the service. (2) Reliability: Providing services as promised and being able to address customer service issues. (3) Responsiveness: Informing customers when the service will be provided and being ready to respond to customer requests. (4) Assurance: Making customers feel secure during transactions. (5) Empathy: Providing customers with their needs and appropriate working hours when serving them.

Company Reputation

Many experts have define the meaning of company reputation such as Riswandi (2019) reputation is the embodiment of a person's experience with a product or service they receive. A good reputation enhances credibility and makes consumers more confident that they will receive what has been promised to them. According to Fombrun et al. (2000) corporate reputation is assessed based on six main indicators: (1) Emotional Appeal: This refers to the feelings towards the company, whether people admire and appreciate it or trust it. (2) Products and Services: It includes innovation, quality, and the value of products and services offered. (3) Vision and Leadership: This indicator evaluates the company's ability to design a good vision and how effective its leadership is in achieving the set targets. (4) Workplace Environment: This involves the management of the company and its relationship with employees' working conditions. (5) Financial Performance: It assesses the company's profitability, investment risks, and prospects for future growth. (6) Social Responsibility: This indicator measures the company's commitment to the environment and its treatment of people. These six indicators play a crucial role in shaping a company's reputation and influencing consumers' perceptions and trust in the brand or organization.

Customer Experience

Customer experience is the interpretation held by a consumer regarding their total interactions with a brand or company (Frow and Payne cited in Wardhana, 2016). According to Schmitt (Septian & Handaruwati, 2021) customer experience has five basic types as the foundation for marketing analysis, namely: (1) Sense: Involves human senses, such as visual, auditory, olfactory, tactile, and taste experiences, in

interacting with a particular brand or product. (2) Feel: Refers to the emotions and feelings that arise during a consumer's interaction with a brand, including happiness, satisfaction, anxiety, or tension. (3) Think: Touches on the cognitive aspect, encompassing a consumer's thoughts, perceptions, and evaluations of the brand or product. (4) Act: Involves the behaviors and actions that consumers take in response to the brand, such as purchasing, using the product, or participating in brand-related activities. (5) Relate: Concerns the emotional connection and social interaction between consumers and the brand or company, including interactions with customer service staff and user communities.

These five basic types play a significant role in shaping the customer experience and influencing consumers' perceptions of the brand or organization. Marketing analysis based on these aspects can help companies improve the quality of their services and products, thereby creating a more positive and satisfying customer experience..

Purchase Decisions

According to Kotler & Keller (2012), purchasing decisions have four indicators: 1) Product Confidence: The level of confidence a consumer has in a product, indicating how much trust they place in its performance and benefits. (2) Buying Habit: The regularity with which a consumer purchases a product, suggesting a habitual pattern of buying that specific item. (3) Word-of-Mouth Recommendation: Whether a consumer recommends the product to others, indicating their satisfaction and positive experience with the product. (4) Repeat Purchase: Whether a consumer makes a repeat purchase of the same product, showing their loyalty and satisfaction with the previous purchase. These indicators play a significant role in the decision-making process and reflect the consumer's satisfaction and level of engagement with a particular product.

Service Quality and Purchase Decisions

During a transaction, individuals are filled with considerations, and one of them is the quality of service provided by the service company. Several other journals have also proven that service quality in service companies greatly influences the value and purchasing decisions of buyers, whether they decide to buy or not. For instance, Daulay (2017) found that service quality and product quality have an impact on purchase decisions. Another research focusing on service quality, conducted by Wuysang et al. (2022), shows that service quality significantly influences the decision to purchase services. Feinberg & Wooton (2020) states that service quality has a positive and significant effect on purchase decision.

H_1: The quality of service has an impact on Purchase Decisions for wedding decoration in Surabaya.

Company Reputation and Purchase Decisions

Based on the research conducted by Aryska & Kasmirudin (2017), the influence of a company's reputation and quality can lead to an increase in customer satisfaction. Therefore, the reputation of a company is crucial in enhancing its performance. The results from the research by Tjakraatmadja & Harjanti (2018) indicate that the company's reputation significantly affects purchase decisions. According to Riswandi (2019) maintaining a seller's reputation requires improving knowledge, emotional skills, and service quality.

