

# Understanding Consumer Behavior: How Attitudes, Social Norms, and Perceived Control Shape Purchase Intentions on Tokopedia

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**Abstract:** This study aims to analyze the influence of Attitude, Social Norms, and Perceived Behavioral Control on Purchase Intention on the Tokopedia e-commerce platform, focusing on generation Z consumers in Bali and East Java. The problem faced is the lack of understanding of psychological and social factors that influence consumer purchase intention in e-commerce. This study uses a quantitative approach with a survey method, where data is collected through questionnaires filled out by 93 respondents. Data analysis was carried out using SPSS with multiple linear regression techniques to test the effect of independent variables on dependent variables. The results showed that Attitude, Social Norms, and Perceived Behavioral Control have a significant positive effect on Purchase Intention. Among the three variables, Perceived Behavioral Control shows the greatest influence on purchase intention, followed by Attitude and Social Norms. These findings provide important insights for Tokopedia managers in designing marketing strategies that can improve user experience and consumer purchase intention. This study also contributes to the development of the Theory of Planned Behavior in the context of e-commerce in Indonesia.

**Keywords:** Attitude; Social Norms; Perceived Behavioral Control; Purchase Intention; E-commerce.

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## Introduction

E-commerce has grown rapidly in recent years and has become an integral part of modern consumer life. In Indonesia, one of the most popular e-commerce platforms is Tokopedia. This platform has succeeded in capturing the attention of consumers from various circles, especially generation Z, which is known as a digital generation that is highly connected to technology and tends to rely on the internet to meet their daily needs. Generation Z, born between 1997 and 2012, has unique preferences in shopping, often influenced by psychological and social factors that shape their purchasing decisions (Lesmana, 2023). To understand this consumer behavior, it is important to analyze how attitudes, social norms, and perceived behavioral control affect their purchase intentions, which can be explained using the Theory of Planned Behavior (TPB).

As competition in the e-commerce market increases, companies must understand the factors that can influence consumers' decisions to shop online. One of the relevant theories to explain consumer behavior in the context of e-commerce is the Theory of Planned Behavior (TPB), developed by Ajzen (1991). TPB suggests that the intention to perform a behavior is influenced by three main factors: attitude toward the behavior, social norms, and perceived behavioral control. In the context of e-commerce, attitudes toward the shopping platform, social influence from friends and family, and the extent to which consumers feel they have control over their purchasing decisions can influence their intention to shop (Silawati & Siregar, 2024). The problem faced in this study is the lack of clarity regarding how much influence each component of the TPB has on consumer purchase intentions on Tokopedia, especially for generation Z in Indonesia (Febiola, Timotius FCW Sutrisno, 2021). Given the many factors that influence purchasing decisions, understanding the influence of these factors will be very important for e-commerce managers to optimize marketing strategies and improve user experience. Although various previous studies have examined the influence of TPB on consumer behavior, research related to purchase intentions on e-commerce platforms such as Tokopedia is still limited. Therefore, this study aims to fill this gap by analyzing the influence of Attitude, Social Norms, and Perceived Behavioral Control on Purchase Intention on Tokopedia.

The purpose of this study is to identify and analyze the influence of attitudes, social norms, and perceived behavioral control on consumer purchase intentions on Tokopedia, focusing on respondents from generation Z in Bali and East Java. This study uses a quantitative approach with a survey method and data processed using SPSS to produce a reliable and valid analysis. The results of this study are expected to provide a deeper understanding of the factors that influence generation Z purchasing decisions on e-commerce platforms, as well as provide insight for Tokopedia managers in formulating more effective marketing strategies. The advantage of this study lies in the application of the Theory of Planned Behavior in the context of e-commerce, especially Tokopedia, which has not been widely explored in the literature. Although TPB has been applied in various consumer behavior studies, a specific application on e-commerce platforms with a focus on generation Z provides a new contribution to the understanding of consumer behavior in the digital era (Sudirjo et al., 2023). This study also focuses on a very relevant and growing market segment, namely generation Z, which is known to be very connected to technology and social media. This provides added value to research that focuses on the behavior of young consumers who are the majority of e-commerce users in Indonesia. The novelty of this study lies in the emphasis on the influence of three main variables in the Theory of Planned Behavior—attitude, social norms, and perceived behavioral control—on consumer purchase intentions at Tokopedia. This study also highlights the important role of social norms in purchasing

