

Analysis of Factors that Influence Consumer Purchasing Decisions on the Shopee Marketplace and Comparison with Other Marketplaces

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Abstract

This study aims to identify the factors influencing purchasing decisions on the Shopee marketplace and compare them with other marketplaces. The research employs a literature review method. The results show that Shopee excels in driving impulsive purchases through promotions and major events, while Lazada focuses on customer experience and transaction security. Meanwhile, Tokopedia relies on brand reputation and transaction safety. Each platform adopts its own approach, but all three emphasize building customer trust and attracting attention through relevant promotions.

Keywords: E-Commerce, Lazada, Purchase decision, Shopee, Tokopedia

INTRODUCTION

Technological developments and digitalization have provided a significant impetus for the growth of e-commerce in Indonesia. One of the prominent e-commerce platforms is Shopee, which has succeeded in becoming one of the marketplaces with the largest number of users in the country. Shopee's success cannot be separated from various factors that influence consumer purchasing decisions, such as attractive promotions, free shipping offers, and ease of transaction processes. Apart from that, Shopee has also succeeded in reaching various market segments, from the younger generation to the elderly, which has further increased its appeal as a favorite online shopping platform among the public.

On the other hand, competition between marketplaces is increasingly intense with the presence of other e-commerce platforms such as Tokopedia, Lazada which offer various innovative features. The various services, loyalty programs and product variations on each platform greatly influence consumer preferences and decisions when shopping. For example, Tokopedia emphasizes easy payment features, while Lazada is known for its big discount promotions and collaborations with international brands. This intense competition highlights the importance of understanding the specific factors that influence consumers in choosing Shopee over other e-commerce platforms.

Factors that influence consumer purchasing decisions on the marketplace involve several important aspects, such as product price, user reviews, promotions, trust in the platform, and overall user experience. Consumers tend to choose platforms that offer competitive prices, transparency of product information through reviews, and ease of exploring applications. At Shopee, features such as ShopeePay, the cashback program, and the ease of communicating with sellers via the chat feature provide significant added value for users. However, it is important to conduct a more in-depth analysis of the role of each of these factors, especially when compared to other platforms that may have different advantages and approaches.

Research that discusses the comparison of factors that influence consumer purchasing decisions on Shopee and other e-commerce platforms is becoming increasingly relevant for

understanding consumer behavior trends. By analyzing differences in existing preferences, we can gain insight into the strengths and weaknesses of each marketplace. In addition, the findings from this research can provide valuable input for e-commerce business players in designing more effective marketing strategies, as well as increasing customer loyalty amidst increasingly fierce competition..

Purchasing decisions on e-commerce platforms such as Shopee, Lazada, and Tokopedia are influenced by various factors, including product price, quality of goods, ease of use of the platform, promotions and discounts, seller reputation, customer reviews, payment methods, and delivery speed. Shopee often attracts consumers' attention with big offers, such as free shipping and flash sales. On the other hand, Lazada is known for its product bundling program and partnerships with exclusive brands, while Tokopedia excels in offering flexible payment methods and a variety of products from local MSMEs. This difference shows that Shopee focuses more on price and promotion aspects, Lazada emphasizes collaboration with brands, and Tokopedia emphasizes ease of payment and product diversity. Thus, consumer preferences vary, tailored to their needs and shopping experience on each platform.

This research aims to gain a better understanding of how the three e-commerce platforms differ in capturing customers' attention and driving their purchasing decisions. This research will also study what factors influence purchasing decisions on each e-commerce platform, and how these factors compare between Shopee, Lazada, and Tokopedia.

THEORETICAL BASIS

Decision Making

- **Theory Rational Choice Theory:** This theory suggests that individuals make decisions rationally, by considering all available alternatives and choosing the one that provides the most optimal results. However, under conditions of uncertainty, incomplete information often affects the rationality of decisions taken.
- **Bounded Rationality:** Introduced by Herbert Simon, this concept highlights that decision makers do not always have access to complete information or ideal cognitive abilities. As a result, they tend to choose the "good enough" option based on the information available and their cognitive limitations.