H2: The company's reputation has an impact on purchase decisions for wedding decoration in Surabaya.

Service Quality and Company Reputation to Purchase Decisions with Customer Experience

Based on the research by Iswadi & Tiastity (2015) service quality moderates the influence of a company's reputation on customer loyalty to courier services at PT Pos Indonesia, Sukoharjo Branch. Additionally, service quality also moderates the influence of customer trust on customer loyalty to courier services at PT Pos Indonesia, Sukoharjo Branch. In the study conducted by Septaria & Rizal (2022) the results indicate that brand image has a positive and significant impact on purchase intention. Brand experience also has a positive and significant effect on purchase intention, and brand loyalty has a positive influence as well. The result from the research by Carvalho et al. (2020) indicate that customer satisfaction mediates the relationship between service quality and customers purchasing decisions. This research also provides practical implications to service industry managers to enhance customer satisfaction and purchasing decision, ultimately increasing market share an organization profits by considering service quality and product price.

H3: The quality of service and company reputation influence purachase decisions, which are moderated by customer experience.
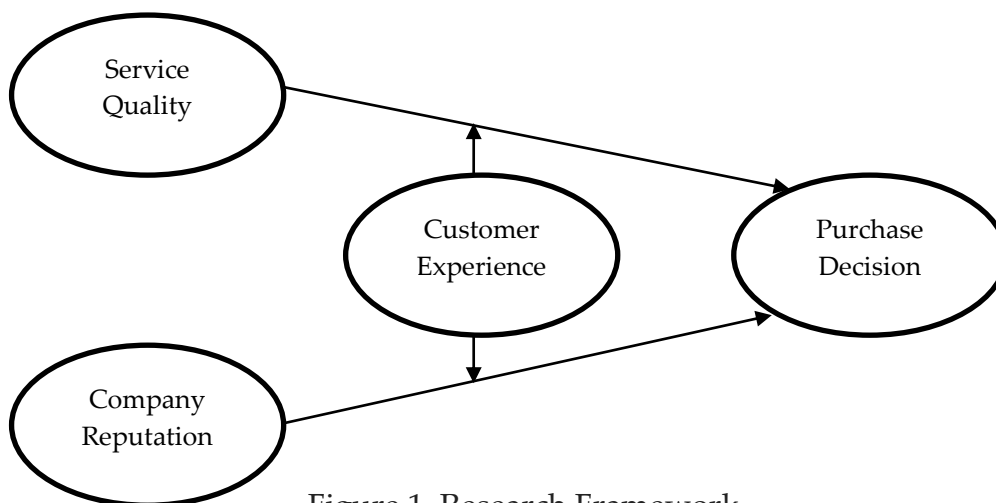

Figure 1. Research Framework

Method

This type of research is quantitative research, the variables in this research are service quality, company reputation, purchase decisions, and customer experience. These variables are categorized into three types: independent variable (service quality and company reputation), dependent variables (purchasing decisions), and moderating variables (customer experience).

In this study, the population taken is clients who have used the decoration services of PT. Rangkai Cipta Kreasi. The number of clients from 2020 to 2022 was 185 clients. To determine the sample size, the researcher used purposive sampling formula. Purposive sampling is a strategy that selects participant groups as informants based on specific criteria (Bungin, 2014), the researcher will use a sample size of 65 individuals, which is considered sufficient to represent the population that will be studied.

The data collection technique in this study involves using a questionnaire. The scale used to measure respondents' answers to the questions provided in the

Table 1. Variabel and Measurement

Variable	Indicators
Service Quality (X1) (Daulay, 2017)	Tangibles (X1.1) Realibility (X1.2) Responsivenes (X1.3) Assurance (X1.4) Empathy (X1.5)
Company Reputation (X2) (Fombrun et al., 2000)	Emotional Appeal (X2.1) Products and Services (X2.2) Vision and Leadership(X2.3) Workplace Environment (X2.4) Financial Performance (X2.5) Social Responsibility (X2.6)
Customer Experience (M) (Schmitt, 1999)	Sense (M1.1) Feel (M1.2) Think (M1.3) Act (M1.4) Relate (M1.5)
Purchase Decision (Y) (Kotler & Keller, 2014)	Stability of a product (Y1.1) Buying habits (Y1.2) Providing recommendations to others (Y1.3) Repeat order (Y1.4)

Source: various literature, 2024

questionnaire is the Likert scale. The responses are measured using the numbers 1 to 5: score 1 (strongly disagree), score 2 (disagree), score 3 (neutral or somewhat agree), score 4 (agree), score 5 (strongly agree). This research was conducted using Structural Equation Modeling - Partial Least Squares (SEM PLS) with SmartPLS 3.0.

