

Pengaruh Promosi, Kemudahan Penggunaan, Dan E-Wom Terhadap Minat Beli Tiket Film Melalui Tix Id (Studi Pada Generasi Milenial Dan Z Di Gunungkidul)

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ARTICLE INFO	ABSTRACT
<p>Article history: Received June 14, 2026 Received in revised form June 22, 2026 Accepted June 24, 2026 Available online June 27, 2026</p>	<p>This study aims to examine: (1) the effect of promotions on the intention to purchase movie tickets online via the TIX ID app, (2) the effect of ease of use on the intention to purchase movie tickets online via the TIX ID app, (3) the effect of) E-WOM on the intention to purchase movie tickets online via the TIX ID app, and (4) the simultaneous effect of promotions, ease of use, and E-WOM on the intention to purchase movie tickets online via the TIX ID app among Millennials and Generation Z. This study employs a quantitative approach using the explanatory research method. The sampling technique used was purposive sampling, with a total of 236 respondents. Data collection was conducted by distributing questionnaires to Millennials and Generation Z users or potential users of the TIX ID app in Gunungkidul. Data analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of the SmartPLS software, version 3.29. The results of this study indicate that: (1) promotions have a significant effect on purchase intention, (2) Ease of use has a significant effect on purchase intention, (3) E-WOM has a significant effect on purchase intention. Based on the research findings, it can be concluded that the variables of promotion, ease of use, and E-WOM have a positive and significant influence on the interest in purchasing movie tickets online through the TIX ID app among Millennials and Generation Z in Gunungkidul. Furthermore, the research results also indicate that the ease-of-use variable has the greatest influence on purchase intention compared to the other variables.</p>
<p>Keywords: e-wom; ease of use; purchase intention; promotion</p>	<p>Penelitian ini bertujuan untuk menguji: (1) pengaruh promosi terhadap minat beli tiket bioskop secara online melalui aplikasi TIX ID, (2) pengaruh kemudahan penggunaan terhadap minat beli tiket bioskop secara online melalui aplikasi TIX ID, (3) pengaruh) E-WOM terhadap minat beli tiket bioskop secara online melalui aplikasi TIX ID, dan (4) pengaruh secara simultan promosi, kemudahan penggunaan, dan) E-WOM terhadap minat beli tiket bioskop secara online melalui aplikasi TIX ID pada Generasi Milenial dan Generasi Z. Penelitian ini menggunakan pendekatan kuantitatif dengan metode explanatory research. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 236 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada Generasi Milenial dan Z untuk pengguna atau calon pengguna aplikasi TIX ID di Gunungkidul. Teknik analisis data menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan bantuan aplikasi SmartPLS versi 3.29. Hasil penelitian ini menunjukkan bahwa: (1) promosi berpengaruh dan signifikan terhadap minat beli, (2) Kemudahan penggunaan berpengaruh dan signifikan terhadap minat beli, (3) E-WOM berpengaruh dan signifikan terhadap minat beli. Berdasarkan hasil penelitian dapat disimpulkan bahwa variabel promosi, kemudahan penggunaan, dan E-WOM memiliki pengaruh positif dan signifikan terhadap minat beli tiket bioskop secara online melalui aplikasi TIX ID pada Generasi Milenial dan Z di Gunungkidul. Selain itu, hasil penelitian juga menunjukkan bahwa variabel kemudahan penggunaan menjadi variabel yang memiliki pengaruh paling besar terhadap minat beli dibandingkan variabel lainnya.</p>

