

The Effect of Celebrity Endorsers, Service Features, and Promotions for Shopee E-marketplace Purchase Interest

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Received: November 2, 2022

Accepted: December 22, 2022

Published: December 29, 2022

Abstract

Digitization will continue to occur so that the digital economy will later become the main pillar of the economy in Indonesia. The rapid growth of e-marketplaces in Indonesia is expected to spur entrepreneurs to be more innovative. This certainly opens up opportunities for micro and macroeconomic actors to start businesses more easily. The e-marketplace that has proven its rapid development is Shopee, where Shopee ranks first in the e-marketplace with the most visits. This study aims to test the implementation of the influence of celebrity endorsers, service features, and promotions on shopee e-marketplace buying interest. . This study uses a quantitative approach, with the SPSS 20 research method. In this study, the population is the 2018 Muhammadiyah University of Gresik management study program using 137 samples obtained from students who are interested in buying at the e-marketplace shopee. The test was carried out using multiple linear regression. The regression results show that celebrity endorsers affect buying interest, service features affect buying interest, and promotions affect buying interest. This study has limitations when distributing questionnaires to several respondents.

Keywords: *Celebrity Endorser; Service Features; Promotions; Purchase Interest*

1.Introduction

The development of e-commerce in Indonesia began in 2010-2011 with the emergence of Gojek (<https://compas.co.id/article/perkembangan-e-commerce/2021>). Initially, this application only offered customer shuttle service. It was only in the following years that Gojek began to add other features such as food delivery and goods packages. The emergence of Gojek which is circulated by other marketplaces such as Shopee, Tokopedia, and Bukalapak. Unlike Gojek, this application displays a list of products that can be purchased easily via a smartphone screen. Currently, e-commerce in Indonesia can be said to have reached its peak (<https://compas.co.id/article/perkembangan-e-commerce/2021>). People are more comfortable shopping through available marketplaces compared to direct stores. Competition in e-commerce sales is also increasing along with the increase in this industry.

The development of e-marketplaces in Indonesia is predicted to reach eight times by 2022. Digitization will continue to occur so that the digital economy will later become the main pillar of the economy in Indonesia. The rapid growth of e-marketplaces in Indonesia is expected to spur entrepreneurs to be more innovative. This certainly opens up opportunities for micro and macro economic actors to start businesses more easily. The e-marketplace that has proven its rapid development is Shopee, where Shopee ranks first in the e-marketplace with the most visits.

