

## Online Advertisement, Online Marketplace, and Price as Intervening Variables in Influencing Product Purchase Decisions

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### Abstract

*Technological developments that occur in this era change consumer behavior in making purchasing decisions. Research on consumer purchasing decisions for a product has been done a lot. In this study, the authors aim to re-examine the factors that influence according to the current developments on consumer purchasing decisions on local Culinary UMKM products. In this study, The factors that become variables are Online Advertisement, Online Marketplace, and Prices which are hypothesized to have an effect on Purchase Decisions for Local Culinary UMKM Products. The analytical method used in this study is path analysis with the help of the SPSS for Windows version 26 statistical program. Respondents were collected from active social media users who had shopped for local UMKM products, both offline and online. Test the hypothesis that is guided by the value of sig. < 0.05 then Ha is accepted and if the value is sig. > 0.05 then Ha is rejected. This study also shows how significant the influence of Online Advertisement and Online Marketplace on Purchase Decisions directly or indirectly, which is through price as an intervening variable. The results obtained from this study are Online Advertisement, Online Marketplace, and Prices are proven to have a direct influence on Purchase Decisions. In addition, through the intervening variable, the value of the influence of Online Advertisement through Price does not have a significant effect on Purchase Decisions. While the Online Marketplace through Price has a significant influence on Purchase Decisions.*

### Keywords

price; online marketplace;  
online advertisement

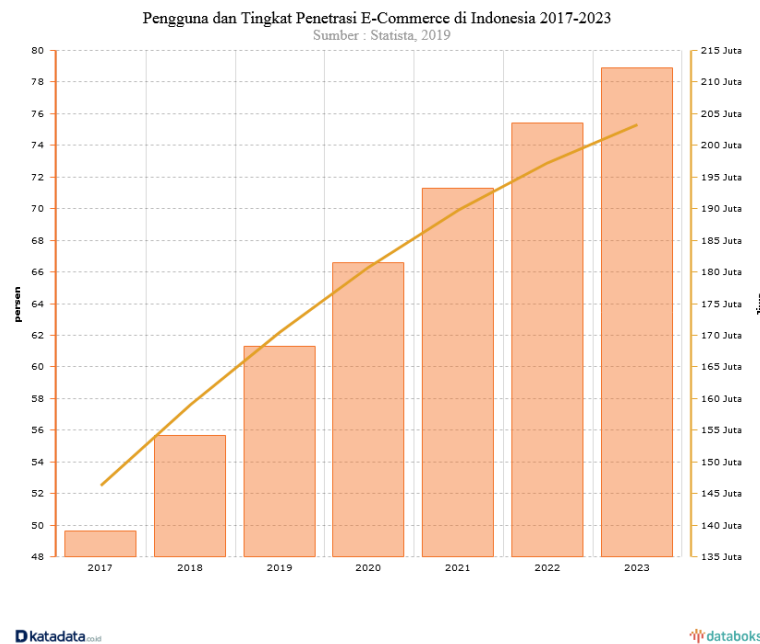


## I. Introduction

The use of the Internet in Indonesia has shown a very fast increase in users. Currently, the use of the Internet, especially social media, which has become one of the daily activities of the majority of people in Indonesia, all aspects of life can be accessed on social media ranging from information, needs, entertainment and lifestyle. This development is one aspect of the emergence of the online business phenomenon. This may be due to the development of the Internet with easy access via gadgets. This phenomenon raises many MSME businessmen to take maximum opportunities from the Internet to start a business or develop their business.

According to BPS data, businesses that have used the internet to receive orders and sell goods and/or services in 2014-2019 2020 is as big as 90.18%. with food, drink, as well as ingredients Food, fashion and cosmetics, into three group most products sold through E-Commerce business. This data proves the great opportunity to start or develop a business, through the internet. In BPS data (2020) 41.86 percent of businesses E-Commerce admit the

lack demand for goods/services as the main constraint, while as many as 33.76 percent admitted to a lack of capital as the main obstacle.(E-Commerce Statistics 2020\_2, )



**Figure 1.** Increase in E-Commerce Users in Indonesia 2017-2023

Research on purchasing decisions has often been done. However, in previous research, there were differences in the variables and objects studied. As previous research has been conducted by (Afzal & Khan, 2015), (Sugianto Putri, 2016) and (Putra et al., 2020) which gives the result that the marketing strategy variable with online-based media has an influence on purchasing decisions. The rapid growth of e-commerce users opens up greater opportunities for MSME players to increase sales turnover.

