

Analysis of the Effect of Price and Product Reviews on Online Purchase Decisions Through Shopee in the Midst of the Covid-19 Pandemic (A Case Study: Shopee Consumers in Banjarnegara Regency, Central Java)

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ABSTRACT. This study aims to determine the effect of price and product reviews on online purchasing decisions through Shopee during the Covid-19 pandemic in Banjarnegara Regency, Central Java. This study uses a quantitative approach. The data collection technique was conducted with a questionnaire. The number of samples in this study was 120 respondents using the *purposive sampling method* or with certain criteria, namely, the respondents are Shopee consumers who live in Banjarnegara Regency, Central Java, and have experience doing *online* transactions at Shopee at least 2 times since the outbreak of the Covid-19 pandemic in Indonesia. The data analysis technique used validity test, reliability test, multiple linear regression analysis and t-test (partial), and F test (simultaneous), and the coefficient of determination (R^2). The data processing uses SPSS version 26.0. The results of this study indicate that prices and product reviews partially and simultaneously influence *online* purchasing decisions through Shopee during the Covid-19 pandemic in Banjarnegara Regency, Central Java.

Keywords: *price, product reviews, online purchasing decisions*

1. INTRODUCTION

Corona Virus or *severe Acute Respiratory Syndrome Coronavirus 2* (SARS-CoV-2) is a virus that attacks the respiratory system. The disease caused by this viral infection is called Covid-19. Coronavirus can cause mild disorders of the respiratory system, severe lung infections, and even death (Alodokter, 2020). This viral infection was first discovered in the city of Wuhan, China at the end of December 2019.

WHO advisor, Prof. David Heyman, who is an infectious disease specialist at the London School of Hygiene & Tropical Medicine, even described that Covid-19 would be like HIV, that is, a disease that will continue to exist (Makarim, 2020). So on March 11, 2020, the World Health Organization (WHO) declared the Coronavirus outbreak (Coronavirus/Covid-

19) a global pandemic. And Indonesia is one of the countries experiencing a trend of increasing Corona virus cases every month.

Data from the Indonesian Internet Service Providers Association (APJII), shows that the number of internet users in Indonesia until the second quarter of 2020 reached 196.7 or 73.7 percent of the Indonesian population. This number increased by around 25.5 million users compared to 2019. One of the factors for this increase was triggered by the Covid-19 pandemic (Katadata.co.id, 2019).

According to *Analytic Data Advertising (ADA)*, which was reported by Pikiran Rakyat.com (2020), shopping activities have *online* increased by 400% since March 2020. Bank Indonesia (BI) also noted that purchase transactions via *e-commerce* in the second quarter of 2020 reached 383, 5 million transactions. This figure increased 39.5% compared to the first quarter of 2020 which was only 275.8 million transactions. Whereas before the Covid-19 pandemic, in 2019 data from the Indonesian Internet Service Providers Association (APJII) stated that 56% of the 171.17 million internet users in Indonesia that year had never made *online* shopping or *e-commerce*. This makes a shift in consumer behavior in *online* shopping during this pandemic. In the past, purchases were made directly at shops, *minimarkets*, *supermarkets*, or the market. Now, there is a shift that purchases are made *online*. This activity will become a new habit in the midst of the Covid-19 pandemic.

Online shopping is a business or economic activity that uses information and communication technology applications in every transaction. Chang et al (2016) broadly defined online shopping as marketing sales and purchases via the internet. Online shopping is not limited to only buying and selling, but also marketing in order to reach a wider market. As for the most popular *marketplace* in Indonesia, according to iPrice data, goes to Shopee. It says that Shopee ranks first widely based on the Indonesian *e-commerce* competition map during the Covid-19 pandemic.

Data from Shopee Indonesia states that throughout the second quarter of 2020, the number of transactions at Shopee reached 260 million transactions with a daily average of 2.8 million transactions. This number increased 130 percent compared to the second quarter of 2019. This is a positive indication for Indonesia's digital economy, especially *e-commerce* which is considered to be a supporter of meeting community needs and driving the economy during the Covid-19 pandemic. Shopee was also predicted to lead Indonesian *e-commerce* in 2020, replacing Tokopedia which was the number one *e-commerce* in 2019.

Shopee is a new player in the *marketplace* in Indonesia. Shopee entered the Indonesian market in May 2015. However, it has received a series of awards such as *The Indonesian Netizen Brand Choice Award 2017*, *The Best in Marketing Campaign 2017*, *Bright Awards Indonesia 2017*. And in 2020, Shopee won 2 awards for 'Live Stream'. The Oldest Online Store' and the 'Live Stream Online Store with the Most Viewers' from the Indonesian World Record Museum (MURI).

Therefore, in maintaining its existence as *the* most popular *platform* in Indonesia, especially during the Covid-19 pandemic, Shopee will continue to carry out various innovations and *online* marketing strategies that may be the main consideration for Shopee consumers and prospective consumers in meeting their needs. The same reason is also Shopee's effort to strengthen *engagement* with all Shopee consumers, both in urban and rural areas.

A Socio-Economic Survey of the Impact of Covid-19 in Banjarnegara Regency conducted by the Central Statistics Agency of Banjarnegara Regency or BPS Banjarnegara (2020), resulted in data that as many as 57.35% of respondents felt uncomfortable if they had to go to the *mall* or traditional market during the Covid-19 pandemic. to meet household or daily needs. Then other results show that 70.96% of respondents experienced an increase in spending on credit or internet data packages. Therefore, the researcher sees the potential of the Banjarnegara community who will make online shopping a solution in meeting their household or daily needs during the Covid-19 pandemic.

In a study by Couponrani.com, data was found that 92% of consumers compare prices on similar products and read reviews of consumers who have used the product in question first, before making a purchase decision Consumer (Media, 2016). And it is also mentioned, if the same choice of goods is more available in *offline* stores than *online* stores, 62% of consumers prefer to buy *online*.

2. LITERATURE REVIEW

Price The

definition of price according to Kotler & Armstrong (2008) is the amount of money billed for a product or service or the sum of all values exchanged by consumers to obtain the benefits of owning or using a product or service. Price is the amount of money that has been agreed upon by prospective buyers and sellers to be exchanged for goods or services in normal business transactions (Tandjung, 2004).

Price Indicators Price

Indicators according to Kotler & Armstrong (2008), namely:

a. Price

affordability Price affordability here means that consumers can reach the prices set by the company. Where there are many types of products with different prices, from the cheapest to the most expensive.

b. Price suitability with product quality

Price is used as an indicator of the quality of a product for consumers. Consumers often choose the product with the higher price between the two goods. Because they see a difference in quality. If the price is higher, consumers tend to think that the quality is also better.

c. Price competitiveness

Consumers often compare product prices with other products, in this case the high or low cost of a product is highly considered by consumers when they are going to buy the product.

d. Price suitability with perceived benefits

Consumers decide to buy a product if there is a perceived benefit that is greater than or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases.

