

## The Influence of Product Features, Customer Testimonials, and Brand Image on Purchase Intention of Smartphones at Erafone Palembang Square

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### ABSTRACT

This study aims to determine the effect of product features, customer testimonials, and brand image on the purchase intention of smartphones at Erafone Palembang Square, both partially and simultaneously. This research employed a quantitative method with an associative approach. The population consisted of all consumers of Erafone Palembang Square totaling 1,100 people, with a sample of 293 respondents determined using the Slovin formula and purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS version 26. The partial test (t-test) results showed that all three independent variables product features, customer testimonials, and brand image had a positive and significant effect on purchase intention. The simultaneous test (F-test) also indicated that these variables collectively had a significant influence on purchase intention for smartphones. These findings suggest that improving product features, providing convincing customer testimonials, and strengthening brand image can serve as effective strategies to increase consumer purchase intention

**Keywords:** Product Features, Customer Testimonials, Brand Image, Purchase Intention, Smartphone.



## INTRODUCTION

The rapid development of information technology has driven a significant transformation in consumer behavior, particularly in the smartphone industry, which has become one of the most dynamic sectors in the global market. In the midst of intense competition among brands, companies are required to understand the factors that influence consumers' purchase intention in order to maintain their competitiveness. According to Kotler and Keller (2020), the success of marketing strategies is largely determined by understanding consumer behavior in making purchasing decisions. This aligns with Wijaya and Anwar (2020), who explain that consumers tend to purchase products that meet their needs and offer added value compared to competing products.

One of the factors that can influence purchase intention is product features. Features are essential elements that differentiate one brand from another. Daryanto and Yuliana (2021) state that innovative and relevant product features can enhance perceived product value and strengthen purchase intention. Research by Suryani and Darmawan (2022) also emphasizes that consumers show greater interest in smartphones that offer superior features such as high-quality cameras, battery durability, and fast processors. Thus, feature innovation can be a key strategy for retail companies like Erafone in attracting consumer purchase intention.

In addition to product features, customer testimonials play an important role in influencing purchasing decisions, especially in today's digital era. According to Rahmawati (2021), customer testimonials serve as a form of communication based on user experience that can increase potential consumers' trust in a product. Wu et al. (2021) found that positive testimonials can create social norms that encourage other consumers to buy, as they function as social proof of product quality. Therefore, customer testimonials can strengthen consumers' perception of product credibility and become a major driver in the buying process.

Another factor influencing purchase intention is brand image. Aaker (2019) defines brand image as consumers' perception of a brand formed through experience, trust, and emotional associations. A strong brand image is capable of creating customer loyalty and increasing the likelihood of consumers purchasing products from that brand. Wulandari and Indriani (2023) highlight that the more positive a brand's image, the higher the consumer's intention to purchase. Therefore, companies that succeed in building a strong brand image gain a more competitive position in the market.

Based on the phenomenon observed at Erafone Palembang Square, consumers are becoming increasingly critical in making purchasing decisions. They not only consider price but also compare product features, read customer testimonials, and evaluate brand reputation before purchasing a

smartphone. This indicates a connection between rational factors (product features), social factors (customer testimonials), and emotional factors (brand image) in shaping purchase intention.

The theoretical foundation of this research is the Theory of Planned Behavior (TPB) developed by Ajzen (2020). This theory states that behavioral intention is determined by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, product features represent consumers' positive attitudes toward the product; customer testimonials reflect the subjective norms influencing social decisions; and brand image relates to perceived behavioral control through trust in the brand. These three factors conceptually contribute to shaping purchase intention for smartphones at Erafone Palembang Square.

Although many studies have examined the influence of product features, customer testimonials, and brand image on purchase intention, the results remain varied and inconclusive. For example, Sembada et al. (2022) found that customer testimonials do not always influence purchase intention, while Susanto (2023) showed that features and brand image have a significant impact. Therefore, it is important to re-examine these variables in a different context, particularly in a physical retail environment such as Erafone Palembang Square, to obtain more comprehensive findings.

Based on this explanation, the present study aims to analyze the influence of product features, customer testimonials, and brand image on consumers' purchase intention for smartphones at Erafone Palembang Square. Empirically, this study is expected to contribute to the development of consumer behavior theory and serve as a reference for businesses in designing effective marketing strategies. Theoretically, this research hypothesizes that product features, customer testimonials, and brand image each have a positive and significant influence on purchase intention for smartphones.