1. Introduction

The rapid growth of Indonesia's film industry, coupled with high internet penetration reaching 79.5% with 221.6 million users in 2023, has driven a shift in consumer behavior from purchasing movie tickets through conventional means to digital platforms. This finding comes from a survey conducted by the Indonesian Internet Service Providers Association [1]. The number of Indonesian movie viewers in 2025 is projected to reach 80.27 million [2], while more than 75% of movie theater-goers in Indonesia are more interested in purchasing tickets online rather than waiting in line at the box office [3]. Generation Z (34.4%) and Millennials (30.6%) dominate the national internet user base and constitute the primary segment for cinema e-ticketing services. TIX ID is the leading e-ticketing platform with over 10 million downloads and a 4.9 rating on the App Store. However, user complaints regarding slow app performance, transaction failures, a 7–14 business day refund period for TIX ID.com 2024 credit/debit card payments, and promotional terms that allow only one use per user per promotional period [4] indicate a gap between the platform's potential and the actual user experience. This context is particularly relevant in Gunungkidul Regency, which only recently opened its first cinema, New Star Cineplex (NSC) Wonosari, on April 13, 2025, creating a new consumer segment for the adoption of e-ticketing services.

Various studies have identified the determinants of purchase intent on digital platforms. [5] examined the effects of Buy One Get One promotions and E-WOM on 139 TIX ID users in Jakarta using non-probability sampling and found that both had a positive and significant effect on purchase intent. [6] using purposive sampling on 100 consumers of Somethinc products, demonstrated that promotions have a positive and significant effect, although the variables of brand ambassadors and the Korean Wave were not significant. [7], using trust as an intervening variable among 100 students at Diponegoro University, demonstrated that the perception of ease of use has a positive and significant effect on purchase intention through trust. [8] studied 110 TIX ID users and found that sales promotion and E-WOM both had a significant effect. [9] studied 100 Shopee users and found that E-WOM had a positive and significant effect on purchase intention.

Nevertheless, there are inconsistencies in the results, which represent a gap in the research. [10] found that promotions had no significant effect, differing from the majority of studies, indicating that the effectiveness of promotions is contextual and depends on the type of product and the characteristics of the respondents. [11] found that ease of use had no effect on Shopee, contrary to [7]; this discrepancy suggests that the influence of ease of use is highly dependent on the stage of consumer technology adoption. [12] demonstrated that E-WOM does not influence purchase intent for Mother of Pearl cosmetics on TikTok, contradicting [8], [9] indicating that the effectiveness of E-WOM is situational and depends on the product type and digital media. Furthermore, no study has specifically tested all three variables simultaneously in the context of movie theater e-ticketing in regions that have recently undergone digital transition. A pre-survey of 50 Millennial and Gen Z respondents in Gunungkidul confirmed this: 56% stated that complex promotional terms and refund processes were barriers, 50% experienced difficulties transitioning from manual to digital systems, and 52% were hesitant to use TIX ID due to negative reviews. This study examines these three variables simultaneously using SEM-PLS among Millennials and Generation Z in Gunungkidul as a context with unique digital transition characteristics that have not been previously studied.

Table 1. Summary of Previous Research Findings (Research Gap)

Variable	Study (Year)	Study Results
Promotion	[5], [7], [13], [14]	Significantly influences purchase intention
	[10]	Does not significantly influence purchase intention
Ease of Use	[14], [15], [16]	Significantly influences purchase intention
	[11]	Does not significantly influence purchase intention
E-WOM	[9], [17], [18]	Significantly influences purchase intention
	[12]	Does not significantly influence purchase intention

Source: Research Gap, 2026

The gap between the inconsistencies in previous research findings and the lack of studies on digital adoption in regions that have recently gained access to movie theaters underscores the academic and practical significance of this research. Academically, this study provides empirical evidence regarding the relative importance of promotion, ease of use, and E-WOM in shaping purchase intent within a specific digital transition context, thereby enriching our understanding of the factors influencing the adoption of digital entertainment services. Practically, these findings can serve as a reference for e-ticketing platform managers in designing relevant marketing strategies for emerging markets. Based on the above, this study aims to determine: (1) the effect of promotions on the intention to purchase movie tickets online via the TIX ID app; (2) the effect of ease of use on purchase intention; (3) the effect of Electronic Word of Mouth (E-WOM) on purchase intention; and (4) the simultaneous effect of promotions, ease of use, and E-WOM on purchase intention among Millennials and Generation Z in Gunungkidul. The study employed a quantitative approach using explanatory research methods, involving the distribution of questionnaires to 236 respondents selected via purposive sampling, and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS version 3.29.

