

THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON HIJAB PURCHASE DECISIONS IN THE SHOPEE ONLINE SHOP

(Case Study On Online Shop Agry Hijab in Marketplace Shopee)

Ooy Siti Halimah¹, Amirila Aziza².

Al Ghifari University, Faculty Of Economics, Bandung, Indonesia.

ooystitihalimah@gmail.ac.id

Abstract

This research aims to test and analyze the influence between Price and Product Quality on purchasing decisions for hijabs in the online shop Shopee (Case Study of Agry Hijab Online Shop in the Shopee Marketplace). Agry Hijab is an Online Shop that operates in the Muslim Fashion field, specifically Hijabs. The sample used in this study consisted of 96 respondents. The data analysis methods employed are descriptive and verificative methods with a quantitative approach. The analysis technique used is Path Analysis, which is used to show relationships that demonstrate the extent of influence a certain variable has, both directly and indirectly, on other variables. The results of this study indicate that: (1) Price has a significant positive effect on Purchase Satisfaction at 13.78%. (2) Product Quality has a significant positive effect on Purchase Decision at 31.43%. The total effect of the Price variable The influence of Price and Product Quality on Purchase Decision is indicated by the coefficient of determination $r^2 = 0.453$ or 45.3%, while the external influence (error) is 0.547 or 54.7%. model formed falls into the moderate category, in this study, the Price and Product Quality variables are appropriate to measure the structure of the Purchase Decision model.

Keywords: Price, Product Quality, and Purchase Decision.

Introduction

Background Of The Problem.

The rapid development of internet technology has changed the way consumers shop, creating a conducive environment for the growth of e-commerce. The definition of e-commerce according to Harmayani et al. (2020) is the dissemination, sale, marketing, and purchase of goods or services using electronic means such as computer networks, television, www, and other internet networks. E-commerce also involves electronic funds transfer, automated inventory management systems, electronic data interchange, and automated data collection systems. According to Akbar & Alam (2020), e-commerce is the buying, selling, and marketing of goods and services through electronic systems such as television, radio, and computers or internet networks. Business transactions that occur on electronic networks such as the internet allow anyone with an internet connection to participate in e-commerce. Meanwhile, the definition of e-commerce according to Riswandi (2019) is a dynamic set of economic applications and business processes that connect. consumer companies and certain communities through electronic transactions and the trade of goods, services and information conducted electronically. In Indonesia, Shopee has emerged as a leading e-commerce platform, recording 237 million visits in September 2023, an increase of 38% from the beginning of the year (Similarweb).

Among the various product categories on Shopee, Muslim fashion, particularly hijab, has become one of the fastest-growing segments. The increasing awareness of fashion among Muslim women has driven the demand for more stylish and diverse hijab products. This has created intense competition among online hijab sellers on Shopee.

Agry Hijab is one of the online stores that sells various hijab models on Shopee. However, Agry Hijab's sales data shows significant fluctuations between 2021-2023, indicating instability in sales. Analyzing customer reviews of Agry Hijab also reveals some complaints regarding product quality and pricing, which could affect consumers' purchasing decisions.

Agry Hijab is one of the online stores that sells various hijab models on Shopee. However, Agry Hijab's sales data shows significant fluctuations between 2021-2023, indicating instability in sales. Analyzing customer reviews of Agry Hijab also reveals some complaints regarding product quality and pricing, which could affect consumers' purchasing decisions. Based on the understanding of purchasing decisions according to the experts above, it can be concluded that a purchasing decision is a performance framework in the form of a process of selecting alternatives that involves efforts to determine the choice of products or services to be purchased, which will be influenced by various factors including the internal factors of the decision maker, social environment, situation, and other factors from the moment the decision has not yet been made until after the purchase has been decided.

Although there have been previous studies examining the influence of price and product quality on purchasing decisions, there are still some research gaps. First, most previous studies focused on fashion products in general, not specifically on hijab products on certain e-commerce platforms. Second, the characteristics of the respondents in this study, namely Agry Hijab consumers on Shopee, may have different preferences compared to respondents in previous studies. Finally, differences in time and research context may yield different findings.

Although there have been previous studies examining the influence of price and product quality on purchasing decisions, there are still some research gaps. First, most previous studies focused on fashion products in general, not specifically on hijab products on certain e-commerce platforms. Second, the characteristics of the respondents in this study, namely Agry Hijab consumers on Shopee, may have different preferences compared to respondents in previous studies. Finally, differences in time and research context may yield different findings.