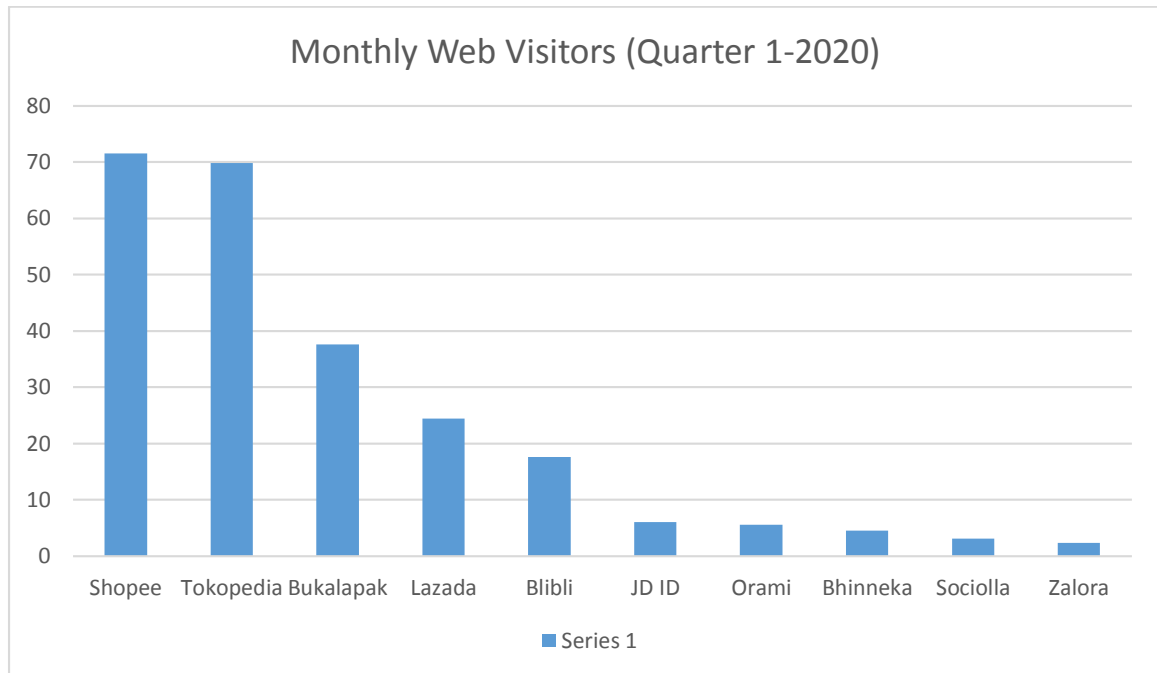


Figure 1. Monthly Web Visitor Data (Quarter I-2020) Shopee

Shopee is the e-commerce site with the largest monthly website visitors in Indonesia. The data above shows that this marketplace received 71.5 million visits during the first quarter I-2020. Shopee is the e-commerce site with the largest monthly website visitors in Indonesia. The data above shows that this marketplace received 71.5 million visits during the first quarter of I-2020.

Celebrity Endorser

According to Shimp in Febriyanti and Wahyuati (2016) Celebrity endorsers are using artists as advertising stars in media, ranging from print media, social media, and television media. Not only that, celebrities are used because of various attributes attached to them including attractiveness, talent, and so on.

Research conducted by Ikaningsih, et al (2017) which states, if a product uses well-known celebrities who have many fans, a good brand image will be created in the community because they assume that these celebrities have good taste and are able to represent consumer needs.

According to Shimp in Algiffari M. A, et al (2020), the dimensions of Celebrity Endorser are divided into 3, namely:

1. Trustworthy
Having a definition as trustworthy and reliable, trust includes honesty, integrity and being able to be trusted by the public or consumers as a valid source of information
2. Expertise
Have specific skills, knowledge or abilities with respect to the endorsed brand.
3. Attractiveness
Not only refers to the side of physical attractiveness, but also from the attitudes and actions seen from celebrities, lifestyle, and so on.

Service Features

Service to consumers is the main factor in maintaining customer loyalty and one of the consumer services is service features, service features are one of the important factors to foster trust for consumers in deciding whether to make online transactions or not. In order for consumers to be satisfied with the service features, these features must cover the needs of the users.

According to Poon in Zahro B. F (2020), service feature indicators are as follows:

1. Easy access to information
About products and services the ease of access to information can be seen from the ease with which everyone can access the shopee service features and the ease with which consumers can access the types, specifications, circumstances and number of products offered.
2. Diversity of transaction services

The way a consumer pays for the selected product, Shopee has two ways of payment or transaction, namely paying by credit card, and paying by transfer. Shopee also provides direct transactions between buyers and sellers through live chat provided by Shopee or by COD (Cash on Delivery).

3. Diversity of features

There are several features offered by Shopee, including: live chat, circular, search in the form of categories, displaying the price of each product.

4. Product innovation

Initially, Shopee only sold women's clothing products, but now it's not only women's clothing but also a variety of other products such as: clothing, cosmetics, electronic devices, household appliances, basic daily needs.

Promotions

Promotion is one of the important aspects in the marketing mix in terms of marketing goods or services. According to Sudaryono's statement (2016: 18), in (Journal of Lydia Herlina Mal and I Gede Agus Mertayasa, Vol.13, No.1, 28 February 2018, ISSN 1978-6069), promotion is all types of marketing activities aimed at encouraging demand consumers for products offered by producers or sellers. Promotion is one of the determining factors for the success of a marketing program. No matter how good the quality of a product, if consumers have never known it and believe that the product is useful for them, they will never buy it.