## **LITERATURE REVIEW**

### **Product Features**

Product features refer to specific attributes or characteristics designed to meet consumer needs and differentiate a product from competitors. Kotler and Keller (2020) emphasize that product features serve as key elements that provide functional value and influence consumer evaluations during the purchasing process. Prior studies indicate that consumers tend to show stronger purchase interest when a smartphone offers superior features such as camera quality, storage capacity, durability, or design aesthetics (Amrullah et al., 2020; Suryani & Darmawan, 2022). However, some research also shows that product features may have a limited effect when consumers place greater emphasis on emotional or social factors (Sembada et al., 2022).

## **Customer Testimonials**

Customer testimonials are reviews or statements provided by previous buyers based on their experience using the product. Testimonials act as social proof that helps build trust and reduce uncertainty in purchasing decisions. According to Rahmawati (2021), positive testimonials significantly influence consumer attitudes because they are perceived as credible and unbiased sources of information. Wu et al. (2021) also explain that the persuasiveness and volume of testimonials shape consumers' purchase intention by strengthening perceived credibility and reducing perceived risks. Therefore, testimonials play an essential role in guiding consumers when evaluating smartphone products.

## **Brand Image**

Brand image is defined as the overall perception, belief, and association that consumers hold toward a particular brand. Aaker (2019) describes brand image as a key intangible asset that builds consumer trust and differentiates a brand in competitive markets. A strong brand image contributes to customer loyalty, preference, and purchase intention because it reflects perceived quality and reliability (Wulandari & Indriani, 2023). In the smartphone industry, brand image often becomes a deciding factor when product features among competitors are relatively similar.

## **Purchase Intention**

Purchase intention represents the consumer's desire or willingness to buy a product after forming positive attitudes and evaluations. Sumarwan and Tjiptono (2020) state that purchase intention is influenced by internal factors such as personal preferences and external factors such as social influence and brand perceptions. The Theory of Planned Behavior by Ajzen (2020) also suggests that behavioral intention is shaped by attitudes, subjective norms, and perceived behavioral control. In the context of smartphone purchases, intention is shaped by evaluations of product features, exposure to customer testimonials, and perceptions of brand image.

## **Hypothesis**

### **Effect of Product Features ( $X_1$ ) on Purchase Intention (Y)**

Product features are considered one of the primary determinants of consumer evaluation during the decision-making process. When a product offers superior or innovative features, consumers tend to perceive higher value and are more likely to form a positive intention to purchase. According to Kotler and Keller (2020), product attributes can shape consumers' attitudes toward a brand and encourage purchasing behavior. Although previous findings show mixed results, theoretical perspectives suggest that product features should have a direct influence on consumers' purchase intention.

H<sub>1</sub>: Product Features have a positive and significant effect on Purchase Intention.

### **Effect of Customer Testimonials (X<sub>2</sub>) on Purchase Intention (Y)**

Customer testimonials function as social proof that reduces uncertainty and increases trust toward a product. Testimonials coming from credible and satisfied users can strengthen consumers' confidence, shaping a more favorable attitude toward making a purchase. Rahmawati (2021) and Wu et al. (2021) emphasize that positive testimonials influence consumer perceptions, ultimately improving their intention to buy. Therefore, the presence of strong and persuasive testimonials is expected to enhance consumers' purchase intention.

H<sub>2</sub>: Customer Testimonials have a positive and significant effect on Purchase Intention.

### **Effect of Brand Image (X<sub>3</sub>) on Purchase Intention (Y)**

Brand image reflects consumers' overall perception and emotional association toward a brand. A strong and positive brand image often generates trust, reduces perceived risk, and increases the likelihood of consumers considering a purchase. Aaker (2019) asserts that a well-established brand reputation creates buyer confidence and strengthens purchase intention. Thus, brand image is expected to play a crucial role in influencing consumers' decisions.

H<sub>3</sub>: Brand Image has a positive and significant effect on Purchase Intention.

