

Influence of Service Quality and Promotion on Consumer Purchase Interest in Indonesian Marketplace Shopee

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Abstract

The rapid development of e-commerce in Indonesia has led to intense competition to attract consumers to either visit or make sales transactions. During this pandemic, many digital businesses are taking advantage of digital marketing. One of them is e-commerce, in which there are sales of various kinds of complete needs products so as to increase strict competitiveness by making the right strategies both in improving the quality of services such as providing fast responses to consumers and providing easy access for consumers to interact with sellers, provide low discount prices through certain events and promotions that are intensively carried out both through social media and through television media. Therefore, this study aims to determine the effect of service quality, price and promotion on consumer buying interest in the Shopee Indonesia marketplace. The sampling technique in this study used a questionnaire given to 100 Shopee user respondents in the Sukabumi Regency area. This research is about the EFFECT OF SERVICE QUALITY, AND PROMOTION ON CONSUMER BUYING INTEREST IN MARKETPLACE SHOPEE INDONESIA (Study of Shopee Users in Sukabumi Regency). For more details, it can be seen in the following picture: 1. Quality of service affects buying interest in the shopee marketplace in the Sukabumi district 2. Marketing promotions can affect buying interest in the shopee marketplace 3. Service quality and promotions affect buying interest in the shopee marketplace .

Keywords

e-commerce; service quality; promotion; buying interest



I. Introduction

In the current digitalization era, many people spend the rest of the time choosing online shopping because e-commerce is a digital-based business activity. With rapid technological advances, many use it to make sales, purchases, etc. An important role in this life is to provide easy and convenient access to customer service. With that, the quality of service has a source of strength in improving quality in order to remain competitive with other e-commerce. With the existence of e-commerce, it makes it easier for users to fulfill their wants and needs easily and saves time. During this pandemic a lot of people visited e-commerce ranging from Tokopedia, Shopee, Bukalapak, Lazada, Bibli etc. One of them is shopee which displays how many types of products have a product price component in every online shopping.



Figure 1. Data source: databoks

Based on Similarweb data in the first quarter (Q1) 2021, Tokopedia occupies the first position to access the internet a lot. Tokopedia was recorded at 32.04% in January 2021 and March 2021 traffic marketplace in Indonesia, the percentage of Tokopedia's traffic share increased to 33 0.07%. The number of monthly visits in the first quarter of 2021 reached 126.4 million, while monthly unique visitors reached 38.93 million. Shopee only ranked second with 29.73% traffic gain in March 2021. This percentage decreased compared to Shopee's traffic share in January 2021 which reached 29.78%. Throughout January-March 2021, Shopee pocketed 117 million monthly visits and 35.74 million unique visitors per month. Meanwhile, the other top five rankings were sequentially occupied by Bukalapak, Lazada and Bilibli in the March 2021 period. 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)

. The development of e-commerce platforms in Indonesia is growing rapidly. Shopee is an application that is engaged in buying and selling online that displays the products that are sold so that it attracts the attention of attracting consumers to visit this shopee site. When the government is actively campaigning for 4.0, it is an opportunity that is obtained from selling at Shopee, generating coffers of profits by marketing online. There is no doubt about the public's attraction to buying interest in online shopping because its easy access becomes more fun, safe, and practical. Shopee, as an online trading platform, has made a series of changes to increase buying interest so that it can attract customers to transact through online shopping.

Shopee has also launched a service to communicate with live chat features, sharing (social sharing), and hashtags that can make it easier to communicate when buying and selling transactions. As well as making it easier to find products that consumers want according to their needs. This Shopee application is also obtained by downloading it for free on the App Store and Google Play Store. If Shopee e-commerce with its capabilities is able to provide good service and in accordance with consumer expectations, then Shopee will have more interest in buying on this shopee platform. Shopee e-commerce in providing an active role in order to increase buying interest that affects a subsequent service by using a digital footprint that becomes a container and concept through things that are viral or trending as a marketing tool to make it easier for people to remember the platform so they can bind buyers.

The need for efforts to return to service quality is to improve good promotions, provide an easy transaction service, affordable prices and good quality. Shopee Indonesia offers interesting and fun sales promotions. The need for re-effort in the quality of service

provided by Shopee is to increase the optimization of the features in the application provided to make it easier for buyers and sellers to interact, as well as applications that are easily accessible, practical and easy to greatly affect the quality of service received by consumers.