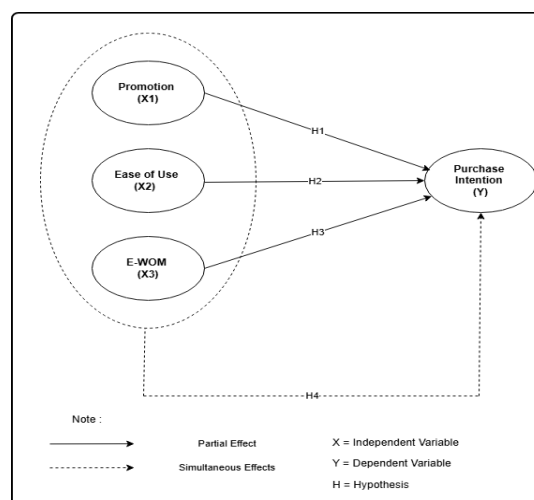


Fig. 1. Research Framework

This framework provides a detailed overview of the potential relationship between promotions and the intention to purchase movie tickets through the TIX ID app. Additionally, this framework

highlights the potential relationship between ease of use and purchase intent, as well as the potential relationship between Electronic Word of Mouth (E-WOM) and purchase intent. These three variables are digital marketing factors that collectively influence the purchasing intent of Millennials and Generation Z when buying movie tickets online via the TIX ID app in Gunungkidul.

1.1. Hypothesis Development

Promotion refers to a set of marketing communication activities designed to stimulate consumer interest and encourage purchase decisions [19]. In digital service contexts, promotions such as discounts, cashback offers, and buy-one-get-one deals have been shown to increase consumers' willingness to try and adopt platforms [13]. Prior empirical studies confirm that promotional incentives positively influence purchase intention among digital consumers [5], [14]. In the context of e-ticketing platforms like TIX ID, Millennials and Generation Z in Gunungkidul are exposed to digital promotions via social media and applications. Attractive promotional offers may reduce perceived risk and lower the barrier to first-time or repeated ticket purchases. Based on these theoretical grounds and empirical evidence, the following hypothesis is proposed:

H1: Promotion has a positive and significant influence on purchase intention for movie tickets through the TIX ID application among Millennials and Generation Z in Gunungkidul.

Ease of use refers to the degree to which a person believes that using a technology system requires minimal effort, as grounded in the Technology Acceptance Model (TAM) proposed by Davis (1989). In e-commerce and digital ticketing contexts, ease of use encompasses the simplicity of navigation, clarity of features, and convenience of transaction completion [20]. Research by Mawardani and Dwijayanti [15] demonstrated that ease of use is a significant driver of purchase intention for digital payment services, while Nariswari and Hasmidyani [16] confirmed a similar effect for online shopping. The digital transition currently experienced in Gunungkidul, where TIX ID represents a new mode of ticket purchasing, makes ease of use a particularly critical factor. Consumers unfamiliar with digital platforms are likely to base their adoption decisions on perceived simplicity. Accordingly, the following hypothesis is proposed:

H2: Ease of use has a positive and significant influence on purchase intention for movie tickets through the TIX ID application among Millennials and Generation Z in Gunungkidul.

Electronic Word of Mouth (E-WOM) refers to positive or negative statements made by actual, potential, or former customers about a product or company through the internet [21]. E-WOM encompasses online reviews, ratings, and user-generated content shared via social media and digital platforms. Studies confirm that E-WOM exerts a significant influence on consumer purchase intention, particularly for digital services, because consumers rely on peer evaluations to reduce uncertainty [17], [18]. In Gunungkidul's emerging digital cinema market, where 52% of pre-survey respondents expressed hesitation due to negative online reviews, E-WOM is expected to play a decisive role in shaping willingness to purchase. Positive peer reviews can lower perceived risk and build trust in TIX ID among first-time digital consumers. Therefore, the following hypothesis is proposed:

H3: E-WOM has a positive and significant influence on purchase intention for movie tickets through the TIX ID application among Millennials and Generation Z in Gunungkidul.