### **Simultaneous Effect**

Product features, customer testimonials, and brand image collectively represent rational, social, and emotional drivers of consumer behavior. Based on the Theory of Planned Behavior (Ajzen, 2020), attitudes, subjective norms, and perceived behavioral control together shape behavioral intention. In this research context, these three variables work simultaneously to influence purchase intention.

H<sub>4</sub>: Product Features, Customer Testimonials, and Brand Image simultaneously have a positive and significant effect on Purchase Intention.

## **RESEARCH METHODS**

### **Research Design**

This study employs a quantitative associative method aimed at analyzing the influence of product features, customer testimonials, and brand image on the purchase intention of smartphones at Erafone Palembang Square. The quantitative approach enables the measurement and testing of relationships between variables numerically, allowing the determination of the effect of each independent variable on

the dependent variable. The analysis is conducted using multiple linear regression with the support of SPSS version 26.

### **Research Limits**

The study is limited to consumers who purchase smartphones at Erafone Palembang Square during the research period. The variables analyzed include product features, customer testimonials, brand image, and purchase intention. External factors such as competitors' stores, general market prices, and online promotions outside Erafone are not considered in this study.

### **Variable Identification**

The research consists of independent variables, which are product features, customer testimonials, and brand image, and the dependent variable, which is consumer purchase intention. The indicators of each variable are adapted from the theories of Kotler and Keller, Aaker, and Ajzen. Product features reflect aspects such as performance, durability, reliability, aesthetics, and perceived quality. Customer testimonials are represented by argument quality, timeliness, credibility, volume, and valence. Brand image includes corporate image, product image, and user image, while purchase intention is reflected through transactional, referential, preferential, and exploratory aspects.

### **Participants and Setting**

The participants of the study are consumers of Erafone Palembang Square selected through purposive sampling. The sampling considers respondents who have purchased or are purchasing smartphones during the research period. Data collection is conducted directly at the Erafone Palembang Square store, ensuring voluntary and honest participation.

### **Measurement**

#### *Data Collection*

Questionnaires are distributed directly to consumers at the research site. The researcher provides clear explanations regarding the purpose of the study and guides respondents in completing the questionnaire. Prior to analysis, the data undergoes validity and reliability testing to ensure accuracy and consistency.

#### *Data Analysis*

Data is analyzed using multiple linear regression to examine the effect of product features, customer testimonials, and brand image on purchase intention, both partially and simultaneously. Before regression analysis, classical assumption tests including normality, multicollinearity, heteroscedasticity,

and autocorrelation are conducted. The analysis results provide information on the significance, coefficients, and level of influence of each independent variable on consumer purchase intention.

## RESULTS

### Partial Test Results (t-test)

The partial test, commonly referred to as the t-test, is used to determine the extent to which each independent variable individually influences the dependent variable in a regression model. This test was conducted using SPSS software with a significance level of 5%. With a degree of freedom of 289 and a two-tailed significance level of 5%, the t-table value is 1.968. The decision-making criteria in this test state that if the t-count value is greater than the t-table value and the significance value is less than 0.05, then the independent variable has a significant partial effect on the dependent variable. The results of the partial test (t-test) are presented in the table below:

**Table 1. Partial Test Results (t-test)**

		<u>Coefficients<sup>a</sup></u>				
		<u>Unstandardized</u>		<u>Standardized</u>		
		<u>Coefficients</u>		<u>Coefficients</u>		
Model		B	Std. Error	Beta	t	<u>Sig.</u>
1	(Constant)	20.894	3.335		6.266	.000
	<u>Product Features</u>	.037	.049	.043	.764	.445
	<u>Customer Testimonials</u>	.238	.046	.292	5.158	.000
	<u>Brand Image</u>	.096	.070	.077	3.370	.012

Source: Processed using SPSS Version 26 (2025).

Based on the partial test results, it is known that out of the three independent variables, only Customer Testimonials and Brand Image have a significant effect on Purchase Intention. The Product Features variable has a t-count of 0.764 with a significance value of 0.445 ( $> 0.05$ ), indicating no significant effect. Meanwhile, Customer Testimonials (t-count 5.158; sig. 0.000) and Brand Image (t-count 3.370; sig. 0.012) significantly influence Purchase Intention because their significance values are below 0.05.