According to Kotler and Keller in Devi L. K. I (2019), the promotion indicators are as follows:

1. Promotion frequency, is the number of sales promotions carried out at one time through sales promotion media.
2. Promotion Quality, which is a measure of how well sales promotions are carried out.
3. Promotion quantity, namely the value or number of sales promotions given by consumers.
4. Promotion time, namely the length of promotion carried out by the company.
5. The accuracy or suitability of promotional objectives is a necessary factor to achieve the company's desired target.

Purchase Interest

According to Widokarti in Hasrul, et al (2021), buying interest is focusing on something that includes feelings of happiness for goods caused by desires and feelings that convince that the goods have benefits so they want to have these goods by buying them or using them.

According to Kotler & Keller in Rosita V (2021) buying interest has several indicators, including:

1. Transactional interest means the interest or tendency of consumers to consume a brand of product or service. In this case, consumers already have an interest in buying a certain brand of product or service.
2. Referential interest means a tendency of consumers in recommending a product and consumer services to others, if the product has a good impression for the consumer.
3. Preferential interest, namely explaining the behavioral tendencies of consumers who already have a product or service that can take precedence when making a purchase.
4. Exploratory interest means an interest that explains the behavior of consumers in finding additional information about the product or service that is being desired.

2.Method

Quantitative research methods are called traditional methods, because this method has been used for a long time so that it has become a tradition as a method for research. This method is called the positivistic method because it is based on the philosophy of positivism. This method is a scientific/scientific method because it has complied with scientific principles, namely concrete/empirical, objective, measurable, rational, and systematic. This method is also called the confirmative method, because this method is suitable for proof/confirmation. This method is called the quantitative method because the research data is in the form of numbers and the analysis uses statistics. Thus the quantitative method can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. From 160 respondents, 137 respondents were taken according to the research criteria.

The population is the total number of objects studied by a researcher. The population of my research is all management students of the University of Muhammadiyah Gresik class of 2018 as many as 209 students (Administrative Management Study Program, University of Muhammadiyah Gresik), who often shop online or who are interested in buying at the Shopee e-marketplace. According to Sugiyono (2019:126) population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions

The sample is part of the population that has characteristics similar to the population itself, the calculated value obtained from this sample is called statistics. The sample is an inseparable part of the population, the sample must be able to represent the characteristics of the entire population. According to Sugiyono (2018: 131), the sample is part of the number and characteristics possessed by the population. The sample that I used in my research were management students of the University of Muhammadiyah Gresik batch 2018 as many as 209 students, at least 5 times shopping and interested in buying on the Shopee e-marketplace. The sampling of this research used the non-probability sampling method, which according to Sugiyono (2019, 131) is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population selected to be the sample. The sampling technique used is purposive sampling.

According to Sugiyono (2019, 133) purposive sampling can be interpreted to take samples or data sources through consideration. Considerations or criteria in this study are:

Sources of data used in this study is primary data sources. Primary data is the first data collected by researchers through direct field data collection efforts. Because of this, primary data is referred to as the first data or raw data. In the collection process, primary data was obtained by involving the active participation of researchers. Usually, primary data is collected through survey activities, observations, experiments, questionnaires, personal interviews and other media used to obtain field data. Primary data is usually obtained by requiring a lot of resources used, such as time, cost, and effort. On the other hand, secondary data tends to be more practical, inexpensive, and quickly obtained because it can be obtained from various sources with easy access. In terms of specifications, primary data is always specific which is tailored to the needs of the researcher. This primary data can usually control or determine the quality of research.

This research was conducted by distributing questionnaires to consumers who have used the Shopee application. By using a questionnaire can briefly explain the research objectives. The questionnaire posed in the form of several questions related to the research topic. Questionnaires are one of the crucial instruments in collecting research data, especially primary data collection. If the information is not available or not enough to answer the research question, then that's when the role of the questionnaire is needed. The purpose of conducting trials in research is to find out information about the quality of the instruments that have or have not met the requirements used. According to Sugiyono (2018:102) the research instrument is a tool used to measure the observed natural and social phenomena.