2. Research Method

This study employs a quantitative approach using explanatory research methods to examine the causal relationship between the independent variables (promotion, ease of use, and E-WOM) and the dependent variable (purchase intention) through a survey conducted via questionnaire

distribution[22], [23]. The study was conducted in March–April 2026 among Millennials and Generation Z who are users or potential users of the TIX ID app in Gunungkidul Regency.

The study population consists of all Millennials and Generation Z individuals in Gunungkidul Regency who are current or potential users of the TIX ID app. The sampling technique used was purposive sampling based on the following criteria: (1) Millennials and Generation Z individuals residing in Gunungkidul; (2) current or potential users of the TIX ID app; and (3) willing to complete the questionnaire. Based on the guidelines [24] using the formula $n = 5-10 \times$ the number of indicators, and with 16 indicators, the minimum sample size is 160 respondents. This study successfully collected 236 respondents, meeting the criteria [23], [25] stating that a valid sample ranges from 30 to 500 respondents.

This study involves four variables: three independent variables promotion (X1), ease of use (X2), and E-WOM (X3)—and one dependent variable purchase intention (Y). Data collection used a questionnaire with a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The promotion variable was measured using 10 items based on [19], usability with 10 items based on [20], E-WOM with 8 items based on [21], and purchase intention with 8 items based on [26], resulting in a total of 36 statement items.

The data analysis technique using SEM-PLS via SmartPLS version 3.29 comprises two stages: (1) evaluation of the outer model, which includes tests of convergent validity (outer loadings ≥ 0.70 and AVE ≥ 0.50), discriminant validity (cross-loadings), and reliability (Cronbach’s alpha and composite reliability ≥ 0.70); and (2) evaluation of the inner model, which includes the R-Square (R^2) test, path coefficient test, and significance test (bootstrapping) with criteria of T-statistic > 1.96 and P-value < 0.05 [24].

3. Results and Discussion

3.1. Results

Table 2. Combined Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender			
Female	Highest	144	61%
Age (Years)			
14–26, Gen Z	Highest	160	65.8%
31–40, Millennials		28	11.9%
27–30, Gen Z	Lowest	30	12.7%
>40, Millennials		18	7.6%
Employment			
Student	Highest	103	43.6%
Self-employed	Lowest	18	7.6%
Residence by Subdistrict			
Playen	Highest	79	33.5%
Girisubo	Lowest	2	0.8%

Source: Primary Data, 2026

Data collection was conducted by distributing questionnaires to 236 respondents belonging to Generation Y and Generation Z in Gunungkidul Regency. By gender, there were 92 male respondents (39%) and 144 female respondents (61%), meaning the majority of respondents were female. By age, there were 160 respondents aged 14–26 (Generation Z), accounting for 65.8%; 30 respondents aged 27–30 years (Generation Z) accounting for 12.7%; 28 respondents aged 31–40 years (Millennials) accounting for 11.9%; and 18 respondents aged

over 40 years (Millennials) accounting for 7.6%. By occupation, students dominated with 103 respondents (43.6%), followed by employees with 70 respondents (29.7%), others with 45 respondents (19.1%), and self-employed individuals with 18 respondents (7.6%). Based on subdistrict of residence, Playen Subdistrict dominated with 79 respondents (33.5%), and Girisobo Subdistrict had the lowest number with 2 respondents (0.8%).

Analysis of variable categories

Variable category analysis was used to describe respondents' response patterns regarding the variables of promotion, ease of use, E-WOM, and purchase intent. This analysis was conducted by calculating the mean of respondents' answers for each variable and then grouping them into categories based on the Likert scale intervals.

Table 3. Summary of Research Variable Categories

Variable	Mean	SD	Dominant Category	Percentage (%)
Promotion (X1)	42.15	6.81	Currently	53.81%
Ease of Use (X2)	43.16	6.39	Currently	57.63%
E-WOM (X3)	32.96	5.61	High	42.37%
Purchase Interest (Y)	33.57	5.60	Currently	52.54%

Source: Primary Data, 2026

According to Table 3, the variables of promotion, ease of use, and purchase intention fall into the "moderate" category, while the E-WOM variable falls into the "high" category. This indicates that respondents gave fairly positive ratings for promotion, ease of use, E-WOM, and purchase intention regarding the use of the TIX ID app for purchasing movie tickets online.