### Simultaneous Test Results (F-test)

The simultaneous test, or F-test, is used to determine whether the independent variables collectively exert a significant effect on the dependent variable. In this study, the independent variables include Product Features ( $X_1$ ), Customer Testimonials ( $X_2$ ), and Brand Image ( $X_3$ ), while the dependent



variable is Purchase Intention (Y). Based on the F distribution table, at  $\alpha = 0.05$  with  $df_1 = 3$  and  $df_2 = 289$ , the F-table value is 2.64. The F-count value is then compared with the F-table value to determine whether the regression model is simultaneously valid. The results of the F-test are shown below:

**Table 2. Simultaneous Test Results (F-test)**

		ANOVA <sup>a</sup>				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	355.587	3	118.529	9.973	.000 <sup>b</sup>
	Residual	3434.919	289	11.886		
	Total	3790.505	292			

Source: Processed using SPSS Version 26 (2025).

Based on the simultaneous test results shown in the ANOVA table, the F-count value is 9.973 with a significance value of 0.000. This value is lower than the 0.05 significance level, indicating that the regression model is simultaneously significant. According to Ghozali (2021), the F-test is used to assess whether all independent variables together influence the dependent variable. Since F-count (9.973) > F-table (2.64) and the significance value (0.000) < 0.05, it can be concluded that Product Features ( $X_1$ ), Customer Testimonials ( $X_2$ ), and Brand Image ( $X_3$ ) simultaneously have a significant effect on Purchase Intention (Y).

### Multiple Linear Regression Analysis

The multiple linear regression analysis was used to determine the extent to which the independent variables Product Features ( $X_1$ ), Customer Testimonials ( $X_2$ ), and Brand Image ( $X_3$ ) influence the dependent variable Purchase Intention (Y). This analysis aims to obtain a regression equation that illustrates the quantitative relationship between the three independent variables and the dependent variable. The technique aligns with the research approach that analyzes the simultaneous influence of multiple independent variables on a single dependent variable (Ghozali, 2021). The results of the regression analysis are shown below:

**Table 3. Multiple Linear Regression Analysis Results**

		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta		
1	(Constant)	20.894	3.335		6.266	.000
	Product Features	.037	.049	.043	.764	.445
	Customer Testimonials	.238	.046	.292	5.158	.000
	Brand Image	.096	.070	.077	3.370	.012

Source: Processed using SPSS Version 26 (2025).



Based on the regression analysis results, the regression equation obtained is:

$$Y = 20.894 + 0.037X_1 + 0.238X_2 + 0.096X_3$$

This equation indicates that Customer Testimonials ( $X_2$ ) and Brand Image ( $X_3$ ) have a positive and significant effect on Purchase Intention ( $Y$ ), with significance values of 0.000 and 0.012, respectively ( $< 0.05$ ). Meanwhile, Product Features ( $X_1$ ) does not show a significant effect (sig. 0.445  $> 0.05$ ). This confirms that improvements in customer testimonials and brand image have a greater influence on purchase intention than product features.

### Correlation Coefficient and Determination Coefficient Test Results

This section analyzes the correlation coefficient and determination coefficient to identify the strength of the relationship between the independent variables Product Features ( $X_1$ ), Customer Testimonials ( $X_2$ ), and Brand Image ( $X_3$ ) and the dependent variable Purchase Intention ( $Y$ ), as well as the extent to which the independent variables explain variations in the dependent variable. This test also aims to measure the simultaneous contribution of the independent variables to the dependent variable, expressed through  $R$  and  $R$  Square values as suggested by Ghozali (2021).

**Table 4. Correlation and Determination Coefficient Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.306 <sup>a</sup>	.494	.384	3.44754

Source: Processed using SPSS Version 26 (2025).

Based on the analysis results, the correlation coefficient ( $R$ ) of 0.306 indicates a weak relationship between Product Features, Customer Testimonials, and Brand Image on Purchase Intention (Sugiyono, 2021). The determination coefficient ( $R^2$ ) of 0.494 means that the three independent variables collectively explain 49.4% of the variation in Purchase Intention, while the remaining 50.6% is influenced by other factors outside the model. Therefore, the regression model has a moderate ability to explain changes in consumer Purchase Intention.