Product Reviews

In his research (Purnawirawan et al., 2012), product reviews are defined as *Electronic Word of Mouth* (eWOM) or electronic writing written and published by consumers on the internet, so as to help potential buyers get information about a product from the experiences of other buyers.

Product reviews according to Lackermair et al., (2013) are an important source of information for consumers in the process of choosing products in transactions *online*.

Product Review Indicators

There are four indicators in product reviews (Lackermair et al., 2013), including:

1. Awareness, buyers are aware of the product review feature and use this information in the selection process.
2. Frequency or *frequency*, shoppers *online* often use the product review feature as a source of information.
3. Comparison, before buying, buyers read product reviews to be purchased and compare these reviews.
4. Influence or *effect*, the product review feature becomes important if it influences product selection.

Purchasing Decisions Purchasing

Decisions or *purchase decisions* according to Kotler & Armstrong (2008) is when consumers buy the most preferred brand. However, there are 2 factors that influence consumers, whether they are only buying intentions or actually making purchasing decisions. The first factor is influenced by the attitude of others and the second one is seen from unexpected situational conditions such as a competitor suddenly lowering its price, or someone's review of being disappointed with the buying experience.

Purchasing Decision Indicators

According to Kotler & Keller (2009) the indicators in purchasing decisions are:

1. Stability in a product, is a decision made by consumers, after considering various information that supports decision making

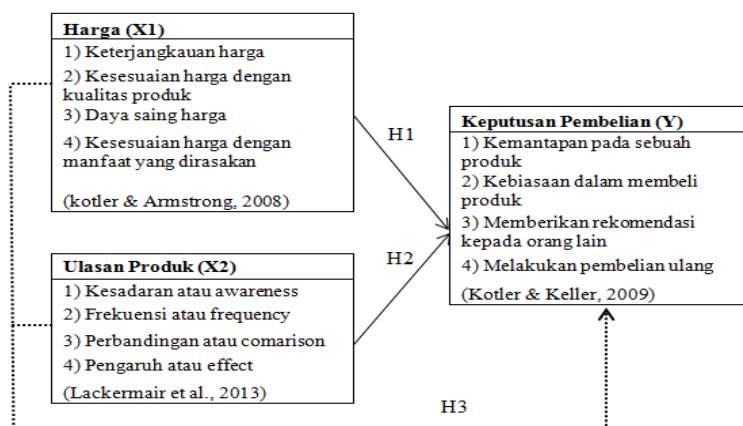
2. Habits in buying products, are the experiences of the closest people (parents, brother) in using a product.
3. Providing recommendations to others, is the delivery of positive information to others, so that they are interested in making a purchase.
4. Repurchase, is a continuous purchase, after consumers feel satisfied with the product or service received.

E-Commerce

According to Laudon and Laudon (2004), *e-commerce* (electronic commerce) is the process of buying and selling products electronically through computerized business transactions using the internet. Meanwhile, according to Peter & Olson (2014), *e-commerce* is a process in which buyers and sellers exchange information, money, and goods through electronic means such as the internet.

Research Framework

Figure 1. Thinking Framework



Research Hypothesis

hypothesis is a temporary answer compiled by the researcher, which will then be tested for truth through the collected empirical data. By testing the hypothesis and confirming the estimated relationship, it is hoped that a solution can be found to overcome the problem at hand (Sugiyono, 2017). The hypotheses in this study are:

1. H₁: There is a partially significant effect between price on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java.
2. H₂: There is a partially significant effect between product reviews on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java.

3. H₃: There is a simultaneous significant effect between price and product reviews on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java.

3. RESEARCH METHODOLOGY

This study uses a quantitative approach to determine the effect of price and product reviews partially and simultaneously on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java.

According to Sujarweni (2015), quantitative research is a type of research that produces findings that can be achieved (obtained) by using statistical procedures or other methods in terms of quantification or measurement. The process of analysis and calculation of research data using the computer program SPSS (*Statistical Product and Service Solution*) version 26.0.

Population

Population is a group of individuals who have distinctive characteristics that are of concern in a study (observation) in the scope to be studied (Sugiarto, 2017). The population in this study is Shopee consumers in Banjarnegara Regency, Central Java.

Sample

The sample is part of the population members taken according to certain procedures so that it is expected to represent the population (Sugiarto, 2017).

The sampling method used was with *non-probability sampling* technique. *Non-probability sampling* is a technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiarto, 2017). *Purposive sampling* technique is a technique of taking sample units that have certain considerations (Sugiyono, 2017). Because the population of Shopee consumers in Banjarnegara Regency is not known with certainty, the determination of the number of samples according to Sujarweni (2015):

$$n = \frac{Z^2}{4(Moe)^2}$$

Description:

N : Number of samples

Z : Normal distribution level at significant level 5%+1,96

Moe : *Margin of Error*, namely the maximum error rate in sampling that can be tolerated

By using a *margin of error* of 10% = 0.1, the minimum number of samples that can be taken is:

$$n = \frac{1.96^2}{4(0.1)^2} - 2 = 3.84164 (0.01) = \dots$$

Based on the calculation above, the minimum number of samples that must be met as much as 96.04 or 97 respondents. The sampling technique used is *purposive sampling* or *sampling* technique based on certain criteria considerations (Sugiyono, 2014). The criteria for respondents in this study are: The

1. respondents studied are Shopee consumers who live in Banjarnegara Regency.
2. Respondents have made *online* transactions (at least 2 times) through Shopee since the announcement of the Covid-19 pandemic in Indonesia.

Data Collection Techniques

1. Questionnaire

In this questionnaire, the method is measured by a Likert scale (*Likert scale*). The Likert scale is used to measure a person's attitudes, opinions, and perceptions about a social phenomenon (Sujarweni, 2015). With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a benchmark for compiling the questions. To obtain subjective data, each is made using the choices given the following score:

Table 1 Rating Scale

No	Description	Score
1	Strongly Agree	5
2	Agree	4
3	Uncertain	3
4	Disagree	2
5	Strongly Disagree	1

Source : (Sujarweni, 2015)

2. Literature

The Literature

The Study is carried out by studying and taking data from related literature and other sources that are considered to be able to provide information about this research (Sujarweni, 2015). The literature study used in this research is data obtained from journals, the internet, and books relevant to the research.