Therefore, this research aims to analyze the influence of price and product quality on purchasing decisions for hijabs at Agry Hijab on the Shopee platform. The results of this study are expected to provide new insights into understanding consumer behavior in the rapidly growing hijab e-commerce market, as well as offer practical implications for online sellers in enhancing their marketing strategies.

Research Methode

This research uses a quantitative method with a descriptive approach. The population in this study consists of consumers who have shopped at the Online Shop Agry Hijab. The sample was determined using the Cochran formula, resulting in 96 respondents as research subjects. The data collection techniques used include observation, questionnaires, and literature studies. Data analysis is carried out through several stages, namely data processing, data presentation, and statistical data analysis. The research instrument test includes validity testing and reliability testing. Furthermore, the data is analyzed using path analysis and hypothesis testing is conducted to examine the relationships between the variables being studied. This research method is designed to explore and analyze the influence of price and product quality on purchasing decisions for hijabs at the Online Shop Agry Hijab on the Shopee platform.

This research uses three data collection techniques. Observations were made to directly observe consumer behavior and sales dynamics in the Agry Hijab online store on Shopee. A questionnaire was distributed to 96 Agry Hijab customer respondents via a digital survey platform, containing questions about perceptions of price, product quality, and purchasing decision factors. Literature review involved a review of the latest literature on e-commerce consumer behavior, pricing strategies, product quality management, and online purchasing decision factors, using sources such as academic journals and industry reports.

Result and Discussion

The number of respondents used in this study was 96 respondents. The characteristics of the respondents can be reviewed in the table below.

Table 1: Characteristics of Respondents

Number	Respondent Characteristics	Information	Amount	Percentage
1		Man	0	0%
		Female	96	100%
	Amount		96	100%
2	Age	≤ 25	58	60,8%
		25 - 50	38	39,2%
		≥ 50	0	0%
	Amount		96	100%
3	Respondent's occupation	housewife	44	46,4%
		enterpreneur	9	9,4%
		employee	24	24,7%
		Student	19	19,6%
	Amount		96	100%

According to the data presented above, it can be seen that the respondents' profile based on gender is dominated by females (100%). The age profile of respondents shows that the most common age group is those under 25 years old, accounting for 60.8%. The employment status profile shows that the majority of respondents are stay-at-home mothers, totaling 46.4%. The second rank is employees at 24.7%, followed by students at 19.6%. Meanwhile, entrepreneurs and business owners make up 5.2% and 4.1% respectively. This data indicates that Agry Hijab's online shop consumers are predominantly young females under 25 years old, with most being stay-at-home mothers.

B. Testing of Research Instruments

1. Validity Test

According to Sugiyono (2021:2), validity refers to the degree of accuracy between the data that actually occurs in the object and the data that can be collected by the researcher. In this study, the validity calculation is assisted by SPSS 23 for Windows software.

Tabel 2: Validity Test Variables

Items	R count	sample	r tabel	Information	Variables
X1.1	0.773	96	0.1689	Valid	Product/x1
X1.2	0.528	96	0.1689	Valid	
X1.3	0.702	96	0.1689	Valid	
X1.4	0.695	96	0.1689	Valid	
X1.5	0.704	96	0.1689	Valid	
X1.6	0.663	96	0.1689	Valid	
X1.7	0.775	96	0.1689	Valid	
X1.8	0.437	96	0.1689	Valid	
Items	r count	sample	r tabel	Information	Variable
X2.1	0.728	96	0.1689	Valid	Product Quality
X2.2	0.752	96	0.1689	Valid	
X2.3	0.605	96	0.1689	Valid	
X2.4	0.768	96	0.1689	Valid	
X2.5	0.708	96	0.1689	Valid	
X2.6	0.712	96	0.1689	Valid	
X2.7	0.709	96	0.1689	Valid	
X2.8	0.682	96	0.1689	Valid	
X2.9	0.685	96	0.1689	Valid	

X2.10	0.638	96	0.1689	Valid
X2.11	0.796	96	0.1689	Valid
X2.12	0.853	96	0.1689	Valid
X2.13	0.684	96	0.1689	Valid
X2.14	0.690	96	0.1689	Valid