In addition, price also has an influence on purchasing decisions where there is a relationship between price and purchase decisions, namely the price can have an influence on consumer decisions, where if the price is higher, the purchasing decision will be lower. Conversely, the lower the price, the purchasing decision will turn out to be higher (Kotler & Keller, 2012). So entrepreneurs are required to be careful in determining the price of their products to the market so that the products being marketed can be successful in the market (Agatha & mariaagathawidya, ; Atmaja & Adiwinata, 2013).

According to Sumarwan in his work entitled Consumer Decision Model (Sumarwan, 2014) purchasing decisions are consumer decisions when buying a brand, will do the buying process or no, when, where, and how to buy and process the payment. The aspect to be analyzed before making a purchase decision is the desire for a definite and strong decision in the product buying process. Purchasing decisions are consumer behavior regarding how individuals, groups in the process purchase and use the goods or services for their needs. Indicators that influence purchasing decisions include promotion, price advertising, consumer's ability to buy, competitiveness, quality and benefits. Thus, producers must be responsive about the products they sell so that the company survives. This is because consumers are increasingly selective in buying. Therefore, more creative and innovative promotions are needed (Loisa & Matthew, 2021).

This study aims to find out how (1) the influence of online advertising on purchasing decisions (2) the influence of online market places on purchasing decisions. (3) The effect of price on purchasing decisions.

**Table 1.** Comparison

<b>DESCRIPTION</b>	<b>COMPARISON OF INTRODUCTION POINTS</b>
<p><b>Journal 1</b> Title : The Effect of Promotions Through Social Media and Product Reviews on the Shopee Marketplace on Purchase Decisions (Study of STIE Pasaman Students)</p>	<p>In the first case study, a significant effect was identified between advertisements using social media and product reviews on purchasing decisions by STIE Pasaman students. Meanwhile, here, the researcher develops an analysis by looking at the influence of Online Advertisement and Online Marketplace on purchasing decisions.</p>
<p><b>Journal 2</b> Title : Influence of Price and Product Quality on Purchase Decision</p>	<p>The second journal examines how the purchasing decisions of Showroom Maxim Housewares products are affected by prices and products by looking at the quality of cooking utensils in Grand City Mall Surabaya. This is investigated because there has been a decrease in sales of maxim products in the past 1 year, there has been a decline in sales, especially for Maxim products. This study has the result that price and product quality have a high enough significance on the decision to purchase the product.</p>
<p><b>Journal 3</b> Title : Online Purchase Decision</p>	<p>In the third journal, the author examines how consumers are influenced to buy online products, especially in the middle class. Has the result that price is the main factor influencing purchasing decisions.</p>
<p><b>Journal 4</b> Title : Effect of Product, Price, Location and Service Quality on Purchase Decisions at Kopitiam OEY Surabaya</p>	<p>In Fourth case study, provides an overview of the reality of people who live in Surabaya who decide to buy food and beverages at Kopitiam Oey.</p>
<p><b>Journal 5</b> Title : The Influence of Online Customer Reviews and Ratings on Trust and Purchase Interest in Online Marketplaces in Indonesia</p>	<p>The case study in the fifth journal shows the results that the results obtained in the fifth journal are OCR reviews and ratings, there is a relationship and influence on consumer buying interest and are important factors, but not factors that cause an increase in customer trust. Based on this, the Online Marketplace company strives to make reviews and ratings the main tools in marketing, which are expected to increase income and operating profits.</p>
<p><b>Author's Research Journal</b></p>	<p>Technology is growing rapidly, in order to develop a business, here the author will examine how significant the influence of Online Advertisement, Online Marketplace and prices on MSME Product Purchase Decisions, especially Local Culinary.</p>

## II. Review of Literature

### 2.1 Buying decision

Purchasing decisions are forms of consumer behavior regarding the way an organization, group, or individual goes through a series of purchasing flows and uses these goods and services for their needs.(Loisa & Matthew, 2021). Meanwhile, according to Kotler and Keller, purchase decision is an interpretation of the selection and desire in the process of buying the brand that is felt to be the most desirable among several choices of various product brands.(Kotler & Keller, 2012).In his book(Kotler & Keller, 2012), explains that consumers will face 5 stages in making purchasing decisions, :

#### 1. Problem Recognition (Problem Recognition)

When consumers identify a problem or need, that's when the buying process begins. Consumers can feel the lack of something and need to fulfill these deficiencies in order to solve the problem. When a business can predict the exact time when their target market will begin to develop these needs and wants, they can use the opportunity to advertise their own product.By collecting data from a number of consumers, marketers can identify the triggers that often trigger the desire for certain types of products.