Data Analysis Techniques

Validity Test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the question items or statements are able to express the intent to be measured by the questionnaire. The validity test in this study used the SPSS version 26 computer program.

The significance test was carried out by comparing the calculated r

value (*Corrected Item Total Correlation value in Cronbach's Alpha Output*) with the r table value. For *degree of freedom* (df) = n -2 (n is the number of samples) and the number of samples (n) is 120 with a significance level of 0.05. So the r table in the study is r (0.05 ; 120 – 2) = 0.1793. An item on the questionnaire is said to be valid or valid if r count > r table and is positively correlated (Sujarweni, 2015). The following are the results of the validity test of price variables, product reviews, and purchasing decisions with SPSS version 26:

Table 2. Validity Test Results

Price Variable(X1)			
Item	R count	R table (df = 118)	Description
X1.1	0.654	0.1793	Valid
X1. 2	0.380	0.1793	Valid
X1.3	0.548	0.1793	Invalid
X1.4	0,482	0.1793	Valid
x1.5	0,564	0.1793	Valid
X1.6	0.223	0.1793	Invalid
variable Product Reviews (X2)			
Item	R calculate	the R table (df=118)	Information
X2.1	0.632	0.1793	Valid
X2.2	0.355	0.1793	Valid
X2.3	0.762	0.1793	Valid
X2.4	0.705	0.1793	Valid
X2.5	0.696	0.1793	Valid
X2.6	0.801	0,1793	Valid
X2.7	0.698	0.1793	Valid
Purchase Decision Variable (Y)			
Item	R count	R table (df=118)	Information
Y.1	0.345	0.1793	Valid
Y.2	0.424	0.1793	Valid
Y.3	0.418	0,1793	Valid
Y.4	0.406	0.1793	Valid
Y.5	0.503	0.1793	Valid

Source: The data were processed using SPSS version 26, 2021

Based on table 4.9 above can be seen that each item has a r count larger than r table (0 ,1793) and is positive. Thus, the questions or statements in this research questionnaire are valid. This shows that the intent expected by the researcher is the same as that understood by the respondent.

Reliability

Test A reliable test was carried out on question items that were declared valid. The reliable test is used to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable from time to time. A variable is said to be reliable if it has *Cronbach's Alpha* > 0.60. From the results of processing SPSS version 26, the following results are obtained:

Table 3. Reliability Test Results

No .	Variable	<i>Items</i>	<i>Cronbach's Alpha</i>	Value Critical	Ket.
1	Price (X1)	6	0.722	0.60	Reliable
2	Product Reviews (X2)	7	0.863	0.60	Reliable
3	Purchase Decision (Y)	5	0.657	0.60	Reliable

Source: Data processed using SPSS version 26, 2021

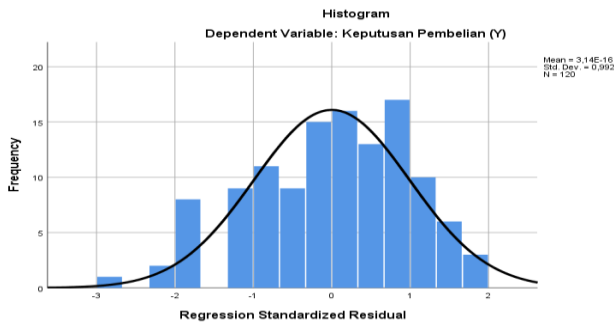
Based on table 4.10 above shows that all research variables showvalue *Cronbach's Alpha* greater than 0.060. This means that the research questionnaire is reliable, ie answers from respondents to the contents of the questionnaire are consistent or stable from time to time.

Analysis of Classical Assumption

a. Test Normality

The normality test aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution or not. A good regression model is to have a normal or close to normal data distribution. The following are the results of the normality test of the data by looking at the *output* of SPSS version 26 in the form of a histogram image:

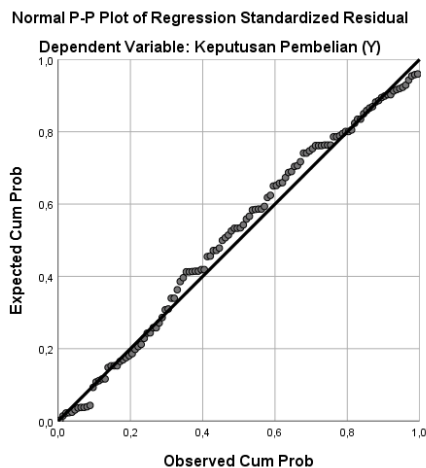
Graph 4 Histogram of Normality Test Results Data



Source: Data processed using SPSS version 26, 2021

Based on the results of the normality test on the histogram graph above, the residual data curve has shown a form like bell (*bell Shaped*) then the regression model used in the study is normally distributed. The second normality test can be seen using the graph as shown *Normal Probability Plot* (PP Plot) below.

Graph 5 Results *Normal Probability Plot* (PP Plot)



Source: Data processed using SPSS version 26, 2021

Based on the results of the normality test on the Normal PP Plot graph above, it can be seen that the dots spread around the diagonal line and their distribution follows the direction of the diagonal line. So it can be said that the data is normally distributed. In addition to looking at the graph, the normality test in the regression can also be proven by the *Kolmogorov Smirnov test* as below.

Table 4. Test Results *Kolmogorov Smirnov*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.18081464
Most Extreme Differences	Absolute	0.068
	Positive	0.050
	Negative	-0.068
Test Statistic		0.068
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Source: Data processed using SPSS version 26, 2021

Based on the results of the *Kolmogorov Smirnov* test in the table above, the residual value of the data is seen from the *output of Asymp.Sig. (2-tailed)* which is seen that the significance value (0.200) is greater than 0.05. So it can be concluded that the variables in this study are normally distributed.

b. Multicollinearity Test Multicollinearity

test aims to test whether in the regression model there are independent variables that have similarities between independent variables in a model or not. The similarity between variables *independentindependent* (variables) will result in a very strong correlation. A good regression model should not have a correlation between the independent variables. The method for testing the existence of this multicollinearity can be seen from the *tolerance value* or *Variance Inflation Factor* (VIF). The limit of *tolerance value* > 0, 1 or VIF value less than 10 means that there is no multicollinearity. The following are the results of the multicollinearity test on the price variable (X_1) and product reviews (X_2):

Table 5. Multicollinearity Test Results for

Variable	Tolerance	VIF	Description
Price (X_1)	0.635	1.574	There is no multicollinearity
Product Reviews (X_2)	0.635	1.574	There is no multicollinearity

Source: The data is processed using SPSS version 26, 2021.