Intensive promotion is carried out either through social media by using the sharing features available in the Shopee application, through television media by showing an interesting and fun event at certain events such as 11.11 by inviting popular artists and promoting through other media. This has a big influence on consumers' buying interest in Shopee Indonesia.

II. Review of Literature

2.1 Buying Interest Buying

Interest is a desire that is felt by an individual where in this case, the individual wants to make a purchase. This will only happen when individuals get a stimulus provided by a brand. A buying interest felt by individuals will occur through a positive behavior, namely by having an intention and desire (Damayanti, 2020). A buying interest behavior is needed in a business that refers to a probability of the willingness given by customers to a product offered (Nurzanah & Sosianika, 2019). A buying interest will arise when an individual gets a stimulus or influence given by a brand to customers. A buying interest owned by customers can give a desire to make repeated purchases (Islamiyah, Hidayati, & Rizal, 2020).

2.2 Factors Affecting

Consumer Buying Interest Purchase interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented. The factors are as follows:

indicators that influence consumer buying interest, namely:

- a. Environment, the surrounding environment can affect consumer buying interest in the selection of a particular product.
- b. Marketing stimulus, marketing seeks to stimulate consumers so that they can attract consumer buying interest

2.3 Indicators of Consumer Buying Interest

According to Ferdinand (2006:129), buying interest can be identified through the following indicators:

- a. Transactional interest, namely a person's tendency to buy a product.
- b. Referential interest, namely the interest of a person's tendency to refer products to others.
- c. Preferential interest, which is an interest that describes the behavior of someone who has a main preference for the product. This preference can only be changed if something happens to the preference product.
- d. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product.

2.4 Marketplace

E-marketplace is an application that provides services to individuals in a society. In this case, there is a third party who will bring together the seller and the buyer through an application (Juliany, Salamuddin, & Dewi, 2018). Basically, a business that uses technology and services is called an e-marketplace, one example is Shopee Indonesia which provides various features in the application.

The existence of an e-marketplace application can make it easier for users to search for purchases and meet qualified sellers. In addition, transactions made in the e-marketplace is also fairly safe. This is because the e-commerce makers ensure that the applications created are easy and safe for individuals to use.

2.5 Quality of service

According to Kotler (2002:83) the definition of service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership. Its production may or may not be linked to a single physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction for the consumers themselves.

Kotler also said that this behavior can occur during, before and after the transaction. A high standard of service will result in high satisfaction and frequent repeat purchases. The word quality contains many definitions and meanings, different people will interpret it differently but from several definitions we can find that they have some similarities even though only the way of delivery is usually found in the following elements:

1. Quality includes efforts to meet or exceed customer expectations.
2. Quality includes products, services, people, processes and the environment.
3. Quality is an ever-changing condition.

From these definitions of service quality, it can be concluded that service quality is all activities in the form carried out by companies to meet consumer needs. Service is a form of service provided by a business actor to customers. Every customer wants a satisfactory service. Based on this, a business actor must be able to provide a service that is in accordance with the wishes of the customers in order to give customers a sense of satisfaction which will create a repeat purchase (Islamiyah, Hidayati, & Rizal, 2020). A service must of course have a quality, such as not making customers disappointed, having quality products, providing friendly service and much more.

2.6 Promotion

Hermawan (2012), promotion is one of the priority components of the three marketing activities that informs consumers that the company is launching a new product that tempts consumers to make purchases. A company that provides a product or service needs to carry out a marketing strategy in order to attract consumers. attention from customers. Every business actor will carry out a marketing strategy using promotions where in this case the business actors provide a discount or discount voucher (Nurzanah & Sosianika, 2019).

There are many kinds of promotional strategies that can be done by business actors. Through this promotion, business actors can have an increase in their sales. Without a promotion, customers will not be aware of the products offered. A promotion has a role in instilling brand awareness in the minds of customers.

2.7 Price

Price is a value that involves an element of money. In this case, a business actor will determine the appropriate price and can attract the attention of customers. Price is defined as a set number for a product with an adjusted value from the advantages of the product (Damayanti, 2020). A price plays a very important role in a business. In this case, a price will have an influence and impact on the purchasing decisions made by customers. Because a fairly cheap price has poor quality while a fairly expensive price has high quality.

2.8 Factors Affecting Prices

According to Tjiptono (2008) the factors that influence prices are as follows:

1) Selling Price

Is the final price set by the manufacturer for a product after calculating all production costs.

2) Price Conformity

That the high and low price is determined by the company in accordance with the quality of the product, so that consumers will get benefits that are balanced with the amount of money spent.