#### 2. Information Search

Information searches can change at any time because consumers need more information about products that can fill their needs and desires. Consumers will search for information first in the buying decision process. Decision Purchases are affected by each different information received.

#### 3. Evaluation of Alternatives

In the third stage, consumers will evaluate various alternatives on the market along with the product life span. There is no simple evaluation assessment used by all consumers or one consumer in the entire buying process. There are several ways of judgmental judgments, as well as recent models that view consumer appraisals as cognitively oriented.

#### 4. Purchase Decisions

At the final stage of the assessment, all customers will create their own choices for the various types of product brands that are in their preferences.At this stage, consumers have made an evaluation of the facts and are at the stage of logical conclusions based on the influence of marketing advertisements or on emotional bonds or personal experiences or a combination of both.

#### 5. Post Purchase Behavior

In the fifth stage, after the purchase, the customer will evaluate which is driven by the analysis of whether the product is deemed to have benefits for consumers or not.Satisfaction and dissatisfaction with the product will affect how consumers behave in the future. If consumers have a high level of satisfaction, then the level of possibility to repurchase the product is high.

### 2.2 Online Marketplace

*Online* Marketplace is defined as an inter-organizational information system that makes possible suppliers and buyers have the participation to exchange information about products and prices that offered(Wallace et al., 2016).Based on(Wigfield et al., 2013)Online Marketplace is an Online shop with the form of a Marketplace concentrator business field where the Online shop owner has a role as a provider that focuses on various kinds of data. product information and services from several suppliers so that consumers can compare prices.

Currently, in Indonesia, the Online Marketplace is growing rapidly as evidenced by the many competing Online Marketplace platforms such as Lazada, Shopee, Gojek, Grab and other platforms. Online Marketplace can be likened to a market or container where there are many buyers and sellers interacting in it and the platform owner is likened to a facilitator. This development creates opportunities for MSME actors who are starting a business or developing their business to show their existence to the wider community. In addition to being a buying and selling media that makes it easier for consumers to make purchasing decisions, indirectly the presence of MSME products in the Online Marketplace is an advertisement and an effort for business people to introduce and achieve customer trust.

### 2.3 Online Advertisement

Developing a successful marketing strategy is essentially about the problem communication (Putra et al., 2020). Online Advertisement or in Indonesian which means Online advertising, is a form of advertisement or promotion that uses the internet as a tool to convey marketing messages in order to attract consumers (Aqsa, 2017). In this study, the types of advertisements studied are advertisements that are contextually present in the search engine pages, banners, blogs, social media ads, and other advertisements that can be classified as Online Advertising. In order to become an advertisement that can influence consumers. The communicate factor and the content factor are a must-have for Online Advertising. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

Factor *communicate* is how an Online Advertisement provides a form of communication and information about the product as a result consumers get information data about the products contained in the promotion (Aqsa, 2017). The communicate factor in online advertising must have reciprocal communication skills between consumers and advertisers showing a good level of two-way communication and reactions to the input obtained. Not only that, the ability of consumers to access information data and services provided by Online Advertising will affect how effective the communicate factor is.

The content factor is how the visual appearance of the shape, position and graphics shown by the Creator Online Advertisement so that it can develop consumer attention to see the information contained in the Online Advertisement, consisting of: entertaining, informativeness, irritation, credibility. (Aqsa, 2017; Dewi, 2018)

*Entertainment* on the online advertising content factor, namely the ability advertising in distributing pleasure and entertainment to the target consumers of the advertisement. This can affect consumer attitudes to feel interested in the information provided.

*Informativeness* is how the ability of advertising in providing a supply of information to consumers, so that consumers can have an accurate and reliable picture of a particular product. (Aqsa, 2017). The main goal is that consumers get as detailed information as possible from a product in the advertisement.

*Irritation* are obstacles and disturbances that usually appear in online advertisements, such as information data that is manipulative to the advertisement so that it will lead to a bad experience, or online advertisement customer fraud. (Aqsa, 2017)

*Credibility* The online advertisement provides an explanation of how high the level of consumer trust in the online advertisement that is present, or how far the advertisement provides information data to consumers that is trustworthy, impartial and specific.