Based on the results of the Multicollinearity test in the table above, the value *tolerance* for the price variable (X_1) and product reviews (X_2) is 0.635. This value is greater than the value limit, *tolerance* which is 0.1. And VIF at a price variable (X_1) and product (X_2) shows the value of 1,574 or under 10. It can be concluded that the regression model in this study did not happen

multikolinearitas.

c. Autocorrelation Test Autocorrelation

test aims to test whether in a linear regression model there is a correlation between the confounding variable in a certain period and the confounding variable in the previous period. In a good regression model there should be no correlation between the independent variables. To perform the autocorrelation test, it is carried out using the value *Durbin Watson* with the criteria that if the DW number is below -2 it means that there is a positive autocorrelation, if the DW number is between -2 and +2, it means that there is no autocorrelation, and if the DW number is above +2, it means that there is autocorrelation. negative. The following are the results of the autocorrelation test by looking at the value *Durbin Watson* in the *output SPSS model summary* :

Table 6. The results of the Autocorrelation Test

Summary Model ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1.	.685 ^A		.469	2.199	1.798

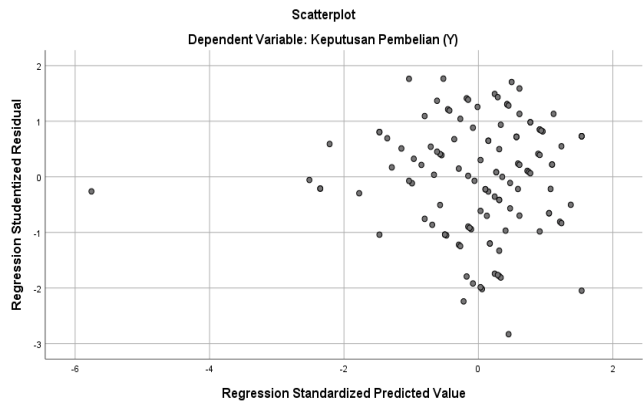
Source: The data were processed using SPSS version 26, 2021

Based on the results of autocorrelation in the table above, visible figure *Durbin Watson* of 1.798. This means that the number is between -2 and +2, so it can be said that there is no autocorrelation in the regression model of this study.

d. Heteroscedasticity Test Heteroscedasticity

test aims to test whether in a regression model there is a difference in *residual variance* from one observation period to another observation period. In a good regression model there should be no symptoms of heteroscedasticity. How to predict the presence or absence of heteroscedasticity in a model can be seen with an image pattern *scatterplot*, a regression that does not occur heteroscedasticity if the data points spread above and below or around the number 0, the data points do not collect only above or below. , the spread of data points must not form a wavy pattern, widen, then narrow and widen again, the spread of data points is not patterned. The following is the pattern of the image *scatterplot* on the results of the heteroscedasticity test using SPSS version 26:

Figure 3. Scatterplot of the Heteroscedasticity Test Results



Source: The data is processed using SPSS version 26, 2021

Based on the *scatterplot* of the heteroscedasticity test results in the image above, it shows that the data points are spread over and below or around the number 0, the data points do not collect just above or below, the spread of the data points does not form a wavy pattern, widens, then narrows and widens again, and finally the spread of data points is not patterned. Thus, it can be concluded that there is no symptom of heteroscedasticity, so that a good and ideal regression model can be fulfilled.

Hypothesis

a. Analysis Multiple Linear Regression Analysis Multiple

linear regression analysis (*multiple linear regression analysis*) is a regression analysis that aims to analyze the relationship between a dependent variable and several independent variables. In this study, multiple linear regression analysis is used to determine how much influence the price factor (X_1) and product (X_2) on purchase decisions (Y) and to test the truth of the hypothesis proposed in this study. The multiple linear regression equation can be found with the formula: $Y = a + b_1X_1 + b_2X_2 + e$. The following are the results of data analysis using SPSS version 26:

Table 7. Multiple Linear Test Results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	3,495	1,674		2,088,
					039

Price	(X ₁),33 2,		073,382	4.515,	000
Product Reviews	(X ₂),28 5,		063,383	4.535,	000

Source: Data processed using SPSS version 26, 2021

Based on the results in the table above, the following regression equation is obtained:

$$Y = 3.495 + 0.332X_1 + 0.285X_2 + e.$$

The regression equation above shows the relationship between independent variables and the dependent variable partially, from the equation it can be concluded that:

1. Value *constant* positive ie 3,495, giving the sense there is a positive influence on the independent variable that is a price variable (X_1) and product (X_2). So if the independent variable increases, then the dependent variable (purchase decision (Y)) will increase by 3.495 or 34.95%.
2. The regression coefficient value of the price variable (X_1) is 0.332, meaning that if the price (X_1) increases by 10% assuming the product review variable (X_2) is 0, then the purchase decision will increase by 3.32. The coefficient is positive, it shows that the price has a positive effect on purchasing decisions. So that if the price is increased, the quality of the product must be better and in accordance with consumer expectations, so that purchasing decisions will increase.
3. The regression coefficient value of the product review variable (X_2) is 0.285, meaning that if the product review variable (X_2) increases by 10% assuming the price variable (X_1) is 0, then the purchase decision will increase by 2.85. The coefficient is positive, it shows that product reviews have a positive effect on purchasing decisions. So that the better the reviews on a product, the purchasing decisions will increase.

b. T test (partial) and F test (simultaneous)

t test (partial) to determine the effect of each independent variable (price (X_1) and product reviews (X_2)) with the dependent variable (purchase decision (Y)). While the F test (simultaneous) to determine how much influence the independent variable (X_1 and X_2) together on the dependent variable (Y).

The t distribution table is searched for degrees of freedom (df) $nk-1$. (n is the number of samples and k is the number of independent variables). So that the t table is obtained $df = (120-2-1=117)$ with a significance of 5% or 0.05. Because this study uses two sides, the significance is $0.05/2=0.025$. The t table value is 1,980. Based on the results of SPSS data processing, the t value obtained from the *output SPSS table coefficients* and F count from the Anova table is as follows:

Table 8. t test results (partial)

Variable	t count	t	Significanc	Description
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		table	e	
Price(X1)	4,515	1,980	0,00	Hypothesis accepted
Product Reviews (X2)	4.535	1.980	0.00	hypothesis received

Source: The data were processed using SPSS version 26, 2021

table 9. Calculate F Test Results (Simultaneous)

F count	F table	Significance	Specification
51.679	3,07	0,00	accepted hypothesis

Source: The data was processed using SPSS version 26, 2021.