Decision Making Model

- **SWOT Analysis:** This model functions to analyze the strengths, weaknesses, opportunities and threats faced by an organization. In situations of uncertainty, SWOT analysis offers a useful framework for evaluating various factors that may influence decisions.
- **Multi-Criteria Decision Making (MCDM):** This approach is used in evaluating and selecting alternatives based on several criteria. In uncertain situations, MCDM helps consider various aspects that may conflict with each other.

Flash Sale Discount

According to Haryani et al. (2023), flash sale discounts are a marketing strategy utilized by e-commerce companies to attract customer attention by offering large price discounts for a limited time period. The aim of this promotion is to increase sales and clear stock. Jannah et al. (2021) states that flash sales are a type of promotion that presents offers of goods in certain quantities and at certain times. This means that consumers can only use this promotion at certain times and certain items.

Discounts can encourage customers to make further purchases in a particular customer transaction, which can lead to increased commerce of a particular product. Discounts have their own power in the product negotiation process, resulting in price balance. Discounts are always successful in attracting customers' attention and encouraging them to shop for goods. Retailers also sometimes take advantage of discounts on prices to experience an increase in merchandise sales or product turnover in their stores

Free Shipping

Sales promotions that involve free shipping are also components of trade promotions, namely efforts to provoke customers to purchase special merchandise (special sales efforts), such as exhibitions, exhibitions, demonstrations, demonstrations, and other trade events that can be used at any time (Assauri, 2010).

According to researchers Istiqomah & Marlana (2020), free shipping promotions are a sales strategy that offers various incentives to encourage consumers to make purchases quickly and increase the number of products purchased.

Belief Theory

Trust is a key element in the relationship between consumers and service providers. According to Kotler and Keller (2016), trust is defined as "the capacity to believe in running a business." Kotler and Keller (2016) emphasize that trust is the capacity to rely on business partners. Perceived competence, honesty, and integrity are among a variety of individual and organizational factors that determine these outcomes.

Trust theory plays an important role in the decision-making process, especially in the context of consumer and purchasing behavior. Trust can be defined as a person's belief in the integrity, ability and character of other individuals or organizations involved in a transaction. Trust is an important element in forming relationships between consumers and service or product providers. Consumers are more likely to buy when they have trust in the brand or platform they use, such as Shopee, Lazada, or Tokopedia.

Perceptual Level Theory of Value

The theory of perceived value has been widely discussed by experts in the fields of marketing and consumer behavior. According to Zeithaml (1988), perceived value is a consumer's assessment of the benefits of a product or service compared to the costs incurred, such as price, time and energy. This shows that customers not only consider price, but also quality and overall experience when making purchasing decisions.

On the other hand, Monroe (1990) emphasized that perceived value can be influenced by external factors such as promotions, brands, and recommendations from others. E-commerce platforms such as Shopee, Lazada or Tokopedia also consider return policies and transaction security as well as customer support as important factors in their perceived value. Therefore, a deep understanding of this theory is needed to analyze how consumers evaluate and choose e-commerce platforms and how perceived value can be a crucial factor in purchasing decisions.

METHOD

The research uses a literature review method which aims to identify and analyze factors that influence purchasing decisions on the Shopee e-commerce platform and compare them with the Lazada and Tokopedia markets. In this approach, researchers collect and review various literature sources such as academic papers, market reports, and relevant case studies to investigate aspects such as company image, consumer trust, promotions, user experience, and discounts.

By analyzing existing literature, researchers can analyze trends and patterns that can influence consumer behavior in any market. In addition, a comparison was carried out between these three platforms to understand the advantages and disadvantages of each platform that influence purchasing decisions. It is hoped that the results of this literature review will provide detailed insights and strategic recommendations to business stakeholders to increase the competitiveness of the e-commerce market.

RESULTS AND DISCUSSION

Factors That Influence Purchasing Decisions on the Shopee E-commerce Platform

The Influence of Company Image on Purchasing Decisions on the Shopee E-Commerce Platform

One of the important assets that a company needs to maintain is its corporate image, because a good image will provide value to customers. Research conducted by Putri (2019) suggests that company image influences purchasing decisions. Research conducted by Yohana Dian Puspita (2021), consumers' perceptions of the quality, reputation and services offered by companies are influenced by brand image. Previous studies show that corporate image can increase consumer trust, leading to better purchasing decisions. In other words, the better the company image, the better the customer's purchasing decisions. These results are in line with the theoretical concept put forward by Ardianto (2011:63), which presents that company image plays an important role in making essential decisions, such as purchasing goods or services.