Outer model test results

The outer loading test was conducted to evaluate the validity and reliability of the research instruments. The results of the outer loading test in the convergent validity analysis showed that all indicators for the variables of promotion, ease of use, E-WOM, and purchase intention had outer loading values above 0.70; therefore, all indicators were deemed valid and suitable for use in the study. The highest value was 0.854 for indicator X2.10, and the lowest value was 0.708 for indicator X3.6. The AVE test results showed that all variables had an AVE \geq 0.50, thus meeting the criteria for convergent validity. The cross-loading results showed that all indicators had the highest loading values on their respective constructs compared to other constructs, thus fulfilling the criteria for discriminant validity. The results of the reliability test using Cronbach's Alpha and Composite Reliability showed that all variables were above 0.70, so all instruments were deemed reliable.

Table 4. Convergent Validity and Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	AVE	Note
Promotion (X1)	0,937	0,956	0,684	Valid & Reliable
Ease of Use (X2)	0,949	0,966	0,739	Valid & Reliable
E-WOM (X3)	0,913	0,934	0,641	Valid & Reliable
Purchase Interest (Y)	0,933	0,945	0,682	Valid & Reliable

Source: SmartPLS 3.29, 2026

Inner model test results

Internal model tests were conducted to examine the relationships among latent variables and the model's ability to explain the dependent variable, including R-squared tests, path coefficient tests, and significance tests.

Table 5. R-Square Test Results (R2)

Variables	R-Square	R-Square Adjusted
Purchase Interest (Y)	0,821	0,818

Source: Primary Data, 2026

The results in Table 5 show that the R-Square for Purchase Intention (Y) is 0.821 and the Adjusted R-Square is 0.818. This means that the variables Promotion, Ease of Use, and E-WOM account for 81.8% of the variation in Purchase Intention (Y), while the remaining 18.2% is explained by other variables outside the scope of this study. These values indicate that the research model is robust and possesses good predictive power.

Table 6. Path Coefficient Test Results and Significance Test (Bootstrapping)

Variable Relationship	Original Sample	T-Statistic	P-Value	Conclusion
X1 (Promotion) → Y (Purchase Interest)	0,334	5,135	0,000	Positive and significant impact
X2 (Ease of Use) → Y (Purchase Interest)	0,485	6,775	0,000	Positive and significant impact
X3 (E-WOM) → Y (Purchase Interest)	0,152	2,829	0,005	Positive and significant impact

Source: Primary Data, 2026

Table 6 shows that all independent variables in this study have a positive and significant effect on the purchase intention of TIX ID app users. The ease-of-use variable has the greatest influence on purchase intention compared to the other variables because it has the highest path coefficient value, namely 0.485. The structural model of the study is as follows: $Y = 0.334X_1 + 0.485X_2 + 0.152X_3 + e$.

3.2. Discussion

The Effect of Promotions on the Interest in Purchasing Movie Tickets Through the TIX ID App Among Millennials and Generation Z in Gunungkidul.

The results of the study indicate that the promotion variable has a positive and significant effect on purchase intention, as evidenced by a coefficient value of 0.334, a T-statistic value of 5.135, and a P-value of 0.000, which is less than 0.05. This study successfully proved the first hypothesis, stating that promotion has a positive and significant effect on purchase intention, which is accepted. Based on the research results, the promotions conducted by TIX ID are able to increase consumer interest due to attractive promotions such as discounts or buy one get one offers, cashback, easily accessible promotional information, and the regular dissemination of promotions through digital media. These findings align with previous research by [13], which stated that promotions have a positive and significant effect on consumer purchase intent for

digital services, as well as research by [14], which showed that promotions can increase consumer interest in making purchases through online platforms.

The Effect of Ease of Use on the Interest in Purchasing Movie Tickets Through the TIX ID App Among Millennials and Generation Z in Gunungkidul.