Based on the results of the analysis of the t test (partial) and the F (simultaneous) test in the table above, it shows that there is a relationship between the independent variable and the dependent variable either partially or simultaneously, as for the explanation as follows:

First hypothesis: There is a partially significant influence between price ononline purchasing decisionsthrough Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java.

Based on the results of the t test at 4:15 in the above table, it is known that the hypothesis test for a price variable (X_1) obtained t value of 4.515 and t table is 1,980. This means that the value of t count is greater than t table ($4.515 > 1.980$). Then the level of significance of 0.00, which is smaller than the level of significance of 0.05 ($0.00 < 0.05$). Thus, H_0 is rejected and H_a is accepted, and there is a significant effect. So that the first hypothesis is **accepted**, that price is an independent variable that has a significant effect ononline purchasing decisions through Shopee in the midst of the Covid-19 pandemic on Shopee consumers in Banjarnegara Regency.

Second hypothesis: There is a partially significant effect between product reviews on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java.

Based on the results of the t test at 4:15 in the above table, it is known that the hypothesis test for a variable product reviews (X_2) obtained t value of 4.535 and 1.980 t table value. This means that the value of t count is greater than t table ($4.535 > 1.980$). Then the level of significance of 0.00, which is smaller than the level of significance of 0.05 ($0.00 < 0.05$). Thus, H_0 is rejected and H_a is accepted, and there is a significant effect. So the second hypothesis is **accepted**, that product reviews are independent variables that have a significant effect on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic on Shopee consumers in Banjarnegara Regency.

Third hypothesis: There is a simultaneous significant effect between price and product reviews on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java.

Based on the results of the F test in table 4.16 above, it is known that the calculated F is 51.679 and the F table value is 3.07. This means that the calculated F value is greater than F table ($51.679 > 3.07$). Then the significance level is 0.00, which is smaller than the 0.05 significance level ($0.00 < 0.05$). Thus, H_0 is rejected and H_a is accepted, and there is a significant effect. So the third hypothesis is **accepted**, that prices and product reviews simultaneously (together) have a significant effect on *online* purchasing decisions through Shopee in the midst of the Covid-19 pandemic on Shopee consumers in Banjarnegara Regency.

a. Test The coefficient of determination (R²)

The coefficient of determination (R^2) aims to measure how far the ability of the model in a study in explaining variation of the dependent variable. The coefficient of determination, is between 0 and 1. The value of R^2 is small or close to 0 means the ability of independent variables in explaining the variation of the dependent variable are very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. In this study the dependent or independent variable (Y) is a purchase decision, then the independent variable or free is the price(X_1) and product (X_2).

Table 10. Test Results The coefficient of determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1,	685 ^A ,		469,460	2.199

Source: Data processed using SPSS version 26, 2021

On test results Coefficient of Determination on the table *output SPSS "Model Summary"* above, it is known that the coefficient of determination, denoted in the value of *Adjusted R Square* (multiple linear analysis) is equal to 0.460, this means that the price variable (X_1) and product (X_2) has contributed an influence on purchasing decisions (Y) by 46% and the balance of 54% is influenced by other variables outside regression model that was not examined in this study. *The Standard Error of the Estimate* (SEE) of 2.199 indicates the level of linear regression error, the smaller the SEE will make the regression model more precise in predicting the dependent variable (Y).

1. ANALYSIS AND DISCUSSION

Pandemic Corona virus (Covid-19) makes the government the various policies in order to prevent the spread of corona virus. This has led to *online* shopping activities sharp increase and an increase in the number of new consumers. This trend is also experienced by Shopee consumers in

Banjarnegara. By distributing questionnaires to 120 Shopee consumers who live in Banjarnegara Regency and have shopped at Shopee at least 2 times during the Covid-19 pandemic, it was found that 46 respondents shopped at Shopee between 2-3 times during the pandemic, then 19 respondents chose 4-5 times, and the remaining 55 respondents have done shopping *online* at Shopee more than 5 times (see table 4.20 below).

From this shopping experience, the researchers divided 2 categories, the first is new Shopee consumers, namely respondents who shopped less than 5 times or between 2-5 times since the pandemic (March 2020) until this data collection (December 2020), this category is a new consumer. starting to be active or consumers who are just using Shopee to shop *online* during a pandemic. And the second category, namely old Shopee consumers who shopped more than 5 times, this category is old shopee consumers who have been shopping *online* at Shopee since before the Covid-19 pandemic. The following is the number of respondents from Shopee's new consumers and old consumers.

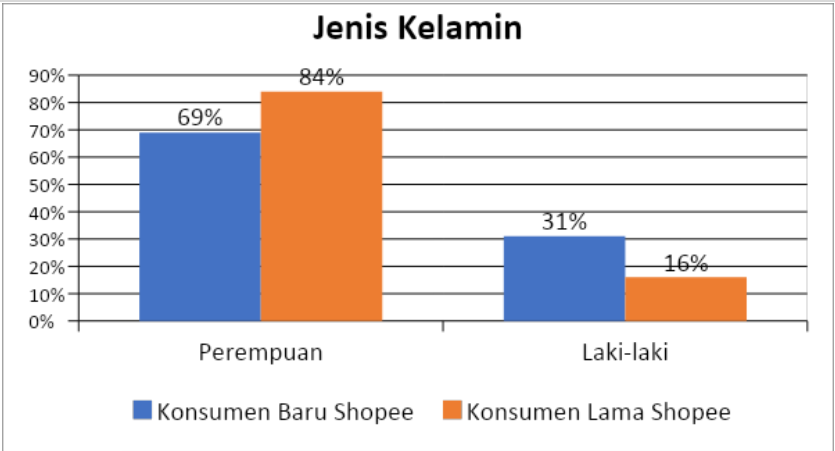
Table 11. Number of Respondents After Categorization

No.	Information		Number of Respondents
1	2 - 3 times	Shopee New Consumers	46
2	4 - 5 times		19
3	> 5 times	Shopee Old Consumers	55
Total			120

Source: Data processed using Microsoft Excel 2010, 2021

The categorization resulted in the highest number of respondents being new Shopee consumers, namely There are 65 people who have shopping experiences between 2-5 times during the pandemic. While the number of respondents for old consumers is 55 people and has shopping experience more than 5 times since the Covid-19 pandemic.