## 2.4 Price

In line with the concept of exchange in marketing, price is another measure (including services and other goods) or a unit of monetary exchange value that is exchanged in order to obtain ownership of rights or use of goods and services. (Ifur & Budhi, 2009)

Strategy in determining Price affects value to consumers and also has an influence on product image and purchasing decisions consumer. Pricing needs to be consistent and in line with the overall marketing strategy.

(Kotler & Keller, 2012) The procedure for determining the price can be done through the final price selection process by providing an additional factor, namely psychological pricing which customers can use price as a quality indicator and price policy company (company pricing policies) with the aim of distributing quotas prices on marketing power to be left to consumers and for the profitability of the company.

In Local Culinary MSME products, it can be seen that the price depends on the negotiating ability of the buyer and seller in order to achieve the agreed price of each party's wishes. One of the important factors that influence and determine market demand is price. Because of this price is a very important element. Price is one of the things that customers think about when buying a service or product. When customers feel the price with the product that offered is balanced, consumers are more likely to make repeat purchases for similar products. In economic theory it is said that the price of an item or service that has a competitive market, then the high or low price determined by offer and market demand. (Ifur & Budhi, 2009)

According to Ifur and Budhi (Ifur & Budhi, 2009), the indicators used as indicators in price measurement are:

1. Price in tune with benefit
2. Perception benefits and price
3. Price of goods affordable
4. Competitive price
5. Balance between price and quality
- 6.

## 2.5 Hypothesis

H1: *On line* Advertisement and Online Marketplace affect the Price

H2: *On line* Advertisement has an effect on purchasing decisions for local culinary SME products

H3: *On line* Marketplace has an effect on purchasing decisions for local Culinary MSME Products

H4: Price has an effect on purchasing decisions for local Culinary MSME Products

H5: *On line* Advertisement, Online Marketplace through price has an effect on purchasing decisions for Local Culinary MSME Products

### III. Research Method

The type of research used in this case study is a quantitative research with a survey procedure. Data analysis was carried out using descriptive statistics. In this study, each variable will be described and explain the effect of the independent variable on the dependent variable. This study uses Online Advertisement, Online Marketplace and Price which are independent variables. Price is also an intervening variable while Purchasing Decision is the dependent variable. Each is measured by asking 4 questions for each variable. The data collection technique is to provide a questionnaire with the final number of respondents in this case study as many as 30 people. In this study, the SPSS 26 data management program was used with an analysis system using path analysis.

### IV. Result and Discussion

#### 4.1 Path Analysis

Path analysis is carried out to examine the effect of variable *intervention*. Path analysis (path analysis) can be said to be a development of multiple linear regression analysis, or path analysis is the application of regression analysis to explain causality relationships between variables (casual models) that have been determined previously. based on theory.(Hernidatiatin & Susijawati, 2017)

The application of path analysis is to be able to see how the direct or indirect influence on each variable. The direct effect, for example, is to provide information about the effect of the independent variable directly on the dependent variable without going through other variables. While the indirect effect is, to find out the influence of the independent variable on the dependent variable through other variables. For each variable in this analysis,there is an arrow that points to this variable and it has a function to explain differences that cannot be explained by the variable.

The rationale for path analysis in this research is as follows.

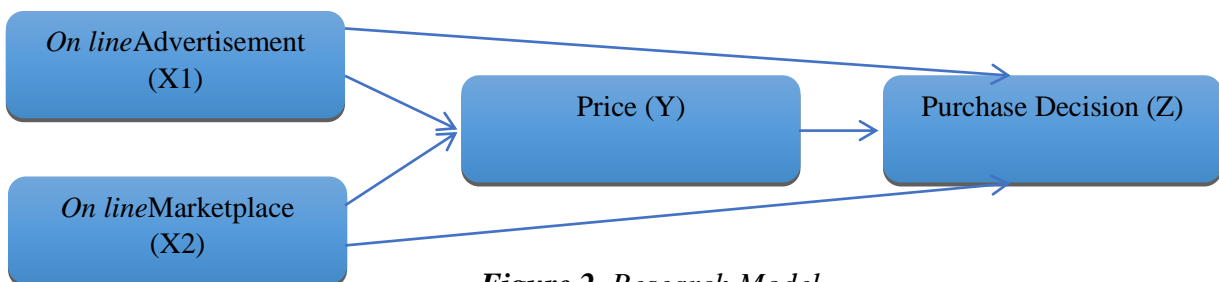


Figure 2. Research Model

#### 4.2 Regression Model 1

Table 2. Effect of Online Advertisement and Online Marketplace on Prices

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,446	1,569		-1,559	,131
	Online Advertisement	,384	,160	,270	2,404	,023
	Online Marketplace	,767	,121	,711	6,329	,000

a. Dependent Variable: Harga

Based on the information in the table above, it is known that the significance value of the Online Advertisement variable is 0.023 (<0.05) therefore it is concluded that the Online Advertisement variable has a significant impact on the Price variable.