Items	r count	sample	r table	information	Variable
Y.1	0.628	96	0.1689	Valid	Buying decision
Y.2	0.500	96	0.1689	Valid	
Y.3	0.611	96	0.1689	Valid	
Y.4	0.484	96	0.1689	Valid	
Y.5	0.551	96	0.1689	Valid	
Y.6	0.728	96	0.1689	Valid	
Y.7	0.552	96	0.1689	Valid	
Y.8	0.616	96	0.1689	Valid	
Y.9	0.733	96	0.1689	Valid	
Y.10	0.661	96	0.1689	Valid	
Y.11	0.525	96	0.1689	Valid	
Y.12	0.481	96	0.1689	Valid	

If the calculated r is greater than the table r, then the questionnaire as a measurement tool can be said to be valid. From the table above, it can be concluded that all statements in this questionnaire are deemed valid because the calculated r is greater than the table r. Therefore, all statements in this questionnaire in this study are eligible to be included in the analysis.

2. Reliability Test.

According to Stainback in Sugiyono (2021:2), reliability refers to the consistency and stability of data. In a quantitative approach, data is considered reliable if different researchers or different divisions of data yield the same results. If $> r$ table, with a confidence level of 90%, then the questionnaire is declared reliable, and if the value $< r$ table at the above significant level, then the instrument is declared unreliable.

Table 3: Reliability Test.

Variable	Cronbach's Alpha	N of Items
Price	0.814	8
Product Quality	0.925	14
Buying Decision	0.812	12

Based on the data in the table above, it shows that the Cronbach's Alpha value for the Price variable is 0.814, Product Quality is 0.925, and Purchase Decisions is 0.812. Therefore, it can be concluded that the statements in this questionnaire are reliable because they have a Cronbach's Alpha value greater than 0.6.

3. Testing the Correlation between Variable X and Y

To determine the strength of the relationship between the variables Price (X1), Product Quality (X2), and Purchase Decision (Y), the Pearson product-moment correlation is used. The results of the correlation analysis between the variables are as follows.

Table 4: Testing the Correlation between Variable X and Y

Number	Variable	r count	significant	conclusion	category
1	X1X2	0,787	0,000	significant	strong
2	X1Y	0,605	0,000	significant	strong
3	X2Y	0,658	0,000	Significant	strong

The table above explains that the highest correlation is between the Price variable (X1) and Product Quality (X2) with a correlation value of 0.787, indicating a positive and strong relationship. This means that changes in Price will be in line with changes in Product Quality. This correlation falls within the range of 0.60 - 0.799, which according to Sugiyono (2019:214), is categorized as a strong relationship.

4. Calculating the Coefficient of Determination

Table 5: Calculating the Coefficient of Determination

Model summary				
model	R	R Square	Adjusted R Square	Std. Error of the estimate

1	.673	.453	.441	4.050
---	------	------	------	-------

Based on the data in the table above, it is known that the influence of the independent variables (X), namely Price and Product Quality, on the dependent variable (Y), which is Purchase Decision, is 0.453. Where the R² value of 0.673 comes from squaring the correlation coefficient value, that is 0.673 x 0.673 = 0.453, which means the influence of the independent variables on the dependent variable is 45.3%.

5. Calculating the Path Coefficient of Other Variables

The following is the calculation of the coefficient of other variables or unidentified variables, namely as follows.

$$\begin{aligned} \rho_{y \in} &= \sqrt{1 - r^2_{y(x_1x_2)}} \\ &= \sqrt{1 - 0.453} \\ &= 0.547 \end{aligned}$$

the path coefficient of the other variables is 0,547.

6. Results of Hypothesis Testing F Test

Table 6: Results of Hypothesis Testing F Test

Anova						
	Model	Sum of squares	Df	Mean square	F	Sig.
1	Regression	1262.680	2	631.340	38.481	.000
	Residual	1525.809	93	16.407		
	Amount	2788.490	95			

F table = 2.36 with the following Test Criteria: (1) If F calculated > F table at α = 10% then H0 is rejected and H1 is accepted (has an effect). (2) If F calculated < F table at α = 10% then H0 is accepted and H1 is rejected (has no effect).

As it is known that F-count is 38.481 and F-table is 2.36. Since F-count = 38.481 > F-table = 2.36, H0 is rejected and H1 is accepted, meaning that Price and Product Quality have a positive and significant effect on Purchase Decisions. The testing also shows a significant impact on the structural model of Purchase Decisions. Then hypothesis testing will be conducted for each path coefficient using t-test statistics to identify the variables that influence Purchase Decisions.