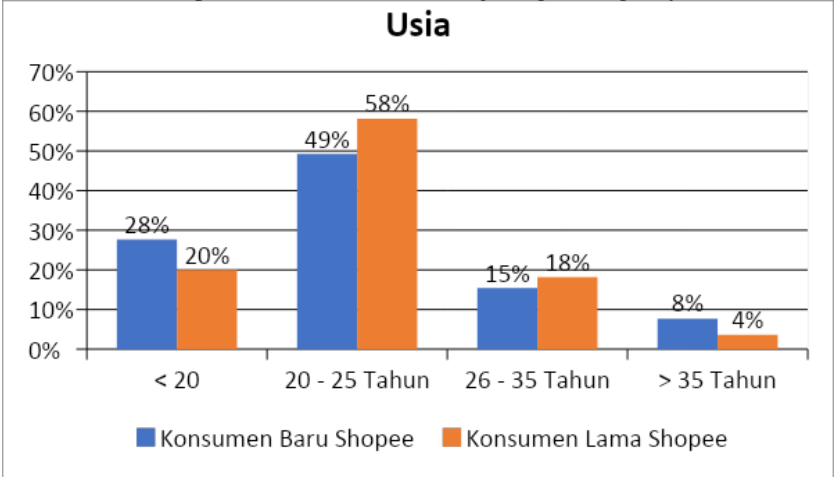
Graph 3. Comparison of Percentage by Gender in New Consumers and Shopee Old Consumers in Banjarnegara Regency



Source: Data processed using Microsoft Excel 2010, 2021

In the graph above, it can be seen that old Shopee consumers are more dominated by women and vice versa, for new Shopee consumers, the type male sex is 15% more than male gender in old Shopee consumers in Banjarnegara. This shows that there is an increase in shopping *online* through Shopee for new Shopee consumers in Banjarnegara who are male.

Graph 4.1 Comparison of Percentage Based on Age of New Consumers and Shopee Old Consumers in Banjarnegara Regency

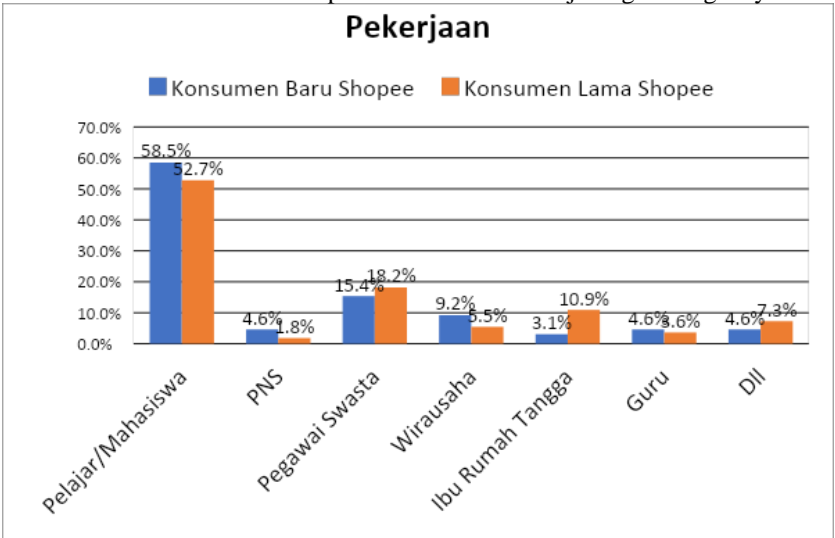


Source: Data processed using Microsoft Excel 2010, 2021

In the graph above produces data that Shopee's new consumers in

Banjarnegara are more dominated by the age group of less than 20 years and more than 35 years old. And Shopee's old consumers are dominated by the age group of 20-35 years. This shows that shopping *online* during the pandemic has begun to spread evenly across all age groups, although indeed the millennial generation and generation Z before the pandemic were more highlighted as market share *online* a very potential because their generation was very familiar with the internet (Santoso & Triwijayati, 2018).

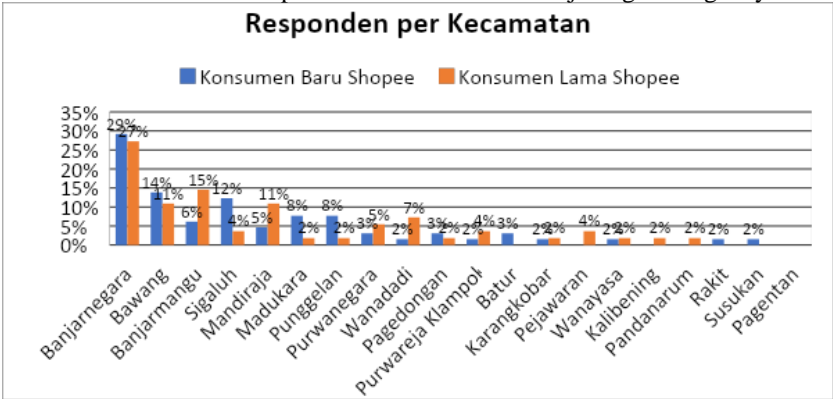
Graph 1. Comparison of Percentage Based on Employment of New Shopee Consumers and Old Shopee Consumers in Banjarnegara Regency



Source: Data processed using Microsoft Excel 2010, 2021

In the table above shows that both new and old Shopee consumers in Banjarnegara are dominated by students, namely 58, 5% and 52.7%. This is because students and students are more attached to technology. However, when compared, students and students of new consumers are more than students and students of old Shopee consumers. So it can be concluded that Generation Z Shopee consumers in Banjarnegara will dominate shopping *online* during the Covid pandemic.

Graph 2.2 Comparison of Percentage of Respondents by District on New Consumers and Shopee Old Consumers in Banjarnegara Regency



Source: Data processed using Microsoft Excel 2010, 2021

From the graph above , both new and old Shopee consumers in Banjarnegara Regency have more respondents in Banjarnegara sub-district, namely 29% and 27%, respectively. This is because the Banjarnegara sub-district is located in the city center/Banjarnegara Regency.

Effect of Price on Purchase Decisions

This study shows the results that there is a partially significant influence between price on *online* purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java. This is evidenced in the results of statistical calculation t test (partial) at a price variable_(X-1) obtained t value of 4.515 is greater than t table 1.980 (4.515> 1.980). Then the significance level is 0.00, which is smaller than the 0.05 significance level (0.00 < 0.05). These results are in accordance with research conducted by Melati (2020) before the pandemic, which also stated that the price variable had a significant partial effect on the decision to purchase *mobile phone cases* at the *marketplace* Shopee in Surabaya. Likewise in research conducted by Hustie & Greguree (2015) that price is an important element in making purchasing decisions. The influence of price on *online* purchasing decisions is due to the affordable price offered, the suitability of the price with the quality of a product, and the discount program, *cashback*, and free shipping offered by Shopee. This is supported by the opinion of Kotler & Keller (2009) which assumes that the simplest reason for buying *online* is to save money.

