

The Influence of E-Service Quality, Convenience, and Trust on Online Purchase Decisions at Shopee Marketplace

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Abstract

Digital marketing is a form of business or activity carried out by marketers, both companies and individuals, with the aim of marketing a product or brand, both goods and services, through the use of digital information technology, such as using electronic media, or using digital-based media. Internet. Currently trading is carried out using an online trading system, an easy and fast way to transact as well as a fast and easy marketing system. E-commerce is a process of buying and selling online or electronic devices that use the internet as a means of buying and selling goods. The Marketplace that is currently popular with many people is Shopee. In 2022 Shopee is the second e-commerce that has the most visitors with a total of 132.8 million visitors. This indicates that Shopee is able to compete ahead of the competition against its competitors which are the best Marketplaces. Shopee is also still popular and favored by customers because it is in the category of the most visitors and a large number of consumers intending to make buying and selling transactions. The factors that influence purchasing decisions at Shopee include e-service quality, convenience and trust. This research uses descriptive verification method. The sample obtained was 400 respondents who were Shopee users in Indonesia with a quantitative approach. The sampling technique used is purposive sampling. The analysis of this research is the analysis of the scale range, multiple linear regression analysis. Tests carried out validity test, reliability test, normality test, t-test, f-test, test the coefficient of determination. Based on the results of the research, it shows that e-service quality, convenience and trust have a partial effect on purchasing decisions at the shopee marketplace. As well as based on the results of the study it is also known that there is a fairly strong influence simultaneously on the variables e-service quality, convenience and trust in purchasing decisions at the shopee marketplace.

Keywords: E-commerce; Purchase Decision; e-service quality; convenience; trust

Introduction

Digital marketing is a form of business or activity carried out by marketers, both companies and individuals, with the aim of marketing a product or brand, both goods and services, through the use of digital information technology, such as using electronic media, or using digital-based media. Internet (Septiano, 2017). Digital marketing based on electronic media can use advertisements on television or radio, while those based on internet media such as marketing through social media and e-commerce. The development of information technology and marketing through digital marketing is predicted to be a turning point. The technique of marketing a product from conventional marketing to using digital marketing, not only on marketing elements but will impact all business activities as a whole, whether it's a large-scale and national business or an individual business that has a small scale.

There are indicators currently in use, including the soaring costs allocated by companies in order to market their products with digital advertising, the increasing number of smartphone owners who support many activities carried out by the community, increasing access to communication infrastructure via cable networks. and wireless for the realization of high-quality data and internet access to all corners of the country, as well as increasing speed in accessing the internet via mobile phones which is driven by developments in the 4G era and will enter the 5G era. In another explanation, digital marketing is the activity of introducing a product and also looking for new consumers and customers using various internet information technology platforms, such as through E-commerce, social media, and so on (Purwana, Rahmi. 2017). Digital marketing is also commonly known as online marketing or product marketing through a website developed for buying and selling activities, the term digital marketing has grown in popularity over time, especially in Indonesia (Sathya, 2017). Digital marketing is also a general term for product marketing or product marketing services using website or application technology, especially those using the internet.

From the development of digital marketing technology, the benefits in terms of spending costs will decrease by itself, this is because digital marketing via the internet does not require large costs or costs, in contrast to conventional marketing which requires a very large marketing budget for trade and marketing activities. door-to-door promotional activities for certain products as well as word of mouth marketing activities, they only need an internet network to open websites, applications, or social media as a forum for carrying out sales and promotion activities. MSMEs (Micro, Small and Medium Enterprises) who use Digital marketing only need to provide information about the goods or service products they will offer or trade on social media, websites, E-commerce, by creating an attractive advertisement with words that good and

clear in order to cause impulse buying or sudden purchases from internet users (netizens) who see it accidentally.

Currently trading is carried out using an online trading system, an easy and fast way of transacting as well as a fast and easy marketing system while indirect, namely traditional trading in general, namely direct meetings between buyers and sellers. E-commerce is a process of buying and selling online or electronic devices that use the internet as a means of buying and selling goods. E-commerce is currently becoming popular which is being used and loved by the wider community, especially in Indonesia. The advantages of E-commerce are easy to get from shopping online and also easy to use as a business that is currently busy. One of the advantages of buying and selling online is that it makes it very easy for sellers and buyers to make transactions so that consumers no longer need to come to the store in person to buy an item or product that is needed.