3. Findings and Discussion

The Effect of Celebrity Endorser on Buying Interest

Indicators of Trustworthy, Expertise, Attractiveness. The results of the analysis, it was found that in 2018 UMG Management students agreed that Celebrity Endorser had an effect on buying interest. UMG students believe in Celebrity Endorser, because it is considered a valid source of information. UMG's class of 2018 management students have specific skills, knowledge or abilities in relation to the endorsed brand. UMG 2018 management students have their own charm that can make students interested in transacting on the Shopee e-marketplace.

The Effect of Service Features on Purchase Interest

Indicators of Ease of Access to Information, Diversity of Features, Product Innovation. The results of the analysis, it was found that the management students of the 2018 UMG class agreed that the Service Features had an effect on buying interest. UMG students have very easy access to information about the Shopee e-marketplace. UMG 2018 management students feel that the features provided by Shopee are very easy to understand, so they can easily apply them. UMG 2018 management students buy products at Shopee because the products offered are very varied.

The Effect of Promotion on Buying Interest

Indicator of Promotion Frequency, Promotion Quality, Promotion Quantity, Promotion Time, and Accuracy or Suitability of Promotional Goals. UMG 2018 management students chose to transact at Shopee, because the promotions made by Shopee were very many and interesting. UMG 2018 management students shop at Shopee, because of the promotions that Shopee does through many media. UMG 2018 management students shop at Shopee, because Shopee holds promotions regularly or continuously. UMG 2018 management students shop at Shopee, because of the many promotions that Shopee holds, especially on big or certain days. UMG 2018 management students shop at Shopee, because the promotions provided by Shopee are very attractive to consumers to be interested in buying products at Shopee

Data Analysis Techniques

Instrument Test

The purpose of conducting trials in research is to find out information about the quality of the instruments that have or have not met the requirements used. According to Sugiyono (2018:102) the research instrument is a tool used to measure the observed natural and social phenomena.

1. Validity Test

According to Ghazali (2016) the validity test is a test used to measure the validity or validity of a questionnaire. The questionnaire is said to be valid, if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. So, validity is measuring whether the questions in the questionnaire that have been made can actually measure what is intended to be measured. The validity test is calculated by comparing the calculated r value with r table for degree of freedom ($df = n-2$ (n is the number of samples)). How to test this validity by using SPSS, because the criteria for testing the indicator instrument are as follows:

- a. If r count $>$ from the table (at significant 0.05 or 5%) then the questionnaire is valid.
- b. If r count $<$ from the table (at significant 0.05 or 5%) then the questionnaire is not valid.

Table 1. Recapitulation of Research Instrument Validity Test Results

No	Statement	R Table	R Count	Explanation
X1 (Celebrity Endorser)				
1.	X1.1	0,1678	0,752	Valid
2.	X1.2	0,1678	0,693	Valid
3.	X1.3	0,1678	0,779	Valid
X2 (Service Features)				
1.	X2.1	0,1678	0,755	Valid
2.	X2.2	0,1678	0,712	Valid
3.	X2.3	0,1678	0,637	Valid
4.	X2.4	0,1678	0,637	Valid
X3 (Promotions)				
1.	X3.1	0,1678	0,706	Valid
2.	X3.2	0,1678	0,695	Valid
3.	X3.3	0,1678	0,729	Valid
4.	X3.4	0,1678	0,834	Valid
5.	X3.5	0,1678	0,694	Valid
Y (Purchase Interest)				
1.	Y1	0,1678	0,740	Valid
2.	Y2	0,1678	0,792	Valid
3.	Y3	0,1678	0,769	Valid
4.	Y4	0,1678	0,802	Valid

The data can be said to pass the validity test when the value of $\text{sig} < 0.05$. From the table above, all variables X1, X2, X3 and Y have a value of $\text{sig} < 0.05$, which means that the data passes the validity test.