Table 4.21 The Highest Percentage of Respondents' Answers After Categorizing the Price Variable

No.	Statement of	New Consumer Shopee		Consumer Old Shopee	
		Percentage Top	Answer Respondents	Percentage Top	Answer Respondents
1	I purchased a product in Shopee because it affordable	54%	Agree	45%	Disagree
2	I bought the product at Shopee that fit my budget	52%	Strongly Agree	51%	Strongly Agree
3	I buy products on Shopee because the prices match the quality of the products	48%	Agree	56%	Agree
4	I buy products online at Shopee because the prices are cheaper than buying products in offline stores	40%	Strongly Agree	49%	Strongly Agree
5	I can find the cheapest product prices at Shopee compared to other e-commerce	49%	Agree	38%	Strongly Agree
6	I don't mind buying products at Shopee at high prices because of the need and benefit for me	37%	Disagree	40%	Disagree

Source: Data processed using Microsoft Excel 2010, 2021

From the table, it can be seen that 54% of Shopee's new consumer respondents are more likely to choose product prices that are not affordable. As for the old consumers, with a percentage of 56% more attention to the suitability of price with quality. However, both new and old Shopee consumers in Banjarnegara Regency, on average, think they agree and strongly agree that the reason they decide to buy at Shopee is because the prices at Shopee are affordable, according to the budget, the prices are in accordance with the quality, and the product prices at Shopee are cheaper than shop *online*.

However, at point 6, Shopee consumers, both new consumers and old Shopee consumers in Banjarnegara Regency, think they do not agree and object to having to buy products at Shopee at high prices because of their needs and benefits. This assumption shows that Shopee consumers in Banjarnegara are more concerned with low product prices in meeting their needs and bringing benefits to themselves.

The Effect of Product Reviews on Purchase Decisions

Reviews (*reviews*) are part of the *Electronic Word of Mouth* (eWOM), which is the direct opinion of an *online* consumer (*Online Consumer Review*) after making a purchase. A survey (Lackermair et al., 2013) shows that product reviews are the most popular source of information on consumer purchasing decisions. This is because purchases are made *online* and consumers do not know the actual shape and condition of the goods.

This study shows the results that there is a partially significant effect between product reviews on *online* purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java. This is evidenced in the results of statistical calculation t test (partial) in the variable product reviews (X_2) obtained t value of 4.535 is greater than t table 1.980 ($4.515 > 1.980$). Then the significance level is 0.00, which is smaller than the 0.05 significance level ($0.00 < 0.05$). These results are supported by research by Andiani (2019) which also states that the product review variable has a significant effect online purchasing decisions on *in* Shopee. Likewise in research conducted by Constantinides & Holleschovsky (2016) that product reviews on trusted *e-commerce* have an effect on purchasing decisions.

Table 4.22 The Highest Percentage of Respondents' Answers to Product Reviews Variables

No.	Statement of	New Consumer Shopee		Consumer Old Shopee	
		Percentage Top	Answer Respondents	Percentage Top	Answer Respondents
1	I know their features reviews of products in Shopee	46%	Agree	67%	Strongly Disagree
2	I always give a review of the product after making a purchase at Shopee	34%	Agree	40%	Strongly Agree
3	Before buying, I often use the product reviews feature on Shopee as a source of information on the quality of a product	71%	Strongly Agree	82%	Strongly Agree
4	I always read product reviews before buying	69%	Strongly Agree	82%	Strongly Agree
5	Before buying, I compare reviews- product reviews first on several online stores on Shopee	52%	Strongly Agree	71%	Strongly Agree
6	I will choose products that have positive reviews	82%	Strongly Agree	80%	Strongly Agree
7	Product review features greatly influence my decision to buy a product at Shopee	66%	Strongly Agree	75%	Strongly Agree

Source: Data processed using Microsoft Excel 2010, 2021

Based on table 4.22 above, it shows the results that the highest average answers in the category of new users and old Shopee users in Banjarnegara Regency, Central Java, tend to strongly agree to make product reviews the most important factor in deciding purchases at Shopee. This is due to consumer awareness of the function of the product review feature on Shopee, making the product review feature a source of information for potential buyers, before buying consumers will first compare reviews from one store to another, and the influence on the product buying process at Shopee.

From the table above, 82% of new Shopee consumers strongly agree that they will choose products that have positive reviews on Shopee. And 82% of Shopee's old consumers make more use of the product review feature in finding information about the quality of a product on Shopee and they always

read product reviews before deciding to buy at Shopee. So overall, Shopee consumers in Banjarnegara Regency, Central Java, will first read product reviews by previous consumers and will choose reviews that tend to be positive and have a lot of information about the quality of the product to be purchased, before making a purchase decision through Shopee in the midst of a pandemic. Covid-19.

What's interesting is that new Shopee consumers on average choose to agree with the knowledge of the product review feature and provide reviews after making a purchase. So it can be assumed that new Shopee consumers in the midst of the Covid-19 pandemic do not yet fully understand the function of the product review feature itself, so they feel lazy to provide reviews after making a purchase at Shopee due to a lack of maximum understanding of the feature. This is different from the respondent's answer to the old Shopee consumer category, namely 40% of respondents always provide reviews after making a purchase, because they are more aware of how important the reviews they provide on Shopee are as a source of information for prospective buyers afterward, especially in the midst of the increasing trend of shopping *online* in the past. this pandemic.

The Influence of Price and Product Reviews on Purchase

Decisions

Online purchasing decisions have become more popular since the Covid-19 pandemic. This is a form of preventing the transmission of the corona virus and indirectly helping the government in accelerating the socialization of the digital era to consumers, especially to the people of Banjarnegara Regency. The price factor and product reviews are important considerations for consumers when deciding to buy a product *online*, especially during the Covid-19 pandemic.

This study shows the results that there is a simultaneous significant effect between price and product reviews online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java. This is evidenced by the results of the statistical calculation of the F test (simultaneous) on the price variable (X_1) and Product Reviews (X_2) obtaining a calculated F value of 51,679 which is greater than the F table value of 3.07 ($51,679 > 3.07$). Then the significance level is 0.00, which is smaller than the 0.05 significance level ($0.00 < 0.05$). So with an affordable price that is according to the *budget* consumer's, according to the quality of the product and the perceived benefits, and the existence of product reviews that tend to be positive, it can improve purchasing decisions at Shopee.

The results of this study are in accordance with other studies (Rahayu et al., 2020) which show that price and product reviews have a simultaneous effect online purchasing decisions at Shopee in Bengkulu. Other studies (Budget, 2020) also showed that prices and consumer reviews *online* (online consumers review) simultaneously influence the decision to purchase a *cellphone case* through Shopee in Surabaya.