Electronic commerce (E-commerce) is a new invention in a form of trading that is easier than trading in general. In general, it can be seen that businesses conducted through online media are usually called start-ups. Start ups are generally seen as technology and web-based companies. At present the growth of start-ups in Indonesia is experiencing rapid development, every time new startups always appear. Experts classify start-ups in Indonesia into several types, namely game creators, educational applications and E-commerce trading (Hanung, 2018).

Applications engaged in E-commerce trade include Shopee, Bukalapak, Bli-bli, Tokopedia, Traveloka, Lazada and Gojek. In line with the rapid development of E-commerce, most people in meeting their needs tend to choose the instant way to shop through E-commerce that offers various conveniences. The principles of trading in general are different from trading today, where trading in general, sellers and buyers meet face to face, now the concept has changed to telemarketing, namely long-distance trading using internet media where an indirect trade without a meeting between the buyer and the seller. This is because, currently digital marketing is carried out online or product marketing through a website developed for buying and selling activities, the term digital marketing has grown in popularity over time, especially in Indonesia. Digital marketing is also known as a general term for marketing products or marketing services using websites or applications, especially using the internet (Sathya, 2017).

At this time, the most popular shopping place among the people is the Marketplace. Consumers find it easy to shop on the Marketplace because before making a purchase they can easily compare quality, price, and service in several Marketplaces to decide to buy the product they want. The Marketplace that is currently popular with many people is Shopee. Shopee is an online buying and selling application for products ranging from food, clothing, to daily needs, of course at low prices, fast processing, easy transactions, timely delivery. Shopee has become the Marketplace with the second most visitors in 2022, as can be seen from the following data:

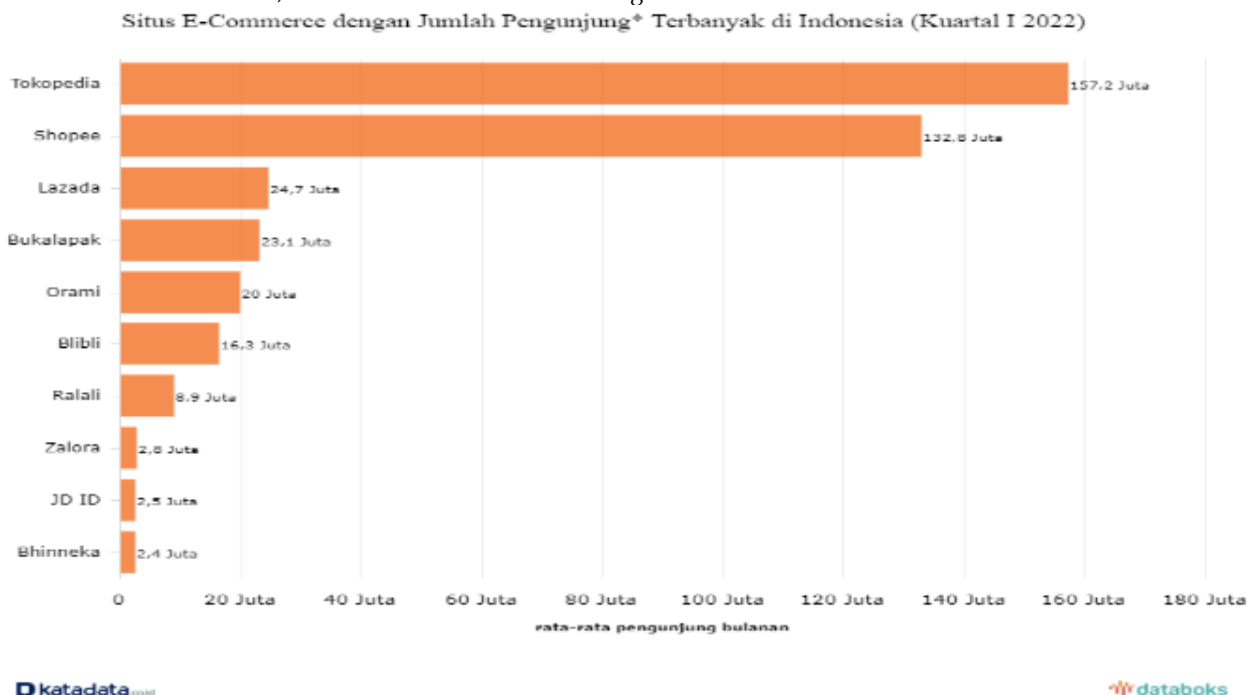


Figure 1. 10 E-Commerce with the Most Visitors in the First Quarter of 2022
 Source : <https://databoks.katadata.co.id>, 2022