2. Reliability Test

According to Ghozali (2016: 47) Reality is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to the question is consistent or stable from time to time. The decision-making criteria that the research can be said to be reliable (trusted) if the Cronbach's Alpha value is > 0.70 . Measurement of reliability can be done in two ways, namely:

- a. Repeat Measure: Here someone will be asked the same question at different times, and then see if he remains consistent with the answer.
- b. One Shot or Measurement only once: Here the measurement is only once and then the results are compared with other questions or measure the correlation between the answers to the questions. SPSS provides a facility to measure reliability with the statistical test Cronbach Alpha is excluded from the model because it is not feasible and does not match the value of the provisions in the model.

Table 2. Recapitulation of Research Instruments Reliability Test Results

Item	Cronbach's Alpha	Reliable	Keterangan
Celebrity Endorser (X1)	0,797	0,70	Reliable
Service Features (X2)	0,772	0,70	Reliable
Promotions (X3)	0,788	0,70	Reliable
Purchase Interest (Y)	0,808	0,70	Reliable

The data can be said to have passed the reliability test with the condition that cronbasch alpha > 0.07 or r arithmetic value > r table. Based on sample 137 with a tolerance value of 5%, there is an r table value of 0.1678. From the table above, it can be explained that the variables X1, X2, X3 and Y have a Cronbachs alpha value > 0.70 with a calculated r value > r table, which means the data is reliable or valid.

Classical Assumption Test

To provide certainty in research that the regression equation that has been obtained has accuracy in estimation, thus showing a significant and representative relationship, the model must meet the classical assumption test. Classical assumption test includes Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

1. Normality test

According to Sugiyono (2017), the Normality Test is a test to see whether the residuals obtained have a normal distribution. This statistical test uses the Kolmogorov-Smirnov test. If the significant value is 0.05, it can be said that the residuals are normally distributed, and vice versa.

One-Sample Kolmogorov-Smirnov Test

		X1TOTAL
N		137
Normal Parameters ^{a,b}	Mean	11.32
	Std. Deviation	2.546
Most Extreme Differences	Absolute	.151
	Positive	.080
	Negative	-.151
Kolmogorov-Smirnov Z		1.762
Asymp. Sig. (2-tailed)		.542

a. Test distribution is Normal.

b. Calculated from data.

The data can be said to have passed the normality test because based on the table above, the asym.sig value obtained is 0.542 > 0.05, which means the data is normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables (Ghozali, 2016). A good regression model should not have a correlation between the independent variables (independent). To detect the presence or absence of multicollinearity, the following methods can be used:

- a. If R² is high but many independent variables are not significant, then in the regression model there is multicollinearity.
- b. Analyze the correlation matrix of the independent variables. If the correlation between the independent variables is high, which is above 0.90, then there is multicollinearity.
- c. See the tolerance value and variance inflation factor (VIF). If the tolerance value is less than 10% and the VIF value is greater than 10, it means that there is multicollinearity.

Table 3. Recapitulation of Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Explanation
Celebrity Endorser (X1)	0.852	1.212	Multicollinearity does not occur
Service Features (X2)	0.526	1.901	Multicollinearity does not occur
Promotions (X3)	0.457	2.189	Multicollinearity does not occur

Based on the data, it can be said that it is free of multicollinearity if the VIF value is < 10. Based on the data above, the value of Celebrity Endorser (X1) is 1.212 < 10, which means the data is free of multicollinearity. Based on the data above, the value of Service Features (X2) is 1.901 < 10, which means the data is free of multicollinearity. Based on the data above, the Promotion value (X3) is 2.189 < 10, which means the data is free of multicollinearity.

3. Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. The regression model that meets the requirements is where there is a similarity of variance from the residual of one observation to another observation, which is fixed or called homoscedasticity. Heteroscedasticity test is the residual variance that is not the same in all observations in the regression model. A good regression should not occur heteroscedasticity. To find out whether there are symptoms of heteroscedasticity, it can be done by using the predictive value of the dependent variable with the independent variable, that is, if the significance value is > 0.05.