The ease-of-use variable has a positive and significant effect on purchase intention, as evidenced by a coefficient value of 0.485, a T-statistic value of 6.775, and a P-value of 0.000, which is less than 0.05. This study successfully proved the second hypothesis, stating that ease of use has a positive and significant effect on purchase intention, which is accepted. The results show that the easier the TIX ID app is to use, the higher consumers' interest in purchasing movie tickets. The ease of understanding the app's features, booking tickets, selecting movie schedules, and completing the payment process makes consumers feel comfortable and finds the process convenient. These findings align with the research by [7], which states that ease of use has a positive and significant influence on consumer purchase intent for digital-based services.

The Effect of E-WOM on the Intention to Purchase Movie Tickets via the TIX ID App Among Millennials and Generation Z in Gunungkidul.

The E-WOM variable has a positive and significant effect on purchase intention, as evidenced by a coefficient value of 0.152 and a T-statistic value of 2.829, with a P-value of 0.005, which is less than 0.05. This study successfully proved the third hypothesis, stating that E-WOM has a positive and significant effect on purchase intention, which is accepted. The results show that reviews, comments, and user experiences conveyed through electronic media can influence consumer interest in purchasing movie tickets. Positive information shared via social media, digital platforms, and user reviews can increase consumer trust. These findings align with the research [5], which states that E-WOM has a positive and significant influence on consumer purchase intent regarding online ticket purchasing services.

The Effect of Promotion, Ease of Use, and E-WOM on the Intention to Purchase Movie Tickets via the TIX ID App Among Millennials and Generation Z in Gunungkidul.

Simultaneously, the variables of Promotion, Ease of Use, and E-WOM have a significant effect on the intention to purchase movie tickets via the TIX ID app. This is evidenced by a coefficient of determination (R-Square) value of 0.818 or 81.8%, indicating that the three independent variables account for 81.8% of the variation in purchase intention, while the remaining 18.2% is influenced by other variables outside the scope of this study. All independent variables have T-Statistic values greater than 1.661 and P-Value values less than 0.05. This study successfully proved the fourth hypothesis, stating that simultaneously, the variables of Promotion, Ease of Use, and E-WOM have a positive and significant effect on purchase intention, which is accepted. These findings align with previous studies [5], [7], [13], [14].

4. Conclusion

Based on the results of a study on the influence of Promotion, Ease of Use, and E-WOM on the interest in purchasing movie tickets through the TIX ID app among Millennials and Generation Z in Gunungkidul, the following conclusions can be drawn: (1) The promotion variable has a positive and

significant influence on the interest in purchasing movie tickets through the TIX ID app among Millennials and Generation Z in Gunungkidul. This indicates that the better the promotions conducted by TIX ID, the higher the consumers' interest in purchasing movie tickets online. (2) The ease-of-use variable has a positive and significant effect on the interest in purchasing movie tickets via the TIX ID app among Millennials and Generation Z in Gunungkidul. Ease of using the app, understanding its features, and completing transactions can boost consumer interest. (3) The E-WOM variable has a positive and significant effect on the interest in purchasing movie tickets via the TIX ID app among Millennials and Generation Z in Gunungkidul. Reviews, comments, and user experiences shared via electronic media can influence consumer interest. (4) The variables of promotion, ease of use, and E-WOM have a positive and significant effect on the interest in purchasing movie tickets through the TIX ID app among Millennials and Generation Z in Gunungkidul, with an R-Square value of 0.818 or 81.8%. The ease-of-use variable is the variable with the greatest influence on purchase interest, with the highest path coefficient value of 0.485.

Based on these conclusions, several suggestions can be given. For the TIX ID company: it is hoped that it can continue to improve promotional strategies that are more attractive, creative, and innovative; maintain and improve the ease of use of the application such as a more understandable display, fast transaction processes, and minimizing technical obstacles; and maintain service quality so that users provide positive reviews and experiences through electronic media. For further researchers: it can be developed by examining other variables such as service quality, consumer trust, customer satisfaction, risk perception, and brand image; expand the research area; and use different methods or analysis techniques to obtain more diverse research results.

Conflict of Interest

The authors declare no conflict of interest.

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