The Influence of Trust on Purchase Decisions on the Shopee E-Commerce Platform

The results of research carried out by Istiqomah and Zainul (2019) revealed that there was a significant influence between the level of consumer trust on purchasing decisions on the Shopee e-commerce platform. This research shows that trust is one of the main reasons that influences customers in making decisions to shop for goods on the platform. This is because shops that use Shopee as a sales intermediary always check that the products offered are of good quality according to the price set. In this way, consumers feel satisfied and get guarantees for the products they buy.

Sellers or shops registered on the Shopee platform are always transparent regarding the criteria for the products they offer. They always keep their promises regarding the products they sell, where if the goods ordered by the buyer are not delivered, the seller will fulfill their commitment by providing a refund according to the agreement. Shops registered on Shopee ensure that the products they sell meet buyers' expectations by including detailed product criteria in the description. Trust is the main factor that someone considers when shopping online, and a high level of trust will encourage consumers to make online purchases.

The results of research conducted by Nur and Sri (2019) show that trust has a positive and significant impact on purchasing decisions. This means that the higher the level of trust, the greater the increase in purchasing decision making by customers. These results are in line with the theory presented by Turban, et al. (2010: 187), who states that customer trust can directly provoke purchasing decisions.

The Influence of Advertisements on Purchase Decisions on the Shopee E-Commerce Platform

Research conducted by Istiqomah and Zainul (2019) revealed that advertising has a significant influence on consumers' decisions to purchase on the Shopee e-commerce platform. The advertisements displayed by Shopee are not only designed to attract attention, but also provide accurate and relevant information about the products sold on the platform. An attractive advertising display not only attracts the eye, but is also able to encourage consumers to make purchases. In addition, Shopee advertisements highlight the advantages of the products sold in each store registered on the platform. Advertising plays a role in increasing the added value of a product, either through innovation, improving quality, or strengthening consumers' positive perceptions of the brand. As part of an indirect promotional strategy, advertising aims to convey information as well as persuade consumers, so as to create a need or desire to buy.

The Influence of Discounts on Purchasing Decisions on the Shopee E-Commerce Platform

Based on the research results of Shoffiul' Auli (2021), it is revealed that increasing

discounts has a relevant positive impact on consumer purchasing decisions. The discounts provided by Shopee, which are often bigger than offline purchases, are the main attraction. Programs such as Flash Sales and special events such as the 12.12 Birthday Sale are clear examples of how discount strategies can encourage consumer interest and purchasing decisions online. Thus, discounts play a strategic role in encouraging purchases and strengthening the competitiveness of e-commerce like Shopee.

Factors That Influence Purchase Decisions on the Lazada E-commerce Platform

The influence of price on consumer purchasing decisions on the Lazada Platform

Price plays a positive and significant role in purchasing decisions. This finding is in line with the results of previous research conducted by a number of researchers, such as Cao (2021), Ullal (2021), Iswandari (2021), Fransiska and Madiawati (2021), Ernawati (2021), Wang (2021), Wu (2021), Istanti (2020), Nasution (2020), and Ume (2020). They also show that the price factor has a positive and significant impact on consumer decisions when shopping.

The results of this research reveal that price involves a number of dimensions, including affordability, suitability between price and product quality, price competitiveness, and alignment of price with the benefits provided. One interesting finding was the statement that "product prices on Lazada vary," which received the highest score in the study. This shows that the prices offered on the Lazada e-commerce platform are quite diverse.

The indicator showing that "product prices on Lazada are cheaper than other e-commerce" has reached its lowest value. The results of interviews with a number of respondents revealed that consumers felt that the prices of products offered by Lazada tended to be higher compared to competitors such as Shopee and Tokopedia. This finding is an important concern for Lazada to re-evaluate its pricing strategy. Considering the tight competition in the Indonesian e-commerce world, Lazada needs to take proactive steps in communicating with sellers regarding the price policies implemented.