Table 4. Recapitulation of Heteroscedasticity Test Results

Independent Variable	Sig	Explanation
Celebrity Endorser (X1)	0.425	Tidak Terjadi Heteroskedastisitas
Service Features(X2)	0.312	Tidak Terjadi Heteroskedastisitas
Promotions (X3)	0.565	Tidak Terjadi Heteroskedastisitas

Based on the above results, the Celebrity Endorser sig value is 0.139 > 0.05, which means the data is free of heteroscedasticity, the Service Features sig value is 0.131 > 0.05, which means the data is free of heteroscedasticity, and the Promotion sig value is 0.209 > 0.05, which means the data is free of heteroscedasticity.

Data Analysis Techniques

1. Multiple Linear Regression Analysis

According to Ghozali (2016) Multiple Linear Regression Analysis is a method used to test the effect of two or more independent variables on one dependent variable. Multiple linear regression analysis aims to determine and predict whether the independent variable (X) has an effect on the dependent variable (Y) and how much influence the three independent variables have on the dependent variable (Y) in this study, so multiple regression is used or often referred to as multiple linear regression. . If the independent variable on the dependent, either alone or jointly, the results are fixed, then it is declared significant.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.840	1.183		8.400	.000
1 Celebrity Endorser	.449	.080	.497	4.860	.001
Service Features	.562	.081	.454	6.953	.003
Promotions	.368	.061	.424	6.057	.000

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

Then the equation, $Y = 10.840 + 0,449 X1 + 0,562 X2 + 0,368 X3 + e$

2. Determinant Coefficient Test

The coefficient of determination (R²) according to Sugiyono (2017) is used to find out how much the ability of the independent variable can explain the dependent variable. The value of R ranges from 0-1, the closer to number 1 the R value is, the greater the independent variable (X) is able to explain the dependent variable (Y).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.702	.695	2.157

a. Predictors: (Constant), Promotions, Celebrity Endorser, Service Features

b. Dependent Variable: Purchase Interest

Based on the determinant coefficient table, the Adjusted R Square value is 0.695; obtained Std. Error of the Estimate is 2,157. The data above has a determinant coefficient value (R²) of 0.695 or a large percentage of Shopee e-marketplace buying interest variables can be explained by the variables Celebrity Endorser (X1), Service Features (X2), and Promotion (X3) of 69.5% with the remaining 30, 5% of variables outside the study.

3. Partial Hypothesis Testing (T Test)

Hypothesis testing utilizing a partial test or t test is used to test whether each independent variable has a significant effect on the dependent variable (Ghozali, 2016: 64). The form of the test is as follows: H₀: 1 = 2 = 3 = 0, meaning that there is no significant effect of the independent variables, namely Celebrity Endorser, service features, and promotions on the dependent variable, namely buying interest. H₁: 1 = 2 = 3 ≠ 0. This means that there is a significant effect of the independent variables, namely Celebrity Endorser, service features, and promotions on the dependent variable, namely buying interest. The decision-making criteria in this t-test with a 5% confidence degree are:

1. If the significance of $t < 0.05$, then H₀ is rejected and H₁ is accepted.
2. If the significance of $t > 0.05$, then H₀ is accepted and H₁ is rejected.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.840	1.183		8.400	.000
	Celebrity Endorser	.449	.080	.497	4.860	.001
	Service Features	.562	.081	.454	6.953	.003
	Promotions	.368	.061	.424	6.057	.000

5. Conclusion

Based on the results of the analysis and interpretation of the data in this study, the following conclusions can be drawn:

1. Celebrity endorser variable (X1) has a positive and significant effect on buying interest (Y) e-marketplace Shopee, with a significant value of 0.001
2. Service feature variable (X2) has a positive and significant effect on buying interest (Y) Shopee e-marketplace, with a significant value of 0.003
3. Promotion variable (X3) has a positive and significant effect on buying interest (Y) e-marketplace Shopee, with a significant value of 0.000

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