Table 4.23 The Highest Percentage of Respondents' Answers to the Purchase Decision Variable

No .	Statement of	New Consumer Shopee		Consumer Old Shopee	
		Percentag e Top	Answer Responde nts	Percen tage Top	Answer Responde nts
1	I decided to buy a product when you are sure the quality is good	71%	Strongly Agree	69%	Strongly Disagree
2	I decided to buy the product in Shopee as much to review / provide reviews	49%	Very Agree	62%	Strongly Agree
3	I have become accustomed to buying products online at Shopee during the Covid-19 pandemic	37%	Disagree	47%	Strongly Agree
4	I will recommend the products I buy at Shopee to my relatives, if the product meets my expectations	37 %	Agree	29%	Strongly Agree
5	If I am satisfied with the product I bought at Shopee, then I will repurchase	38%	Disagree	40%	Strongly Agree

Source: Data processed using Microsoft Excel 2010, 2021

Based on the table above, the highest percentage namely 71% of Shopee's new consumer categories and 69% of Shopee's old consumers in Banjarnegar Regency a Central Java on the purchasing decision variable states that respondents strongly agree to decide to buy products at Shopee when they are sure that the quality is good. In this study, it was found that this belief will arise when Shopee consumers in Banjarnegara find product prices that are cheap and in accordance with quality. This confidence will increase after consumers search for information regarding the product to be purchased by reading previous consumer reviews that tend to be positive.

What is unique about the average respondents' answers regarding purchasing decisions in the table above is that 37% of respondents in the new Shopee consumer category chose not to agree with the respondent's statement that they became accustomed to shopping *online* during the Covid-19 pandemic. And 38% of Shopee's new consumers do not agree that if they are satisfied with the product they bought, they will make a repeat purchase. It is

assumed that the shopping *online* they do during the pandemic is not on products that are needed or consumed daily. So they only make one purchase on the purchased product.

Unlike the case with old Shopee consumers, that 47% of respondents actually agreed that in the midst of a pandemic they became accustomed to shopping *online* at Shopee. And 40% of respondents strongly agree that if they are satisfied with the product purchased, then they will make a repeat purchase, and will even recommend the product to others. This can help product marketing for sellers at Shopee, because the majority of respondents, namely Shopee consumers who work as students belonging to Generation Z, will most likely recommend products and even recommend the store on *social media* that can reach a wider market.

The results of this study are in accordance with Rahayu's research in Bengkulu which shows that price and product reviews have a simultaneous effect on online purchasing decisions at Shopee (Rahayu et al., 2020). Another study of Jasmine in Surabaya also showed that prices and consumer reviews *online* (online consumers review) simultaneously influence the decision to purchase a *cellphone case* at Shopee for students in Surabaya (Melati, 2020).

2. CONCLUSION

From the results of statistical analysis of the data in this study, it was found that the question items or statements in this research questionnaire were valid and reliable. The regression model used is normally distributed, there is no multicollinearity, autocorrelation, and heteroscedasticity. In multiple linear regression analysis, t test, and F test, the results of the price variable and product reviews in this study affect the purchase decision partially or simultaneously according to the researcher's hypothesis. Then in the last test, namely the coefficient of determination test, it was found that the price variable and product reviews had an influence of 46% on purchasing decisions.

After conducting the data analysis test, the researchers re-analyzed the highest percentage of respondents' answers in this study into 2 categories, namely old consumers and new Shopee consumers as seen from the number of respondents' shopping experiences. The results show that the majority of Shopee consumers in Banjarnegara Regency are new consumers at Shopee, namely consumers who have just started being active or consumers who have just used Shopee to shop *online* during a pandemic. Thus, it can be concluded as follows:

1. Price has a significant partial effect on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java. From the highest percentage of respondents' answers after the categorization in the table above (see table 4.21), it shows that 54% of new Shopee consumer respondents are more likely to choose affordable product prices. As for the old consumers, with the highest

percentage of 56%, they pay more attention to the suitability of price with quality. However, both new and old Shopee consumers in Banjarnegara Regency, on average, think they agree and strongly agree that the reason they decide to buy at Shopee is because the prices at Shopee are affordable, according to the budget, the prices are in accordance with the quality, and the product prices at Shopee are cheaper than *online* shop .

2. Product reviews partially have a significant effect on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java. In this study, it was also found that reviews that tend to be positive have more opportunities for new Shopee consumers to choose in Banjarnegara Regency, Central Java in deciding to purchase at Shopee during this pandemic. This can be seen from the highest percentage, namely 82% of the total new consumer category respondents who strongly agree that they tend to choose positive reviews before deciding to purchase *online* at Shopee. Meanwhile, for old Shopee consumers, 82% of respondents think they strongly agree that informative reviews are their preferred choice before making a purchase at Shopee. And in general, Shopee consumers in Banjarnegara Regency are already aware of the product review feature on Shopee, making the product review feature a source of information before deciding to purchase at Shopee, before buying consumers will first compare reviews from one store to another, and product reviews have influence in deciding to purchase at Shopee.
3. Prices and product reviews have a significant simultaneous effect on online purchasing decisions through Shopee in the midst of the Covid-19 pandemic in Banjarnegara Regency, Central Java. In this study, it was also found that 71% of respondents from the highest percentage of Shopee's new consumer categories and 69% of respondents from the highest percentage of Shopee's old consumer categories in Banjarnegara Regency, Central Java both thought strongly that they bought products at Shopee when they were sure good quality. The next reason is because the product has many reviews or reviews from previous buyers. This can be seen from the highest percentage, which is 49% of new Shopee consumers and 62% of old Shopee consumers who decide to purchase at Shopee because of many *reviews* on both regarding the price and the product. For new Shopee consumers in Banjarnegara Regency, they tend to choose cheap product prices and for old Shopee consumers, they are more concerned with the suitability of product prices with quality. As for the reviews, reviews that tend to be positive will be preferred by new Shopee consumers in Banjarnegara Regency, Central Java, in deciding to purchase at Shopee during this pandemic. Meanwhile, informative reviews are preferred by old Shopee consumers before making purchases at Shopee. However, on the behavior of Shopee consumers in Banjarnegara Regency during the Covid-19 pandemic, it was found that new Shopee consumers in Banjarnegara Regency, Central Java did *online*

shopping at Shopee, but they did not make this a new habit during the Covid-19 pandemic. This is different from the case with old Shopee consumers who have become more active in shopping *online* during this pandemic.

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