The influence of product promotions on consumer purchasing decisions on the Lazada Platform

Product promotions on the Lazada platform have an important role in influencing consumer purchasing decisions. This promotion not only increases the attractiveness of the product, but also builds consumer confidence in the goods offered. Various attractive offers, such as discounts, vouchers and free shipping, as well as flash sale programs, encourage consumers to immediately make purchases by considering the financial benefits they can gain.

In addition, promotions that successfully attract attention, through clever advertising, positive reviews, and attractive product visual displays, can influence the perception of product value and speed up the decision-making process. By implementing effective promotional strategies, consumers tend to feel more confident and motivated to make transactions on this platform.

The results of this research show that promotion includes various dimensions, such as advertising, personal selling, sales promotion, public relations, and direct marketing. Among all the indicators studied, the statement "Lazada often provides discounts when making purchases" emerged as the most prominent with the highest score. This indicates that attractive discount offers are the main attraction for consumers when making transactions. In addition, discounts accompanied by free shipping promotions further strengthen Lazada's position as the main choice for online shopping.

Lazada often offers cashback programs to consumers who meet certain purchase requirements. With the increasing number of attractive promotions provided, more and more consumers are switching to choosing Lazada. Considering the tight competition in the Indonesian e-commerce world, especially with Shopee and Tokopedia as main competitors, Lazada needs to present special uniqueness so that it remains the main choice for online buyers.

The indicator "Lazada customer service in responding to consumer complaints" shows unsatisfactory results, with the lowest score. In direct interviews with several customers, they expressed disappointment with the slow response to the feedback they sent. The process of submitting complaints via email, which takes a minimum of one day, is considered inefficient in providing services to customers. This situation is made worse by the HARBOLNAS (National Online Shopping Day) program which is usually held on the same date and month, causing a spike in purchasing volume and slowing response times to complaints.

The influence of discounts on consumer purchasing decisions on the Lazada platform

Discounts have become one of the main strategies used by Lazada to attract consumers' attention to make impulse purchases. With these attractive offers, consumers can make decisions without having to think much, so they are naturally encouraged to make unplanned purchases on the Lazada platform.

Lazada offers various types of discounts, including discounts for new users, brand discounts, and flash sales, as a strategy to attract customers. However, not all potential customers have the opportunity to enjoy discounts on the services they want. Lazada often provides discounts at certain moments, such as during special events or depending on the policies of each store. Even so, not all discounts offered meet consumer expectations.

Research conducted by Razali, Andamisari, and Saputra (2022) revealed that there is a significant influence of discounts on purchasing decisions. In contrast, a study conducted by Nugraha, Putri, and Sakinah (2023) shows that price cuts or discounts do not have a significant effect on purchasing decisions.

Factors that Influence Purchasing Decisions on the Tokopedia E-commerce Platform

The Influence of Customer Experience on Purchasing Decisions on Tokopedia

User experience plays an important role in purchasing decisions. An excellent experience using the Tokopedia application, including easy navigation and an efficient checkout process, increases satisfaction and drives consumer purchases. Customer experience on Tokopedia has a big influence on purchasing decisions. Various studies have found that a positive shopping experience increases the likelihood of repeat purchases.

Customer experience includes many aspects such as ease of use, speed of service, and interaction with sellers. Research shows that positive experiences contribute to customer satisfaction across all of these dimensions. A study in Bandung found that aspects of customer experience have a positive influence on Tokopedia customer satisfaction which ultimately influences purchasing decisions. A good user experience includes ease of navigation, speed of transactions, and overall shopping satisfaction.

Past research shows that the better the user experience, the more likely the user is to make a purchase. A study found that the t value for user experience reached 2.379 with a significance of 0.019 which explains a significant positive influence on purchasing decisions. High consumer satisfaction is often directly related to a pleasant shopping experience. When customers are satisfied with the purchasing process, they are more likely to recommend Tokopedia and return

to shopping on the platform. Research shows that a satisfying shopping experience can increase customer loyalty and encourage positive recommendations.