decisions, a factor that is often overlooked in consumer behavior research in Indonesia. In addition, this study introduces a new perspective by focusing on generation Z, which is more inclined towards digital behavior and has different preferences compared to previous generations (Kolnhofer-Derecskei et al., 2019). Another novelty in this study is the use of data from two different regions, namely Bali and East Java, which provide variations in consumer characteristics, so that the results of the study can better describe the diversity of purchasing behavior in Indonesia. The contribution of this study is very significant both theoretically and practically. Theoretically, this study enriches the literature on consumer behavior in the context of e-commerce by applying the Theory of Planned Behavior to a very popular e-commerce platform in Indonesia, namely Tokopedia. This study also provides empirical evidence regarding the influence of attitudes, social norms, and perceived behavioral control on purchase intentions, which can be used as a basis for further research in the same field. Practically, the results of this study can help Tokopedia managers in designing more effective marketing strategies to increase purchase intentions among generation Z consumers. With a better understanding of the factors that influence purchase intentions, Tokopedia can focus more on designing advertising campaigns and user experiences that suit the preferences of young consumers.

## Theoretical Basis

The theoretical basis used in this study is the Theory of Planned Behavior (TPB) developed by Icek Ajzen in 1991. TPB is a social psychology theory that explains how individuals decide to perform a certain behavior and the factors that influence the decision. TPB states that individual behavior is driven by intention, which in turn is influenced by three main variables, namely Attitude, Social Norms, and Perceived Behavioral Control. This theory is widely used to analyze and predict consumer behavior in various contexts, including e-commerce, which is the focus of this study.

### Theory of Planned Behavior (TPB)

Attitude is an individual's evaluation of a certain behavior, which can be positive or negative. In the context of the Theory of Planned Behavior, attitude describes whether someone has a good or bad view of an action. This attitude is greatly influenced by the individual's beliefs about the results or consequences of a behavior. In e-commerce, attitude refers to how consumers view a platform like Tokopedia—whether they find it useful, easy to use, and enjoyable (Gunawan et al., 2019). If consumers have a positive attitude toward Tokopedia, they are more likely to intend to shop on the platform. In this case, attitude toward Tokopedia can be considered as one of the main drivers that shape purchase intention.

Social Norms refer to social influences that come from people around an individual, such as friends, family, or society in general. In the Theory of Planned Behavior, social norms describe the extent to which individuals feel compelled to perform a behavior due to pressure or influence from others. In the context of purchasing on Tokopedia, social norms can include encouragement or recommendations from friends or family who frequently use the platform, or social influence from social media that discusses Tokopedia. For example, if many friends or people respected by the consumer consider Tokopedia a good platform for shopping, then the consumer will be more likely to follow that behavior. These social norms function as external factors that influence an individual's decision to make a purchase on the platform (Mwakyusa, 2024).

Perceived Behavioral Control refers to an individual's perception of the extent to which they feel they can control or influence a behavior. In TPB, this relates to an individual's beliefs about the ease or difficulty they will encounter in performing an action. In the context of

purchasing on Tokopedia, Perceived Behavioral Control relates to how easy or difficult consumers feel it is to make a purchase on the platform. Factors that can influence this behavioral control include user experience with the application, ease of site navigation, availability of various payment methods, and the shipping and return process. If consumers feel that they have a lot of control over the purchasing process—for example, they feel comfortable with the transaction and shipping process—they are more likely to intend to make a purchase.

## Hypothesis

The three variables explained previously, namely Attitude, Social Norms, and Perceived Behavioral Control, interact with each other and shape an individual's intention to perform a behavior, in this case the intention to shop at Tokopedia. Based on the relationship between variables in the Theory of Planned Behavior, the following is an explanation of the interaction between variables that produces several research hypotheses.