Result

Based in the form PLS Alogarithm Table 2, an evaluation is carried out to determine the convergent validity of each value of the indicator observation. Convergent validity testing was also performed by examining the average variance extracted (AVE) for each latent variable. If the average variance extracted (AVE) of a latent variable is greater than 0.5, it is considered valid. In this study, all variables had values above 0.5, indicating their validity

The results of the reliability test using Cronbach's alpha and composite reliability indicate that the values of all constructs are greater than the minimum Cronbach's Alpha threshold (greater than 0.70) and composite reliability (greater than or equal to 0.7). Based on the reliability test using Cronbach's alpha and composite reliability, all construct parameter values are above 0.7 (Table 2). Therefore, from the reliability test using Cronbach's alpha and composite reliability, all constructs have good internal consistency and can be used in this model test.

In the evaluation of the Inner Model using the R Square method, it is used to assess each latent dependent variable. The analysis results of the R Square test, where the purchase decision has an R Square value of 0.396. This can be interpreted as 39.6% of the variability in the purchase decision construct is influenced by service quality and company reputation. Moving on to the second step, the Q-square test is performed to measure the model's ability to predict the relationships among its latent variables. Table 3 shows that each latent variable has a Q2 predict value greater than 0. Additionally, each item has a PLS-SEM_RMSE value smaller than the LM_RMSE. This indicates that the analysis has predictive relevance.

Next, the testing is performed using the f-square test, which indicates the relative influence level of exogenous latent variables on the endogenous latent

Table 2. AVE Value, Cronbach's Alpha, and Composite Reliability

	AVE	Cronbach's Alpha	Composite Reliability
Customer Experience	0,627	0,852	0,894
Purchase Decision	0,683	0,850	0,895
Service Quality	0,613	0,842	0,888
Company Reputation	0,683	0,906	0,928

Source: Data analysis, 2024

Table 3. The Results of Q Square (Q2)

	Q²predict	PLS-SEM_RMSE	LM_RMSE
Y1.1	0.081	0.567	0.695
Y1.2	0.041	0.568	0.726
Y1.3	0.268	0.570	0.629
Y1.4	0.151	0.615	0.752

Source: Data analysis, 2024

variable. The larger the f-square value, the higher the relative influence of the exogenous latent variables on the endogenous latent variable. Table 4 indicates that the reputation of the company and service quality have a strong influence on purchase decisions because the f-square values are greater than 0.05, specifically 0.102 and 0.127, respectively. On the other hand, the relationship between service quality, moderated by customer experience, has a weak influence on purchase decisions as the f-square value is only 0.002.

To determine the hypothesis testing, t-statistics and p-values are observed. The criteria used as a basis for comparison are as follows: the hypothesis is rejected if the t-value < 1.96 or the p-value > 0.05. However, if the t-value > 1.96 or the p-value < 0.05, the hypothesis is accepted. Table 5 explains that the hypothesis regarding the influence of service quality on purchase decisions has a t-statistic value of 2.146 and a p-value of 0.032, indicating that service quality has a significant effect on purchase decisions. Thus, hypothesis one (H1) is accepted. The hypothesis regarding the influence of company reputation on purchase decisions has a t-statistic value of 2.302 and a p-value of 0.022, indicating that company reputation has a significant effect on purchase decisions. Thus, hypothesis two (H2) is accepted. The hypothesis regarding the influence of service quality on purchase decisions moderated by customer experience has a t-statistic value of 0.308 and a p-value of 0.758, indicating that service quality does not have a significant effect on purchase decisions moderated by customer experience. Thus, hypothesis three (H3a) is rejected. The hypothesis regarding the influence of company reputation on purchase decisions moderated by