The Influence of Trust on Purchasing Decisions on Tokopedia

Consumer trust is an important factor in making purchases on e-commerce websites, for example Tokopedia. Several studies show that trust plays an important role in consumers' online shopping attitudes and behavior. Consumer trust in e-commerce is the belief that the platform is safe, reliable, and able to provide products and services as expected. According to Mowen and Mine (2002), trust includes confidence in product features, benefits provided, and the reputation of the service provider.

Purchasing decisions are positively and significantly influenced by trust, according to research findings. Trust is an important factor in purchasing goods on Tokopedia, according to research results in Ponorogo, and the regression coefficient value shows a positive relationship between the two. Consumer confidence increases as their level of confidence increases. Risk awareness is also closely related to trust. Consumers who perceive lower risk in transactions tend to have a higher level of trust. Research shows that consumers are more likely to make a purchase if they believe the risk of loss is minimal. Overall, purchasing decisions on Tokopedia are strongly influenced by trust. A high level of trust drives consumer transactions. However, security factors and service quality also play an important role in building this trust.

The Influence of Promotions on Purchasing Decisions on Tokopedia

On e-commerce sites like Tokopedia, promotions are an important part of marketing because they attract consumer interest and influence purchasing decisions. A number of studies show that Tokopedia offers consumers more profitable purchasing decisions than other options.

Research reveals that promotions such as discounts, cashback and special offers can increase consumer purchase intentions. According to research, the better and more interesting the promotion, the higher the chances of consumers buying from them. Price promotions, brand ambassadors, and slogans are also factors that influence purchasing decisions. Research shows that attractive slogans can increase the influence of promotions on purchasing decisions.

Other research identifies that promotions not only have a positive but relevant impact on purchasing decisions. The effectiveness of advertising on Tokopedia can influence the decision to buy from them. The effectiveness of well-planned promotions can contribute to positive consumer perceptions. Tokopedia can meet consumer expectations and encourage purchases by providing clear and interesting information about products through advertising and promotional campaigns.

The Influence of Brand Image on Purchasing Decisions on Tokopedia

Brand image plays an important role in influencing consumer purchasing decisions on e-commerce platforms such as Tokopedia. Tokopedia's brand image is believed to have a substantial positive effect on consumer behavior, according to research. A stronger brand image correlates with higher sales figures for Tokopedia.

Consumer purchasing decisions are positively influenced by brand image, as evidenced by a study that found that brand image was responsible for 42.2% of purchases. To build consumer trust, it is important to have a strong brand image and increase their purchasing intentions on Tokopedia. Tokopedia aims to promote positive consumer feedback by creating an attractive user interface and building a positive image.

Comparison of Factors that Influence Purchasing Decisions on E-Commerce Platforms (Shopee, Lazada and Tokopedia)

Table 1. Comparison of Factors that Influence Buyer Decisions on the Shopee, Lazada and Tokopedia E-Commerce Platforms

Factor	Shopee	Lazada	Tokopedia
Company Image or Brand Image	Play an important role. The better the company image, the higher the purchasing decision. Studies show that Shopee's image increases consumer trust and preference, especially female respondents.	Lazada creates a positive image by offering quality services, attractive promotions, safe transactions and satisfying customer experiences. All this makes it a trusted e-commerce platform.	Brand image plays a crucial role in influencing consumer purchasing decisions on the Tokopedia platform. The better Tokopedia's brand image, the more likely it is for customers to buy.
Consumer Confidence	Trust is the main factor influencing purchasing decisions. Shopee ensures transparency and adherence to product promises, such as refunds if the product does not conform.	Consumer trust in Lazada is getting stronger thanks to several factors, such as transaction security, product quality, clear return policies, and positive reviews from users. Apart from that, transparency and good customer service also play an important role in helping Lazada maintain its trust amidst intense competition in the world of e-commerce..	Trust is very influential. Tokopedia's low risk, security and reputation increase purchase intentions.
Promotion	Advertising has a significant influence. Shopee highlights product advantages and conveys information that persuades consumers.	Lazada promotions offer a variety of attractions to consumers, including discounts, free shipping and cashback programs. To remain competitive against Shopee and Tokopedia, Lazada must continue to present attractive promotions so that it remains the main choice for buyers.	Promotions such as discounts, cashback and advertising campaigns have a significant impact on purchasing decisions.
Discount	Significant discounts, including the Flash Sale program and events such as the 12.12	Discounts are becoming a key strategy, such as new user discounts, brand discounts and flash sales, although they	Discounts and cashback attract buyers' interest, but not all promotions