Shopee also groups its products by category via hashtags. The use of hashtags is very useful to make it easier for buyers to find specific items they want to buy. Apart from promoting through advertising media, Shopee also offers many promos. One of the advantages that keeps buyers from getting bored shopping at Shopee is because it has free shipping facilities (free shipping). Customers are amazed that Shopee has never removed free shipping services for buyers. Shopee also holds a flash sale program three times a day. There are still many other Shopee promos such as Cashback, Goyang Shopee, etc. Purchasing decisions are actions taken by consumers due to perceived impulses or motives that generate interest or encouragement to meet needs (Manik, 2018). The factors that influence purchasing decisions consist of: Cultural factors, Social factors, Personal factors, and Psychological factors (Kotler & Armstrong, 2012) The existence of personal

factors shows how easy it is for consumers to purchase decisions, and psychological factors also give confidence to consumers in making a purchase. The decision-making process is determined by consumers what products they want to look for or what products they want to buy. Decisions are made to achieve goals through implementation or action.

Another factor that often influences consumers in making decisions to buy online products is e-service quality. One of the efforts to continue to develop in the midst of increasingly competitive competition is to increase customer loyalty or loyalty so that with loyal customers the company can survive and achieve the desired goals. To turn website visitors into loyal customers, companies must have a good customer management system. Shopee's customer management always strives to provide effective and efficient service quality through systems that are integrated and recorded online in the context of E-commerce, better known as E-service quality.

Shopee's E-service quality capabilities provide a shopping experience with ease from using the site to payment facilities, as well as providing a variety of innovative features that can connect buyers and sellers before transactions are made. The definition of E-service quality or electronic service quality is the extent to which a website is able to facilitate consumer activities including shopping, purchasing, and shipping both product and service activities efficiently and effectively (Ramadhan, 2018). Customers will be more efficient in making transactions in terms of time and costs. Electronic service quality or E-service quality can be defined as internet-based interconnected customer service supported by consumers that is integrated with the technology and systems offered by service providers, which aims to strengthen the relationship between consumers and service providers. (Baistama, 2021).

Besides that, there is convenience which is an important factor in making purchases, especially on online sites. Convenience is the perception of how easy it is to use an existing product or service. Convenience of technology is an important factor in developing a business or business so that the information provided is always updated. (Tanjaya et al., 2019). Convenience of the system can be an important value for determining decisions, because consumers are more comfortable using systems that are easier and more practical. The items in this study used research instruments by Smith (2008) and Mbete & Tanamal (2020) which included: I find it easy to use online stores to get what I want, my interactions with online stores are clear and understandable, the Shopee application makes it easy to order products, the Shopee application makes it easy to pay for products, and the Shopee application makes it easy to send products. Apart from convenience, trust is also another factor that influences people to buy on the Shopee application. Trust is one of the factors that influence buying behavior. Trust is a very important factor in turning buyers or consumers into first-time customers. Consumers who believe in a brand tend to entrust their problems to that brand (Putra & Kusumadewi, 2019). Trust is the expectation that the seller will perform certain behaviors that are beyond the consumer's control. Where if consumers want to buy products in the Shopee application consumers must know and get information about the product to be purchased. When consumers get answers and trust, they can influence online purchasing decisions at Shopee.

Literature Review

E-Service Quality

E-service Quality explains that a broad picture of service quality by using the internet network as a connecting medium between buyers and sellers in fulfilling online consumer shopping activities effectively and efficiently is conceptualized, Ulum & Muchtar (2018). E-service Quality indicators (According to Li et al., (cited in Melinda, 2017) are as follows

1. Reliability
2. responsiveness
3. Privacy security
4. Web design
5. personalization
6. Empathy
7. Fulfillment
8. Information

Convenience

Convenience is one of the things to consider for online shoppers. Convenience is the extent to which a person believes that using a technology will be free of effort. Convenience is the perception of individuals or consumers in online transactions. (Widiyanto & Prasilowati, 2015). The convenience indicator according to (M. S. Putri & Suyanto, 2019) is as follows:

1. Ease of website
2. Ease of interacting with the website
3. Ease of finding categorization products

Trust

Trust is the expectation that the seller will perform certain behaviors that are beyond the consumer's control. Trust is a very important factor in starting a business and establishing a long-term cooperative relationship (Piarna & Apandi, 2018). Trust is one of the main capital in achieving the success of a business, including E-commerce-based online business. Trust indicators according to (Wong, 2017) are as follows:

1. Ability
2. Benevolence
3. Integrity

Purchase decision

Purchase decision is a consumer behavior regarding consumer involvement in choosing and making decisions to use an item or service (Rahmadhani & Prihatini, 2019). Purchasing decision indicators according to Kotler and Keller (2012: 161) are as follows:

1. Product Selection
2. Choice of Brands (Brand)
3. Dealer Selection
4. Purchase Amount
5. Timing of visits
6. Payment method

Materials & Methods

The type of data used in this study is primary data, obtained through questionnaire answers distributed to Shopee users in Indonesia. This research is a type of exploratory research with the approach used in this research is a quantitative approach, because the research data is in the form of numbers and analyzed using statistics. In this study using a descriptive verification method. The sample obtained was 400 respondents who were Shopee users in Indonesia with a quantitative approach. The sampling technique used is purposive sampling. The analysis of this research is the analysis of the scale range, multiple linear regression analysis. Tests carried out validity test, reliability test, normality test, t-test, f-test, test the coefficient of determination.

Results and Discussion

Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Total	Percentage (%)
Gender	Male	182 45,5
	Female	218 54,5
Age	15-20 year old	165 41,3
	21-30 year old	205 51,2
	31-40 year old	22 5,5
	41-50 year old	8 2,0
Occupation	Student	131 32,8
	College Student	244 61,0
	Employee	15 3,8
	Civil Servant	8 2,0
	Entrepreneur	2 0,5
Income	< 1.000.000	286 71,5
	1.000.000 - 3.000.000	91 22,8
	3.000.000 - 5.000.000	15 3,8
	> 5.000.000	8 2,0

Source: Processed data, 2023

Instrument Test

a. Validity test

In this test see the accuracy of a questionnaire. Here the degrees of freedom are seen from the r count > critical value, which is 0.3, so it can be said to be valid. From the results of testing each question item from the variable e-service quality, convenience, trust and purchasing decisions, the value of r count > 0.3 means that it can be said to be valid.

b. Reliability Test

Reliability testing is a tool for measuring surveys using variable-based metrics (Ghozali, 2018). If a variable produces (α) Cronbach > 0.60, the variable is reliable.

Table 2. Reliability Test

Variable	R Count	R Table	Criteria
E-service Quality	0,851	0,600	Reliable
Convenience	0,919	0,600	Reliable
Trust	0,942	0,600	Reliable
Purchase Decision	0,906	0,600	Reliable

The table above shows that the four variables studied in this study are considered reliable where each variable has a Cronbach alpha value of more than 0.6, which means that the measuring instrument in this study is a consistent and reliable measuring tool.

Data Normality Test

The data normality test is used as a reference to see whether a dataset is normally distributed or not (Wiyono, 2011). The

technique used by Kolmogorov-Smirnov with a significance > 0.05 is declared to be normally distributed. It is known that the resulting significant value is 0.200 > 0.05, it can be said that it is normally distributed.

Regression Analysis Method

Linear regression analysis is used to determine the effect or relationship linearly between two or more independent variables with one dependent variable. In this study, the regression equation used in conducting the regression analysis is as follows:

Table 3. Multiple Linear Regression Analysis

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.787	.224		3.515	.000		
	E-Service Quality	.024	.007	.012	2.931	.004	.401	2.491
	Convenience	.023	.008	.017	-2.832	.005	.456	2.194
	Trust	.988	.006	.999	160.589	.000	.417	2.400

A. Dependent Variable: Purchase Decision At Shopee Marketplace

The Results of The Analysis of The Multiple Linear Regression Equation Can Be Explained As Follows:

- a. Constant Value = 0.787. if this can be interpreted if the value of E-service Quality (X1), Convenience (X2), and Trust (X3) is 0, then the Purchase Decision (Y) is worth 0.787.
- b. The E-service Quality Regression Coefficient (X1) has a positive value of 0.024, meaning that if the E-service Quality variable increases by one unit, the Online Purchase Decision at the Shopee Marketplace increases by 0.024 assuming the other independent variables have a fixed value.
- c. The Convenience Regression Coefficient (X2) has a positive value of 0.023 meaning that if the other Independent variables have a fixed value and the Convenience Variable increases by one unit, then the Online Purchase Decision at the Shopee Marketplace (Y) experiences an increase of 0.023 and vice versa assuming other independent variables have a fixed value.
- d. The Trust Regression Coefficient (X3) has a positive value of 0.988. This means that if the other independent variables have a fixed value and trust (X3) has increased by one unit, then the Online Purchase Decision on the Shopee Marketplace has increased by 0.988 and vice versa assuming the other independent variables have a fixed value.