Table 4. The Results of f Square (f2)

	Purcase Decisions
Customer Experience (M1)	0.013
Service Quality (X1)	0.102
Company Reputation (X2)	0.127
Service Quality x Customer Experience	0.002
Company Reputation x Customer Experience	0.081

Source: Data analysis, 2024

Table 5. Total Direct Effect Value of Inner Model

		Original Sample	T Statistics (|O/STDEV|)	P Values	Notes
H0	Customer Experience -> Purchase Decisions	0,101	0,790	**0,430**	Reject
H1	Service Quality -> Purchase Decisions	0,274	2,146	0,032	Accepted
H2	Company Reputation -> Purchase Decisions	0,306	2,302	0,022	Accepted
H3a	Service Quality x *Customer Experience* -> Purchase Decisions	0,040	0,308	**0,758**	Reject
H3b	Company Reputation x *Customer Experience* -> Purchase Decisions	0,268	2,066	0,039	Accepted

Source: Data analysis, 2024

customer experience has a t-statistic value of 2.066 and a p-value of 0.039, indicating that company reputation has a significant effect on purchase decisions moderated by customer experience. Thus, hypothesis four (H3b) accepted.
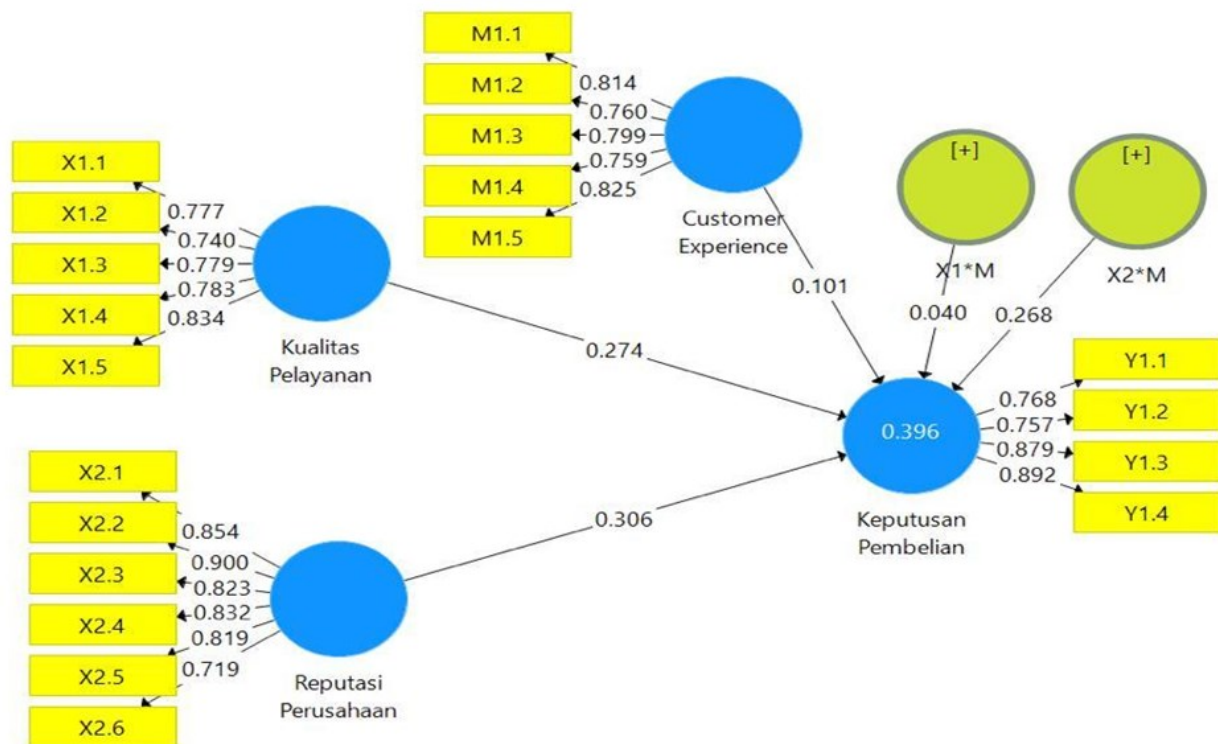