3) Price

Comparison Comparison of the prices set by the company with other companies with similar products or substitutes so that consumers will be able to determine their choice of several alternative products.

2.9 Price indicators

According to Stanton in Lembang (2010:24) price indicators are as follows:

- 1) Price affordability, namely the aspect of pricing carried out by producers/sellers in accordance with the purchasing ability of consumers.
- 2) Price competitiveness, namely the price offered by the producer/seller is different and competitive with the price of other producers, on the same type of product.
- 2) Price compatibility with product quality, namely aspects of pricing carried out by producers/sellers that are in accordance with product quality that can be obtained by consumers.
- 3) Price compatibility with product benefits, namely aspects of pricing carried out by producers/sellers that are in accordance with the benefits that consumers get from the products purchased.

2.10 Previous Research

Author	Title	Destination	Results
Shafira Ramadhanti Salsyabila, Aditya Ryan Pradipta, Danang Kusnanto (2021)	The effect of promotion and service quality on buying interest in the shopee marketplace	To conduct a test in providing an explanation of the influence it has on promotion and also service quality on a buying interest owned by Shopee	The results show that there is an influence on the quality of service and promotions on Shopee buying interest, namely 37.4 percent and 55.4 percent, respectively. The significance value obtained is 0.000.

Syarifatul Mufida, N. Rachma and M. Khoirul ABS (2021)	The Influence of Service Quality, Price, Promotion, and Diversity on Consumer Repurchase Interest in Shopee Online (Case Study on FEBUNISMA Students)	To analyze the influence that quality has on , service, price, promotion and product diversity with Shopee consumers' repurchase interest.	The results show that service quality, price, promotion and product diversity have a partial influence on Shopee's buying interest. The result of the significant value is 0.000.
Muhammad Shendy Alvian and Bulan Prabawani (2020)	The Effect of Sales Promotion and Product Diversity at Shopee on Repurchase Interest Through Consumer Satisfaction as an Intervening Variable	To see the effect of promotion and product diversity on Shopee's buying interest which will be tested through customer satisfaction	Results Study shows a significance value of 0.000, which is smaller than 0.05, so there is a partial effect between promotion and product diversity with Shopee buying interest.

2.11 Hypothesis

H1: service quality has a significant effect on buying interest in the shopee marketplace

H2: promotion has a significant effect on buying interest in the shopee marketplace

H3: service quality and promotion simultaneously affect buying interest in the shopee marketplace.

III. Research Method

Research is carried out to get an answer to the problems that you want to find scientifically (Barlian, 2016). In conducting research, it takes a determination of a method used to complete a test. A research method is divided into two types, namely quantitative and qualitative research. Quantitative research is a study which uses the results of statistical analysis which is a form of calculation (Fiani & Japariato, 2012).

3.1 Research

Location The location of this research is used as a place of research, namely in the area of Sukabumi Regency conducted a survey using the Google Form questionnaire as its distribution. Therefore, the resulting data distributed amounted to 100 shopee users in the area.

3.2 Types

This research was conducted using a positivism view where the researcher used an explanatory approach to examine the magnitude of the effect on variable x on variable y. The research was conducted using quantitative research so that later, the results to be obtained are in the form of statistics. The research was conducted by using survey

distribution using questionnaires via google form. The data sources used in this study are divided into two, namely primary and secondary data sources. The primary data source is a data source that is carried out by researchers directly and used face-to-face while the secondary data source is a data source that will be obtained by using a search process using the internet (Novari & Lestari, 2016).

3.3 Operational

Definition The operational definition is an identification of the variables that have been determined in the research based on several characters or indicators assigned to each variable in order to facilitate the research process (Fiani & Japariato, 2012). The variables contained in this study are the dependent and independent variables. The dependent variable is the variable that is influenced by the independent variable. In this study, the independent variable is owned by the quality of service, price and promotion, while the dependent variable is owned by buying interest.

3.4 Population and Sample

Population is a determination of the area that you want to serve as a place of research. The population determined in this study is located in the Sukabumi Regency area with the focus of the research target being individuals who are Shopee users. In selecting the sample, the researcher uses the determination of the probability sample. This sampling technique is a type of random sampling technique where each respondent gets an opportunity to participate in and participate in the research. Researchers used a sampling technique in *simple random sampling* (Gupta & Shabbir, 2013). The slovin formula used is as follows:

$$n = \frac{N}{1 + Ne^2}$$

n is a sample size while N is a population size where e is a value for sampling error. Basically the error value is 5 percent.