T-Test (Partial Test)

This test is carried out to test the hypothesis proposed by using the criteria for testing the hypothesis t test, namely as follows:

- a. If the p-value < α (0.05), then Ho is rejected, indicating that there is a significant influence between the independent variable and the dependent variable and
- b. If the p-value > α (0.05), then Ho is accepted, indicating that there is no significant effect between the independent variable and the dependent variable.

Table 4. T-Test Coefficients^a

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.787	.224		3.515	.000		
	E-Service Quality	.024	.007	.012	2.931	.004	.401	2.491
	Convenience	.023	.008	.017	2.832	.005	.456	2.194
	Trust	.988	.006	.999	3.589	.000	.417	2.400

a. Dependent Variable: Purchase Decision At Shopee Marketplace

The results of the t test on the e-service quality variable are 0.004 < α(0.05) , convenience 0.005 < α(0.05) and trust 0.000 < α(0.05) can mean that H₁,H₂,H₃, accepted or there is a partial influence of each variable on purchasing decisions at the shopee marketplace.

F-TEST (Simultaneously)

This test is carried out to test the proposed hypothesis using the criteria for testing the f test hypothesis, namely as follows:

- a. If the p-value < α (0.05), then H_0 is rejected, indicating that there is a significant influence between the independent variable and the dependent variable and
- b. If the p-value > α (0.05), then H_0 is accepted, indicating that there is no significant effect between the independent variable and the dependent variable

Table 5. F-Test ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14546.222	3	4848.741	20529.763	.000 ^b
	Residual	93.528	396	.236		
	Total	14639.750	399			

A. Dependent Variable: Purchase Decision At Shopee Marketplace

B. Predictors: (Constant), Trust, Convenience, E-Service Quality

It is known that the F test (Goodness of Fit) is 0.000 < 0.05, so it can be concluded that all independent variables have the ability to predict the dependent variable.

Coefficient Of Determination

The extent to which the model's ability to explain variations in the dependent variable is used (Kuncoro, 2011).

Table 6. Coefficient of Determination

Model	R	R Square	Model Summary ^b		
			Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.997 ^a	.994	.994	.48598	1.706

A. Predictors: (Constant), Trust, Convenience, E-Service Quality

B. Dependent Variable: Purchase Decision At Shopee Marketplace

Based on the table above, it can be seen that the coefficient of determination (Adjusted R Square) obtained is 0.994 or 99.4%. This means that 99.4% of online purchasing decisions at the Shopee marketplace can be explained by the E-service quality, convenience and trust variables. The remaining 0.6% of purchasing decisions is influenced by variables not examined in research such as price perception, perceived benefits, risks, safety and so on.

DISCUSSION

The Effect of E-Service Quality on Online Purchasing Decisions at Shopee Marketplace

Based on the partial test results it is known that the p-value on the e-service quality variable is 0.005 < 0.05 with a coefficient value of 0.024 meaning that if the E-service Quality variable increases by one unit, the Online Purchase Decision at the Shopee Marketplace increases by 0.024 assuming the variable other independent value is fixed. There is a positive effect of e-service quality on online purchasing decisions at the Shopee marketplace. This is in line with research conducted by Dina Setyowati (2019) that there is a positive influence between E-service quality on purchasing decisions of 0.016 so that it can be said that the hypothesis is accepted. As well as based on other research conducted by Amelia Eva (2022) that there is a positive effect of E-service Quality on online purchasing decisions at E-Commerce Shopee.