Figure 2. Bootstrapping Model

Discussion

The Influence of Service Quality on Purchase Decisions

The analysis results that have been explained indicate that there is a relationship between the service quality variable and purchase decisions. The hypothesis testing results also indicate a correlation, with an original sample value approaching +1, meaning that the higher the service quality, the higher the intention of customers to make purchase decisions. The indicators included in the statement regarding service quality have proven to influence purchase decisions towards PT. Rangkai Cipta Kreasi. These research findings are consistent with previous studies conducted by (Daulay, 2017). Similar to the journal from (Feinberg & Wooton, 2020) states that service quality has a positive and significant effect on purchase decision. All the mentioned journals have shown similar results, that service quality significantly influences purchase decisions.

The Influence of Company Reputation on Purchase Decisions

The analysis results that have been explained indicate that there is a relationship between the company's reputation variable and purchase decisions. The hypothesis testing results also indicate a correlation, with an original sample value approaching +1, meaning that the higher the company's reputation value, the higher the intention of customers to make purchase decisions.

Thus, a positive impact on purchase decisions is observed when the company's reputation is perceived to be good, particularly regarding aspects such as the quality of design or portfolio offered, external news and perception about the company, having professional employees, offering competitive prices compared to other competitors, and engaging in positive activities previously undertaken by the company.

These research findings are consistent with previous studies conducted by Aryska & Kasmirudin (2017), Tjakraatmadja & Harjanti (2018), and Riswandi (2019), all of which have demonstrated that the company's reputation significantly influences purchase decisions.

The Influence of Service Quality and Company Reputation on Purchase Decisions Moderated by Customer Experience

In the third hypothesis, this research used the SEM PLS Smartpls 3.0 application, where the calculations were separately presented for the relationship between service quality and purchase decisions moderated by customer experience (H3a) and the relationship between company reputation and purchase decisions moderated by customer experience (H3b).

The analysis results indicate that the relationship between service quality and purchase decisions moderated by customer experience is not supported in this study.

This could be due to the individual influence of each person when making transactions. The research findings do not align with a previous study Carvalho et al. (2020) on customer experience as a mediating. They stated that customer satisfaction mediates the relationship between service quality and customers purchasing decisions. This research also provides practical implications to service industry managers to enhance customer satisfaction and purchasing decision, ultimately increasing market share an organization profits by considering service quality and product price.

On the other hand, the relationship between company reputation and purchase decisions moderated by customer experience. This result indicates that customer experience moderates the relationship between company reputation and purchase decisions. The research findings differ from a journal study by Yang et al. (2019) which stated that customer experience negatively affects reputation as a moderator of purchase price. In the case of PT. Rangkai Cipta Kreasi, which is a design and build service company that incorporates customer experience into each process, customers become more aware of the company's good reputation, leading to an improvement in purchase decisions.

Conclusion

Thank you for providing a summary of the research findings based on the three hypotheses. It appears that the research has yielded some interesting and important results: the first hypothesis, which stated that service quality significantly influences purchase decisions, is supported by the data and is accepted. The second hypothesis, which stated that company reputation significantly influences purchase decisions, is also supported by the data and is accepted. The third hypothesis, which suggested that service quality's influence on purchase decisions moderated by customer experience is not significant, is not supported by the data and is rejected. However, it is found that company reputation's influence on purchase decisions moderated by customer experience is significant and is accepted. This means that the better the company's reputation, the higher the purchase decisions at PT. Rangkai Cipta Kreasi, moderated by customer experience. In other words, purchase decisions can depend on both the company's reputation and the customer's experience.

The most notable finding among the three hypotheses is that the influence of company reputation on purchase decisions is the most significant. This means that the second hypothesis, with the highest t-statistic and the lowest p-value, holds the most weight and indicates that the company's reputation plays a crucial role in shaping purchase decisions, especially when moderated by customer experience.

These findings provide valuable insights for PT. Rangkai Cipta Kreasi and can potentially be used to enhance their strategies related to service quality, company reputation, and customer experience to further improve their business performance)

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