3.5 Data Collection Techniques Data

Collection techniques were carried out using a questionnaire. The scale that will be used is using an ordinal scale in the form of a Likert scale which is generally used for testing the characteristics possessed by the target respondents. Measurement of traits is focused on the behavior of the target respondents (Budijaji, 2013).

So, the respondent only gives a checklist mark (√) on the available options, this study uses 5 choices/scales in determining attitudes or social phenomena, in this study it has been specifically determined by researchers, hereinafter referred to as research variables. This scale is used to measure promotion, convenience, and trust in online purchasing decisions through the shopee e-commerce system. The levels of the Likert scale used in this study are as follows: Strongly

1. disagree answers (STS) are given a weight of 1
2. Disagree answers (TS) are given a weight of 2
3. Neutral answers (N) is given a weight of 3
4. Answers agree (S) is given a weight of 4
5. Answers strongly agree (SS) are given a weight of 5

The distribution of questionnaires in this study was carried out online using the "google form" to find out respondents accessing the questionnaire online. The following is a grid of instruments used to collect data”.

3.6 Data Analysis Techniques

a. Validity Test Validity

Testing was carried out to provide an identification of the validity of a question tested by researchers (Islamiyah, hidayati, & Rizal, 2020). The validity test will basically use content, construct or criteria testing based on the accuracy of the research conducted. Content validity focuses on operational definitions, scale and population, while construct validity focuses on the derivation of variables or commonly called indicators and criterion validity is a test using the product moment formula (Yusup, 2018). Validity testing needs to be done to test the questions given whether they have a valid element. The test is carried out using the product moment

$$r = \frac{n \sum XiXt - (\sum Xi) \cdot (\sum Xt)}{\sqrt{n (\sum Xi)^2 - (\sum Xi)^2} \cdot \sqrt{n (\sum Xt)^2 - (\sum Xt)^2}}$$

Figure 1. Validity Formula

b. Reliability Test

According to Sugiyono, in reliability testing, a scale will be grouped into several types of classes where the results will be compared with a value of 0.6 to state whether the data that has been tested can be said to be reliable (Islamiyah, Hidayati, & Rizal, 2020). Calculation of reliability testing will be carried out using an application, namely SPSS.

$$r_{11} = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma b^2}{\sigma^2} \right]$$

Figure 2. Reliability Test

c. Normality

Test Normality test is carried out to see if there is a consistency value for the data being studied. Normality tests can be performed using SPSS on the Kolmogorov-Smirnov test. The test is carried out by assigning a significance value to the data collected (Oktaviani & Notobroto, 2014).

d. Simple Regression Test Regression

testing is done using the SPSS application. The test focuses on the dependence of one variable on another variable. Regression testing is carried out so that researchers can estimate the value of the variable between x and y (Halin, Wijaya, & Yusilpi, 2017). The following formula will be used:

$$Y = a + B_1X_1$$

e. Hypothesis

Hypothesis testing is carried out to assist a determination of the selection of which hypotheses are appropriate to be able to support and solve the problems specified. In testing the hypothesis, the results obtained will be compared with the alpha value of 0.05 or 5 percent. If a hypothesis result is stated below 0.05 then the hypothesis (Ho) will be rejected while when the result exceeds 0.05 then the hypothesis will be accepted.

IV. Result and Discussion

4.1 Validity Test

Based on the validity test results that have been found, there is evidence that each question item distributed to respondents has validity. The sig value that will be used in this study is 0.3.

Item Question	r count	r table
X1.1	0.549	0.3
X1.2	0.549	0.3
X1.3	0.563	0.3
X1.4	0.557	0.3
X1.5	0.465	0.3
X1.6	0.598	0.3
X1.7	0.539	0.3
X2.1	0.813	0.3
X2.2	0.853	0.3
X2.3	0.799	0.3
X2.4	0.839	0.3
X2.5	0.879	0.3
X2.6	0.832	0.3
X2.7	0.796	0.3
Y1.1	0.771	0.3
Y1.2	0.874	0.3
Y1.3	0.856	0.3
Y1.4	0.863	0.3
Y1.5	0.881	0.3
Y1.6	0.620	0.3