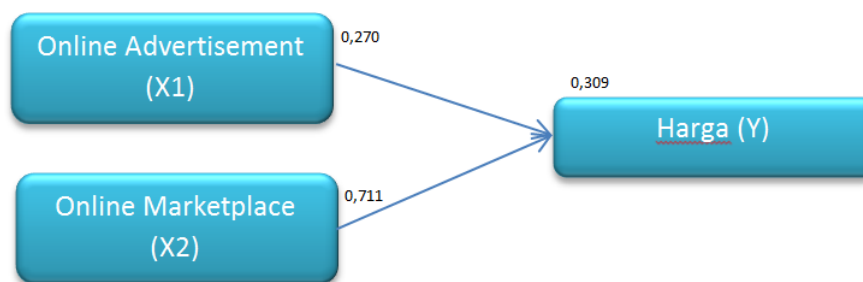
In addition, the data coefficients on the Online Marketplace variable are 0.000 (<0.05), so it can be concluded that the Online Marketplace variable has a significant influence on the Price variable.

**Table 3.** Summary Model of Online Advertisemnet and Online Marketplace  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,951 <sup>a</sup>	,904	,896	,719

a. Predictors: (Constant), Online Marketplace, Online Advertisement

In the model summary table, it is known that the R Square value is 0.904, which means that the influence of the Online Advertisement variable and the Online Marketplace variable on the Price Variable is 90.4%. From the R Square data, the writer looks for the value of e1 where so that the path diagram of the structure model 1 obtained is.  $\sqrt{1 - 0,904} = 0,309$



**Figure 3.** Regression Path Diagram Model 1

### 4.3 Regression Model 2

**Table 4.** Effect of Online Advertisement, Online Marketplace and Price on Purchase Decisions

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,741	,706		-1,049	,304
	Online Advertisement	,193	,076	,142	2,539	,017
	Online Marketplace	,373	,082	,362	4,527	,000
	Harga	,491	,083	,515	5,916	,000

a. Dependent Variable: Keputusan Pembelian

As in the output of the second model, showing that the Online Advertisement (X1) has a result of 0.017 (<0.05), it can be concluded that the Online Advertisement Variable has a direct impact on the Purchase Decision Variable.



The Online Marketplace variable (X2) has a significant value of 0.000 (<0.05), which means that this variable has an effect on the Purchase Decision Variable.

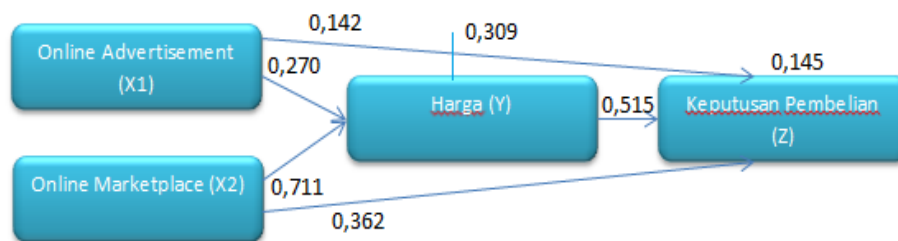
Likewise, the Price Variable (Y) has a significant value of 0.000 (<0.05), so it can be concluded that there is an effect of the Price variable on the Purchase Decision Variable.

**Table 5.** Price Summary Model, Online Advertisement, Online Marketplace

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990 <sup>a</sup>	,981	,979	,310

a. Predictors: (Constant), Harga, Online Advertisement, Online Marketplace

The SPSS output results in the summary model table, it is known that the R Square value is 0.981, which means that the influence of the Online Advertisement variable and the Online Marketplace variable and Price on the Purchase Decision Variable is 98.1%. While the value of  $e2 = \sqrt{1 - 0,979} = 0,145$ . Therefore, the path diagram of the structure model 2 is obtained as follows.