**The Influence of Attitude on Purchase Intention** A positive attitude towards Tokopedia will strengthen purchase intention (Nia Lefiani & Anggalia Wibasuri, 2021). If consumers feel that shopping at Tokopedia provides many benefits, such as ease of shopping and trust in product quality, they are more likely to have the intention to shop. Therefore, the first hypothesis can be proposed:

Hypothesis 1: A positive attitude towards Tokopedia has a positive influence on consumer purchase intention.

**The Influence of Social Norms on Purchase Intention** Social norms also influence purchase intention, especially among the younger generation who are highly influenced by the opinions of their friends or family. If consumers feel that people close to them, such as friends or family, recommend or often shop at Tokopedia, then they will be more likely to follow these norms and intend to buy products on the same platform. The resulting hypothesis is:

Hypothesis 2: Social norms have a positive influence on consumer purchase intention on Tokopedia.

**The Influence of Perceived Behavioral Control on Purchase Intention** Perceived behavioral control has a significant influence on purchase intention. The easier it is for consumers to shop on Tokopedia, the more likely they are to intend to purchase. If the platform provides a smooth and seamless experience in payment, delivery, and returns, consumers will feel more confident in their purchasing decisions. Therefore, the hypothesis that can be proposed is:

Hypothesis 3: Perceived behavioral control has a positive influence on consumer purchase intention on Tokopedia.

**Interaction Between Variables** In addition to the direct influence between variables on purchase intention, interactions between variables are also very important in shaping consumer decisions. For example, a positive attitude toward Tokopedia may be stronger if consumers also feel they have control over the purchasing process, or if they are driven by social norms to shop at Tokopedia. Therefore, an additional hypothesis that can be tested is:

Hypothesis 4: The influence of positive attitudes on purchase intention is strengthened by perceived behavioral control and social norms.

## Method

This study uses a quantitative approach with a survey research design to examine the

influence of attitudes, social norms, and perceived behavioral control on consumer purchase intentions at Tokopedia. This method was chosen because it allows for the collection of large amounts of data from representative samples to produce findings that can be generalized to a wider population (Subhaktiyasa, 2024). This study aims to identify the relationship between the variables studied using the Theory of Planned Behavior (TPB) as a basic framework.

This study is included in the type of correlational research, which aims to identify the relationship between the variables tested, namely Attitude, Social Norms, and Perceived Behavioral Control, on Purchase Intention. This study is also descriptive, because it aims to describe the phenomena that occur in generation Z consumers in Bali and East Java who shop at Tokopedia. The population in this study were all generation Z consumers who shop at Tokopedia, with a focus on respondents in Bali and East Java. The research sample consisted of 93 respondents selected by non-probability sampling using convenience sampling techniques. Respondents were selected based on the following criteria: they are active Tokopedia consumers aged between 18 and 24 years and have shopped at least once on the platform.

The instrument used in this study was a questionnaire consisting of a number of statements measured on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). This questionnaire was designed to measure four main variables: Attitude, Social Norms, Perceived Behavioral Control, and Purchase Intention. The following is a further explanation of the instruments for each variable:

- a. Attitude: Obtained through 5 statements that measure consumers' positive or negative attitudes towards Tokopedia, such as shopping convenience and satisfaction.
- b. Social Norms: Obtained through 5 statements that measure the social influence of friends and family on purchasing decisions on Tokopedia.
- c. Perceived Behavioral Control: Obtained through 5 statements that measure the extent to which consumers feel they have control over their purchasing decisions on Tokopedia.
- d. Purchase Intention: Obtained through 5 statements that measure consumers' intention to make a purchase on Tokopedia in the near future.

To measure each variable, a Likert scale that has been tested for validity and reliability is used. Validity is tested using factor analysis to ensure that the instrument measures the intended variable. Reliability is tested using Cronbach's Alpha to ensure the internal consistency of each indicator.

### Data Analysis Techniques

After data collection is done, the data will be analyzed using SPSS software. Here are some stages of analysis that will be carried out:

1. Validity and Reliability Test: Before conducting further analysis, the instruments used will be tested for validity and reliability to ensure that the data collected is reliable.
2. Descriptive Statistics: To describe the characteristics of respondents, descriptive statistical analysis will be carried out, including calculating the average, standard deviation, and frequency distribution of each variable.
3. Classical Assumption Test: Includes normality test, multicollinearity test, and heteroscedasticity test to ensure that the data meets the regression assumptions.
4. Multiple Linear Regression: To test the effect of Attitude, Social Norms, and Perceived Behavioral Control on Purchase Intention, multiple linear regression

analysis will be used. This regression test will allow to see the effect of each variable on purchase intention simultaneously.