Based on the table above, it can be seen that the calculated r value for X1.1 is 0.549 $<$ 0.3 so that the first question item is valid, as well as the next question item. Item X1.2 has a calculated r value of 0.549. Question X1.3 scored 0.563 and X1.4 scored 0.557. The question item X1.5 gets a value of 0.465 while X1.6 gets a value of 0.598 and X1.7 gets a value of 0.539. all questions on the service quality variable have a valid value. In the promotion variable, X2.1 gets a value of 0.813, item X2.2 gets a value of 0.813, item X2.3 gets a value of 0.799, item X2.4 gets a value of 0.839, item X2.5 gets a value of 0.879, item X2.6 gets a value of 0.832 and X2.7 get a value of 0.796. In the buying interest

variable, the item Y1.1 gets a value of 0.771, Y1.2 gets a value of 0.874, Y1.3 gets a value of 0.856, Y1.4 gets a value of 0.863, Y1.4 gets a value of 0.863, Y1.5 gets a value of 0.881, Y1. 6 gets a value of 0.620. So, through this it can be seen that each question variable is valid.

4.2 Test

Table 1. Reliability Statistics Reliability

Cronbach's Alpha	N of Items
.825	3

Based on the results of the study, it was found that the reliability value for the variables studied was $0.825 > 0.6$ which means that the data in this study is reliable.

4.3 Normality Test

Table 2. NPar Tests One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	Most
	Std. Deviation	.0000000
Extreme Differen	Absolute	4.34801774
.091	Positive	.067
-.091	Negative	.091
Statistic		Test
Asymp. Sig. (2-tailed)		.039 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the normality test, it was found that the data were normally distributed because the sig value obtained was $0.039 < 0.05$.

4.4 Regression Test

Model^b

Model	R	R Square	Adjusted R Square	Std. Error of the
1.716	Estimate ^a	.513	.503	4.39261

- a. Predictors: (Constant), Promotion, Service Quality
- b. Dependent Variable: Purchase Interest

Based on the results of the r test, it is known that the r value in this study is 0.716 or 71 percent for the variable of service quality and promotion of buying interest. The remaining 29 percent are variables that are influenced by other variables.

ANOVA^a

. model	Sum Squares	df	Mean Square	F	Sig.
1 Regression	1971,419	2	985,710	51,086	000 ^b
Residual	1871,621	97	19,295		
Total	3843.040	99			

- a. Dependent Variable: Purchase Interest
- b. Predictors: (Constant), Promotion, Service Quality

Based on the regression testing that has been carried out, the sig value for the service quality and promotion variable on buying interest is 0.000. In this case, the value of sig 0.000 < 0.05 so that it is said that there is an influence between service quality and promotion on customer buying interest.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-5,567	3,046		-1,828	.071
Quality					
Service	.151 .078	.176	1,926	.057	.101
Promotion	.653	6,465	.592	.000	a

Dependent Variable: Buying Interest

Based on the table above, it can be seen that the constant value is -5.567 with a B value for service quality is 0.151 and promotion is 0.653. then, the regression equation for these variables is as follows:

$$Y = a + B1X1 + B2X2$$

$$Y = (-5.567) + 0.151X1 + 0.653X2$$

Each variable will increase by one for each variable. In this case, the quality of service will increase by 0.151 to buying interest while promotion will increase by 0.653 to consumer buying interest.

V. Conclusion

Based on the results of hypothesis testing through this research, with the research title "Influence of Service Quality and Promotion on Consumer Buying Interest in Marketplace Shopee Indonesia (Case study: in Sukabumi district)". Then the results of the

calculation of the partial test statistic, that the quality of service affects the number of visits in the Indonesian shopee marketplace because each platform has its own system. This is caused by services as well as promotions offered by consumers to attract people's buying interest in the shop marketplace. This influence can be calculated to achieve the target of community power to meet needs by shopping at the Shopee marketplace with products offered according to what consumers expect.

Based on the quality of service, there has been an increase in consumer buying interest in the Indonesian shopee marketplace, because of all forms of activities carried out by the company to meet consumer expectations. Good service quality is also a service that satisfies consumers, then the quality of service will increase the number of visits of buying interest. Conversely, if the quality of service is low and does not satisfy consumers, it will affect the number of visits of buying interest. This allows the quality of service to have service capabilities to increase people's buying interest. As for the promotions offered by the Shopee Indonesia marketplace, which has a good increase because the promotion creates a number of visits for buying interest. With promotions that are offered attractively, it is possible to increase the number of visitors to find out what products are offered until consumers are interested in using the promotion by buying a desired product.

That the influence of service quality and promotion on people's buying interest in the shopee marketplace can affect the company's performance by increasing various innovations to develop and have reliable competitiveness. This is to meet the needs and desires of the high society with fast, easy and comfortable access, giving a distinct impression for consumers who have visited the shopee marketplace.

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