**Figure 4.** Regression Path Diagram Model 2

#### 4.4 Discussion

1. Analysis of the influence of Online Advertisement (X1) to Price (Y): from the above analysis, the resulting value of X1 significance of 0.023 <0.05. Therefore, it can be concluded that there is influence directly significant Online Advertisement (X1) to Price ( Y ). (H1 Accepted)
2. Analysis the influence of the Online Marketplace (X2) on the price (Y): from the results of the above analysis, the X2 significance result is 0.000 <0.05. Therefore, it can be concluded that there is a direct significant influence on the Online Marketplace (X2) on the Price variable (Y). (H1 Accepted)
3. Analysis the influence of Online Advertisement (X1) on Purchase Decisions (Z): from the above analysis, the significance value of X1 is 0.017 <0.05. Therefore, it can be concluded that there is a direct significant influence of Online Advertisement (X1) on Purchase Decision (Z). (H2 Accepted)
4. Analysis the influence of the Online Marketplace (X2) on the Purchase Decision (Z): from the above analysis, the X1 significance value is 0.000 <0.05. Therefore, it can be concluded that there is a direct significant influence on the Online Marketplace (X2) on the Purchase Decision (Z). (H3 Accepted)
5. Analysis the effect of price (Y) on purchasing decisions (Z): from the above analysis, the significance value of X1 is 0.000 <0.05. Therefore, it can be concluded that there is a direct significant effect of price (Y) on purchasing decisions (Z). (H4 Accepted)

6. Analysis Effect of Online Advertisement (X1) through Price (Y) on Purchase Decision (Z): it is known that the direct effect of Online Advertisement (X1) on Purchase Decision (Z) is 0.142. While the indirect influence of Online Advertisement (X1) through Price (Y) on Purchase Decision (Z) which one?  $0,270 \times 0,515 = 0,139$ . So that the total influence given by the Online Advertisement variable ( X1 ) on the Purchase Decision is an indirect effect and a direct effect is  $.0,142 + 0,139 = 0,281$

From the results of these calculations, we know that the value of indirect influence is 0, and direct influence is 0.142 which means that the value of direct influence is greater than the value of indirect influence so that it can be concluded that Online Advertisement (X1) through Price (Y) has no significant influence on Purchase Decision (Z).

7. Analysis of the Effect of Online Marketplace (X2) through Price (Y) on Purchase Decisions (Z): it is known that the direct effect given by Online Marketplace (X2) on Purchase Decisions (Z) is 0.362. Meanwhile, the indirect effect of Online Advertisement (X1) through Price (Y) on Purchase Decision (Z) is  $0,711 \times 0,515 = 0,366$ . Therefore, the amount of influence given by the variable *On line* Marketplace ( X2 ) on the Purchase Decision is the direct effect plus the indirect effect, namely  $.0,362 + 0,366 = 0,728$

From the calculation results, it is known that the direct influence value is 0.362 and the indirect effect is 0.366, which means that the indirect effect value is greater than the direct influence value, so it can be concluded that *On line* Marketplace ( X2 ) through Price ( Y ) has a significant effect on Purchase Decision ( Z ). (H5 Accepted)

## V. Conclusion

Based on case studies that have been researched about The Influence of Online Advertisement and Online Marketplace on Purchase Decisions for Local Culinary MSME Products with Price as an Intervening Variable with the SPSS 26 data management program using path analysis, giving the conclusion that each X variable, namely Online Advertisement, Online Marketplace and the intervening variable Y Price, has an effect directly and significantly on the variable Z (Purchase Decision).

Meanwhile, in the indirect effect using path analysis, the X1 (Online Advertisement) variable through the Y (Price) variable does not exist significant effect on the variable Z. The direct effect of X1 (Online Advertisement) has a greater e value than through the Y variable (price) with the result. In contrast to the case of variable X2 (Online Marketplace) through Variable Y (Price), it has a more significant effect of 0.366 than the direct effect of variable X2 (Online Marketplace) on variable Z (Purchase Decision) with a total e of 0.362.0,1420,139

As for suggestions that can be given, so that local Culinary MSME actors can increase sales turnover, MSME actors are advised to be able to maximize the current technology to advertise their selling products so that consumers can get to know the MSME products more quickly. In addition, local Culinary MSME actors also need to follow the trend of selling online through the available Online Marketplaces in order to make it easier for consumers to buy the products being sold and be able to remain competitive in the market. In addition, MSME actors can target the most appropriate target market so that they can adjust the price of the right product on the market so that consumer satisfaction is achieved and subsequent purchase decisions occur.

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