7. Results of Hypothesis Testing t Test

Table 7: Results of Hypothesis Testing t Test product

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(constant)	10.384	4.687		2.215	.029
	price	.418	.228	.228	1.835	.070
	Product quality	.418	.109	.478	3.845	.000

t table = 1.661, with Test Criteria: reject H0 if thitung > t tabel.

Based on the calculations above, it turns out that t hitung = 1.835 > t table = 1.661, meaning H0 is rejected. Therefore, it can be concluded that the path coefficient from the Price variable has a positive and significant effect on the Purchase Decision of Hijab in the Online Shop Agry Hijab on Shopee.

Table 8: Results of Hypothesis Testing t Test product quality

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(constant)	10.384	4.687		2.215	.029
	price	.418	.228	.228	1.835	.070
	Product quality	.418	.109	.478	3.845	.000

t table = 1.661, with the test criteria: reject Ho if t calculated > t table. Based on the calculations above, it turns out that t calculated = 3.845 > t table = 1.661, which means Ho is rejected. Therefore, it can be concluded that the path coefficient from the Product Quality variable has a positive and significant effect on the Purchase Decision of Hijab at Agry Hijab Online Shop on Shopee.

8. Summary of Path Coefficient Testing

Table 9: Summary of Path Coefficient Testing

Variable	path coefficient	Value of t	t table	conclusion	information
X1	0,228	1,835	1,661	Ho rejected	Significant
X2	0,478	3,845	1,661	Ho rejected	Significant

Due to all the path coefficients being significant, the percentage of influence for each variable can be calculated to determine the extent of increase or decrease on the Purchase Decision. The method to calculate the direct and indirect influence of exogenous variables on the endogenous variable is by considering the path coefficient values and the correlation coefficient values among the exogenous variables.

9. The Magnitude of the Influence of Each Variable.

Table 10: The Magnitude of the Influence of Each Variable.

Variable	Py.xi	direct influence on Y	Percentage
X1	0.228	0.051984	5.20%
X2	0.478	0.228484	22.85%

From the table above, it can be concluded that Price and Product Quality significantly influence Purchase Decision, with the largest direct influence being the Product Quality variable (X2) at 22.85% followed by the Price variable (X1) at 5.20%.

10. The Influence of Price (X1) on Purchase Decision (Y)

Table 11: The Influence of Price (X1) on Purchase Decision (Y)

Description	Calculation	Percentage
the direct influence of X1 on Y	0.228^2	5.20%
the indirect effect of X1 through X2 on Y	$0.228 \times 0.478 \times 0.787$	8.58%
Total influence X1		13.78%

Price has a direct influence of 5.20% and an indirect influence through Product Quality of 8.58% on Purchase Decisions, resulting in a total influence of 13.78%. Thus, considering the Price variable will increase the Purchase Decision by 13.78%. The test shows that this influence is significant at a 90% confidence level.

11. The Influence of Product Quality (X2) on Purchase Decisions (Y)

Table 12: The Influence of Price (X2) on Purchase Decision (Y)

Description	calculation	Percentage
the direct influence of X2 on Y	0.478^2	22.85%

the indirect effect of X2 through X1 on Y	$0.478 \times 0.787 \times 0.228$	8.58%
Total influence X2		31.43%

Based on the calculation results, Product Quality has a direct influence of 22.85% and an indirect influence through Price of 8.85% on Purchase Decision, thus the total influence is 31.43%. The path analysis shows that Product Quality and Price have a positive and significant effect on Purchase Decision at a 90% confidence level. The largest influence is provided by Product Quality (31.43%), while Price has an influence of 13.78%. Overall, the variables Price and Product Quality explain 45.3% of Purchase Decision, with 54.7% influenced by other factors. This model is considered relevant, but other factors also need to be considered in the purchase decision of Hijab at Online Shop Agry Hijab on Shopee.

11. Interpretation

Research findings show that price and product quality have a significant influence on purchase decisions at the Online Shop Agry Hijab. In terms of price, the dimension of price suitability with product quality becomes the highest indicator, indicating the importance of setting a price that is proportional to quality in influencing consumer purchase decisions. Statistical analysis shows a significance value of 0.000 ($p < 0.10$), reinforcing the positive influence of price on purchase decisions. These findings are consistent with the research by Rachmawati et al. (2020) which highlights the important role of price in the decision-making process for hijab products.