	Birthday Sale. This strategy attracts impulse purchases.	do not always meet consumer expectations.	have the same effect on purchasing decisions
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By comparing the factors that influence purchasing decisions on Shopee, Lazada, and Tokopedia, we can see how different the methods and strategies used by each platform are.

Firstly, in terms of company and brand reputation, Shopee stands out with an aggressive campaign to build trust among female customers and emphasizes service quality and positive customer experience, making it a safe and professional platform. Tokopedia, on the other hand, emphasizes good reputation and brand image as important factors in encouraging customers to buy.

The second factor that influences purchasing decisions on these three platforms is customer trust. Shopee builds trust with transparency in their product promises and a clear refund policy, whereas Lazada builds trust with a clear refund policy, positive reviews, and good customer service. Tokopedia pays great attention to trust by maintaining safe transactions and reducing purchasing risks. Each platform develops and retains customers.

In terms of promotions, Shopee uses advertising that attracts customers by showing product advantages, while Lazada and Tokopedia offer various promotions, such as discounts, cashback and free shipping, to stay ahead of their competitors. Shopee uses promotions such as discounts and cashback, but the impact is not always evenly distributed. Lazada and Tokopedia also offer various promotions, such as discounts and cashback.

Discounting is a key strategy for all three e-commerce platforms. Even though it sometimes does not meet customer expectations, Shopee utilizes flash sale programs and big events such as the 12.12 Birthday Sale to encourage impulse purchases, while Lazada offers discounts for new users and a flash sale program. Tokopedia and Lazada rely on discount and cashback strategies, but the effects differ from promotion to promotion. Shopee excels at making impulse purchases with its popular flash sales program, while Tokopedia and Lazada concentrate on discount and cashback offers as the main attraction.

So overall, Shopee excels at attracting impulse purchases through promotions and big events, whereas Lazada focuses on customer experience and transaction security, while Tokopedia relies on brand reputation and security. Each platform uses their own approach, but all three focus on growing customer trust and attracting attention through relevant promotions.

CONCLUSION

The factors that influence consumers' decisions to buy goods on e-commerce platforms vary in each market. Aggressive promotions, deep discount programs like Flash Sales, free shipping, and ease of transactions encouraging impulse purchases all make Shopee stand out. Consumers have more trust in Shopee because of its transparent service and clear returns policy. With promotional programs such as discounts, cashback and free shipping, as well as a positive reputation regarding products and transaction security, Lazada excels. However, Lazada still has weaknesses in customer service, namely slow customer service. Tokopedia is currently concentrating on good brand reputation, transaction security and customer satisfaction. There is no high transaction risk and flexible payment methods make Tokopedia highly trusted by customers.

A comparison of strategies between marketplaces shows that Shopee is superior in attracting impulse purchases through heavy promotions, while Lazada concentrates on creating a satisfying customer experience, and Tokopedia emphasizes transaction security and strong brand reputation. The results of this research show that understanding consumer preferences is very important for creating effective marketing strategies amidst increasingly fierce e-commerce competition.

SUGGESTION

Shopee must continue to improve customer service to maintain customer loyalty and expand market reach. In addition, Shopee can develop promotional programs that focus on added value, such as collaborating with well-known brands or providing exclusive services. To be more competitive compared to Shopee and Tokopedia, Lazada must improve its customer service to be faster and more efficient, especially during peak seasons such as National Holidays. Apart from that, Lazada must improve its pricing policy.

Meanwhile, Tokopedia can increase promotional efficiency by optimizing discount and cashback campaigns that are more attractive to customers. In addition, Tokopedia must expand its loyalty program to increase customer satisfaction and customer retention. Future in-depth studies using qualitative and quantitative methods may provide researchers with more information about customer behavior on e-commerce platforms.

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