## DISCUSSION

### The Influence of Product Features on Purchase Intention

The analysis shows that Product Features do not have a significant effect on Purchase Intention, indicated by a  $t$ -value of 0.764 and a significance value of 0.445 ( $> 0.05$ ). This means that the variety of features offered by smartphone products is not strong enough to influence consumers' purchasing

decisions at Erafone Palembang Square. Consumers appear to consider other factors such as customer testimonials and brand image more than the technical features of the product. This finding is consistent with the study by Sembada et al. (2022), which states that product features exert only a minor influence on purchasing decisions unless accompanied by emotional benefits or clear added value for users.

### **The Influence of Customer Testimonials on Purchase Intention**

The Customer Testimonials variable has a positive and significant effect on Purchase Intention, with a t-value of 5.158 and a significance level of 0.000 ( $< 0.05$ ). This result indicates that the more positive the testimonials provided by customers, the higher the consumer's purchase intention. Testimonials play an essential role in shaping trust because they are perceived as genuine user experiences. This finding supports Rahmawati (2021), who argues that customer testimonials serve as social proof that strengthens prospective buyers' confidence when making decisions. Therefore, testimonial-based marketing strategies can be a key determinant of sales success in the digital era.

### **The Influence of Brand Image on Purchase Intention**

The results also show that Brand Image has a positive and significant effect on Purchase Intention, with a t-value of 3.370 and a significance level of 0.012 ( $< 0.05$ ). This means that the more positive a product's brand image, the greater the consumer's intention to purchase it. A strong brand image fosters consumer trust and loyalty because it is perceived as an indicator of product quality and prestige. This finding aligns with the research conducted by Wulandari and Indriani (2023), who stated that brand image is an essential factor in shaping consumer perceptions of a product's value. Therefore, companies should maintain their brand reputation through consistent service quality and effective promotional efforts.

### **The Influence of Product Features, Customer Testimonials, and Brand Image on Purchase Intention**

Simultaneously, the three independent variables Product Features, Customer Testimonials, and Brand Image affect Purchase Intention, as reflected in the coefficient of determination ( $R^2$ ) value of 0.494. This indicates that these variables collectively explain 49.4% of the variation in Purchase Intention, while the remaining 50.6% is influenced by other factors outside the model. The correlation coefficient (R) value of 0.306 further indicates a weak relationship between the independent variables and the dependent variable. These findings imply that although product features contribute only minimally, the combination of customer testimonials and brand image remains the primary determinant shaping consumers' purchase intentions. This result aligns with the Theory of Planned Behavior (Ajzen, 2020),

which asserts that consumers' behavioral intentions are shaped by positive attitudes, social influences, and perceived behavioral control in this context represented by strong testimonials and brand image.

## **CONCLUSION**

Based on the results and discussion of this study, it can be concluded that Product Features do not have a significant effect on Purchase Intention, while Customer Testimonials and Brand Image have a positive and significant influence on the Purchase Intention of smartphones at Erafone Palembang Square. This indicates that consumers are more influenced by trust and positive perceptions of the brand, as well as the experiences of other users, rather than the technical advantages of the product itself. Simultaneously, the three variables explain 49.4% of the variation in purchase intention, indicating that the model provides a moderate contribution to consumer behavior. Therefore, strategies that enhance consumer trust through positive testimonials and strengthen brand image are key to increasing purchase intention.

## **SUGGESTION**

Based on the research findings, future studies are encouraged to include additional variables such as consumer trust, social media influence, or perceived value to obtain a more comprehensive understanding of purchase intention. Researchers may also expand the sample size or use comparative studies across different smartphone retailers to strengthen generalizability.

## **CREDIT AUTHORSHIP CONTRIBUTION STATEMENT**

The author declares that all sections of this research including conceptualization, data collection, data analysis, interpretation, and manuscript preparation were independently conducted by the researcher without external authorship assistance.

## **DECLARATION OF COMPETING INTEREST**

The author declares that there are no known financial, personal, or professional conflicts of interest that could have influenced the research outcomes or the preparation of this manuscript.

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## DATA AVAILABILITY

The data supporting the findings of this study are available from the author upon reasonable request. All datasets were collected exclusively for academic research purposes.

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## ETHICAL APPROVAL

This study was conducted in accordance with ethical research standards. Participation was voluntary, and informed consent was obtained from all respondents. No personal or sensitive data were collected that could compromise participant confidentiality.

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