Product quality has also been proven to significantly affect purchasing decisions. The conformance dimension, particularly the alignment of the product with the website's appearance and description, emerged as the highest indicator. This emphasizes the importance of product information accuracy in building consumer trust and encouraging purchase decisions. Statistical analysis produced a significance value of 0.000 ($p < 0.10$), confirming the positive influence of product quality on purchasing decisions. These results are in line with the research by Tritama et al. (2021) which demonstrated the positive influence of product quality on purchasing decisions.

In the context of purchasing decisions, the dimension of payment methods emerges as the highest indicator, indicating that flexibility in payment method choices is highly valued by consumers. Statistical analysis shows a significance value of 0.000 ($p < 0.10$), confirming the simultaneous influence of price and product quality on purchasing decisions. These findings are consistent with the research by Immawati et al. (2020) which underscores the positive and significant influence of product quality, price, and promotion on hijab purchasing decisions.

Overall, this research emphasizes the importance of competitive pricing strategies, product quality enhancement, and the provision of flexible payment options in improving consumer purchasing decisions in the online hijab industry. These findings provide important implications for business actors in optimizing their marketing strategies to enhance competitiveness in an increasingly competitive market.

Conclusion

1. The direct influence of Price on Purchase Decisions is 5.20%, while the indirect influence of Price through Product Quality on Purchase Decisions is 8.58%. Therefore, the total influence of Price on Purchase Decisions is 13.78%.
2. The direct influence of Product Quality on Purchase Decisions is 22.85%, while the indirect influence of Product Quality through Price on Purchase Decisions is 8.85%. Thus, the total influence of Product Quality on Purchase Decisions is 31.43%.
3. The total influence of the variables of Price and Product Quality on Purchase Decisions at the Agry Hijab online shop on Shopee is indicated by the coefficient of determination $r^2 = 0.453$ or 45.3%, while the external influence (error) is 0.547 or 54.7%. It can be concluded that Price and Product Quality have a positive and significant effect on the Purchase Decisions of Hijabs at the Agry Hijab online shop on Shopee, with the established model falling into the Medium category.

DAFTAR PUSTAKA

BUKU :

- Sugiyono. (2021). *Metode Penelitian Tindakan Komprehensif*. Bandung: Alfabeta.
- Turyandi, Itto. (2019). *Metodologi Penelitian*. Bandung: Alfabeta.

JURNAL :

- Aghniya, F. U., & Komala, A. R. (2022). *Lebarkan Sayap Penjualan Melalui Marketplace*. 2(1), 110-118.
- F . W . Mamonto ., W . J . F . A . Tumbuan ., M . H . Rogi . *Analisis Faktor-Faktor Bauran Pemasaran (4p) Terhadap Keputusan Pembelian Pada Rumah Makan Podomoro Poigar Di Era Normal Baru*, Vol . 9(2), 110-121.
- Burhanudin Gesi, Rahmat Laan, dan Fauziyah Lamaya. (2019). *Jurnal Manajemen*. *Jurnal Manajemen Dan Eksekutif*, 3(2), 51-66.
- Soetanto, J. P., Septina, F., & Febry, T. (2020). *Pengaruh Kualitas Produk Dan Keragaman Produk Terhadap Keputusan Pembelian Produk Amondeu*. *Jurnal Performa : Jurnal Manajemen Dan Start-up Bisnis*, 5(1), 63-71.
- Darim, A. (2020). *Manajemen Perilaku Organisasi Dalam Mewujudkan Sumber Daya Manusia Yang Kompeten*. 1, 22-40.
- Effendi, S., Faruqi, F., Mustika, M., & Salim, R. (2020). *Pengaruh Promosi Penjualan, Electronic Word Of Mouth Dan Hedonic Shopping Motivation Terhadap Pembelian Impulsif Pada Aplikasi Shopee*. *Jurnal Akuntansi Dan Manajemen*, 17(02), 22-31.
- Ernawati, R. (2021). *Analisis Pengaruh Promosi, Harga, Dan Citra Merek Terhadap Keputusan Pembelian Pada Situs E-Commerce Zalora Di Jakarta*. *Business Management Analysis Journal (Bmaj)*, 4(2), 80-98.
- Ernawati, R., Dwi, A. B., & Argo, J. G. (2021). *Analisis Pengaruh Promosi , Harga , Dan Citra Merek Terhadap Keputusan Pembelian Pada Situs E-Commerce Zalora Di Jakarta*. 4(2), 200-218.
- Hamdi (2020). *Penerapan Fungsi Manajemen Pada Kantor Kelurahan Rantau Kiwa Kecamatan Tapin Utara Kabupaten Tapin Jieb* : *Jurnal Ekonomi Bisnis*. 155-163.
- Ghofaroh, S. N. (2022). *Pengaruh Iklan Media Sosial Dan Kualitas Produk terhadap Minat Beli Konsumen, Program Studi Manajemen Fakultas Ekonomi Universitas Al-Ghifari Bandung*. *Skripsi*.
- Nasution, (2019) *Pengaruh Harga Dan Kualitas Produk Alat Kesehatan Terhadap Keputusan Pembelian Konsumen Pada Pt. Dyza Sejahtera Medan*. 13 (1) | Issn : 1829-7463.