The Effect of Convenience on Online Purchasing Decisions at Shopee Marketplace

From the results of the partial test (t-test) regarding the effect of convenience on purchasing decisions which states that the p-value of the convenience variable is 0.004 < 0.05. From these results a coefficient value of 0.023 is obtained, meaning that if the other Independent variables have a fixed value and the Convenience Variable increases by one unit, then the Online Purchase Decision at the Shopee Marketplace (Y) experiences an increase of 0.023 and vice versa assuming other independent variables have a fixed value. The results of this study are in accordance with the results of the theory (Istanti, 2017) if consumers feel the convenience of doing online transactions, they will give a positive assessment of the decision to shop online. The results of this study are in accordance with the results of research (Ilmiyah & Krishernawan, 2020) that convenience has a significant and positive effect on online purchasing decisions. Ease of purchase is very important because if the website is easy to use then consumers will be interested in making purchases online. This is in line with Daffa Abi's research (2022) that there is a positive and significant influence on online purchasing decisions at Shopee, while another study conducted by Dhika (2022) states that there is a positive influence between convenience on online purchasing decisions at Shopee.

The Effect of Trust on Online Purchasing Decisions in the Shopee Marketplace

Based on the partial test results it is known that the p-value on the Trust variable is 0.000 < 0.05 with a coefficient value of 0.988. This means that if the other independent variables have a fixed value and trust (X3) has increased by one unit, then the Online Purchase Decision on the Shopee Marketplace has increased by 0.988 and vice versa assuming the other independent variables have a fixed value. This is in line with Nurafny's research (2022) that there is a positive and

significant influence of trust in online purchasing decisions at Shopee, while another study conducted by Elma Fiona (2022) states that there is a positive influence between trust in online purchasing decisions at Shopee.

The Effect of E-Service Quality, Convenience and Trust on Online Purchasing Decisions at the Shopee Marketplace

Conclusions

Based on the results and discussion in the study, conclusions can be drawn according to the formulation of the problem as follows:

1. The description of E-service quality, convenience, trust and online purchasing decisions at the Shopee Marketplace based on the characteristics of the respondents is known that the number of respondents by gender was 182 men or 45.5%, while there were 218 women or 54.5%. Based on the age of the majority, namely aged 21-30 years, there were 205 people (51.2%) while the lowest age, namely 41-50 years, was 8 people (2%). Most of the respondents' jobs were students, namely as many as 244 people (61%), and students as many as 131 people (32.8%) while the lowest job was self-employed as many as 2 people (0.5%). Meanwhile, based on income, it was known that the majority were < 1,000,000 as many as 286 people (71.5%) while the lowest was > 5,000,000 as many as 8 people (2%).
2. Partially between E-service quality, convenience, trust and online purchasing decisions at the Shopee Marketplace it is known that the p-value of each variable is obtained with a value of < 0.05, so it is found that there is a positive and significant influence between E-service quality, convenience, individual trust in online purchasing decisions at the Shopee Marketplace.
3. Simultaneously between E-service quality, convenience, trust and online purchasing decisions at the Shopee Marketplace it is known that the p-value of each variable is 0.000 < 0.05, so it is found that there is a positive and significant influence between E-service quality, Simultaneous convenience, trust in online purchasing decisions on the Shopee Marketplace.

Acknowledgments

It is hoped that the results of this study can be used as material for evaluation and consideration in an effort to improve purchasing decisions at Shopee through efforts to increase trust, convenience and e-service quality such as providing free shipping compensation for problems with late delivery of goods, providing clear and accurate information on the availability of goods, providing fast response in handling consumer complaints by means of Shopee providing consumer complaint services in various media that consumers can directly contact and also providing an admin for each media, preferably one media and one admin. So all the media provided can function properly in handling consumer complaints. In conveying the information, consumers must also be able to understand it so as to minimize repeated questions or complaints and feel that their complaints have been resolved properly. In accordance with previous research conducted by Amelia (2022) in improving e-service quality, site managers should provide complaint services in various media, such as e-mail, social media accounts, and telephone services that can be contacted. Each account must have its own admin and is available in large quantities. So this is not just providing but also preparing well. As well as minimizing customers experiencing difficulties in contacting the media. You may wish to thank those who have supported you and your work. Personal acknowledgements will be limited to appropriate professionals who contributed to the paper, including technical assistance and/or financial material support. Considering that convenience, trust and online service quality (e-service quality) are the variables studied in this study and are one of the factors that can influence purchasing decisions at shopee, future researchers can still consider these two variables as important factors. in improving purchasing decisions. In addition, it is also recommended to add other variables such as price, e-security seals, perceived risk and others, and can use analytical tools outside of SPSS.

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