- Iryantoro. (2021). *Hubungan Harga dengan Keputusan Pembelian Aki pada Toko Rn Accu di Punggur, Lampung Tengah*. 1(2)
- Laila, E. J., Sudarwanto,. (2018). *Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pengaruh Kualitas Produk Dan Desain Produk Terhadap Keputusan Pembelian Batik Tulis Jetis Sidoarjo*. 06, 1–9.
- Lumanaw, B., Kawet, R. C., Ekonomi, F., Senduk, R. S., Morasa, J., & Tangkuman, S. (N.D.). *R . S . Senduk ., J . Morasa ., S . Tangkuman . Pengaruh Viral Marketing , Food Quality Dan Brand Image Terhadap Keputusan Pembelian Produk Kokumi Manado The Effect Of Viral Marketing , Food Quality And Brand Image On Product Jurnal Emba Vol . 11 No . 3 J. 11(3), 431–441.*
- Mamuju, D. I. K. (2020). *Pembelian Produk Busana Muslim Pada Toko Rumah Jahit Akhwat (Rja)*. 1(1), 49–59.
- Margery, E. (2023). *Jurnal Bisnis Dan Manajemen (Jbm) Volume 1 , No . 2 , Oktober 2023 Issn : 3025-9363 (Online) Jurnal Bisnis Dan Manajemen (Jbm) Volume 1 , No . 2 , Oktober 2023*. 1(2), 135–145.
- Nanda Putri Awaliyah, K. K. Dan D. J. (2020). *Analisis Faktor-Faktor Yang Mempengaruhi Purchase Decision (Survei Pada Konsumen Fast Food A&W Di Sukabumi)*. 2(8), 446–457.
- Purbhastuti, A. W. (2021). *Efektivitas Bauran Pemasaran Pada Keputusan Pembelian Konsumen Indomaret*. *Jurnal Sains Manajemen* 7(1).
- Rachmawati, A., Kana, A. A., & Anggarini, Y. (2020). *Pengaruh Harga , Kualitas Produk , Dan Gaya Hidup Terhadap Proses Keputusan Pembelian Produk Hijab Di Nadiraa Hijab Yogyakarta*. 1(2), 187–200.
- Sanjaya, A., Suriani, S., & Said, M. (2023). *Bauran Pemasaran Dan Kualitas Pelayanan*.
- Tritama, A., Syarief, N., & Pusporini. (2021). *Analisis Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Keputusan Pembelian Produk PULL&BEAR Di Grand Indonesia, Jakarta*. *Korelasi*, 2(1), 447–463.
- Walangitan, B. Y., Dotulong, L. O. H., Poluan, J. G., Walangitan, B. Y., Walangitan, B. Y., Dotulong, L. O. H., & Poluan, J. G. (2022). *Pengaruh Diskon Harga , Promosi Dan Kualitas Pelayanan Terhadap Minat Konsumen Untuk Menggunakan Transportasi Online (Studi Pada Konsumen Maxim Di Kota Manado) The Effect Of Price Discounts , Promotions And Service Quality On Consumer Interest To Use On*. 10(4), 511–521.
- Tantri.S., N. A., & Baskoro, E. (2021). *Analisis Faktor- Faktor Yang Mempengaruhi Keputusan Pembelian Pada Toko Online Shopee (Studi Kasus Pada Masyarakat Di Kelurahan Trimurjo Lampung Tengah)*. *Jurnal Manajemen DIVERSIFIKASI*, 1(4), 796–808.