### Research Stages

1. **Research Preparation** At this stage, the researcher prepares everything related to the research, including compiling research instruments (questionnaires), determining the population and sample, and planning data collection methods. Preparation also includes instrument validation to ensure that the questionnaire used can measure the variables studied accurately.
2. **Data Collection** Data will be collected by distributing questionnaires online to predetermined respondents. The researcher will provide clear instructions to respondents on how to fill out the questionnaire, and ensure that the questionnaires received can be filled out correctly by the respondents.
3. **Validity and Reliability Test** After the data is collected, the first step is to conduct a validity and reliability test to ensure that the instrument used actually measures what is intended and is consistent in measuring the variables concerned.
4. **Data Analysis** After the validity and reliability have been tested, the main data analysis is carried out using SPSS. The first step is to conduct a descriptive analysis to describe the characteristics of the respondents. Furthermore, multiple linear regression analysis is carried out to test the hypotheses that have been proposed, as well as to identify the influence of each variable on purchasing intentions.
5. **Interpretation and Discussion of Results** The results of the data analysis will be interpreted to identify the influence of Attitude, Social Norms, and Perceived Behavioral Control on Purchase Intention. The researcher will discuss the findings obtained and compare them with previous studies to see similarities or differences in the results.
6. **Conclusions and Suggestions** In the final stage, the researcher will compile conclusions from the results of the research that has been conducted, as well as provide suggestions for Tokopedia managers regarding marketing strategies that can be used to increase purchase intentions among generation Z consumers. In addition, the researcher will also provide suggestions for further research that can develop this topic further.

## Results and Discussion

In this section, the researcher will present the results of the data analysis that has been processed using SPSS and a discussion of the findings. Data collected from 93 generation Z respondents in Bali and East Java were analyzed using descriptive statistics and multiple linear regression to test the influence of the variables Attitude, Social Norms, and Perceived Behavioral Control on Purchase Intention.

### Descriptive Statistics

Before conducting further analysis, the first step taken is descriptive statistical analysis to describe the basic characteristics of the research sample. Based on the data obtained, the average score for each main variable is as follows:

**Table 1.** Descriptive Statistics Results

Variables	Average Score	Standard Deviation
Attitude	4.2	0.5
Social Norms	4.0	0.6
Perceived Behavioural Control	4.3	0.4
Purchase Intention	4.1	0.7

From the table above, it can be seen that the average score for each variable is quite high, indicating that consumers have a positive attitude towards Tokopedia, are influenced by social norms in their purchasing decisions, and feel they have good control over the purchasing process. The average score for purchase intention is also quite high, which is 4.1, indicating that the majority of respondents have the intention to shop at Tokopedia in the near future.

### Validity and Reliability Test

Before continuing further analysis, a validity and reliability test was conducted to ensure that the instruments used in this study were valid and reliable. The results of the validity test using factor analysis showed that all question items in the questionnaire had significant factor values, so it can be said that the instrument is valid for use. Furthermore, the results of the reliability test using Cronbach's Alpha showed a value greater than 0.7 for each variable, which means that the research instrument has good internal consistency.

### Classical Assumption Test

Before proceeding to the regression analysis, a classical assumption test was conducted to ensure that the data met the requirements for regression analysis. The normality test showed that the data was normally distributed, with significant Kolmogorov-Smirnov values. The multicollinearity test did not show any problems, with VIF (Variance Inflation Factor) values lower than 10 for all variables. In addition, the heteroscedasticity test showed that there were no problems in the residual variance.

### Multiple Linear Regression Analysis

After ensuring that the data met the classical assumptions, multiple linear regression analysis was conducted to test the effect of Attitude, Social Norms, and Perceived Behavioral Control on Purchase Intention. The results of the regression test showed that the regression model used could explain 72% of the variance in Purchase Intention, with an R-squared value of 0.72.

The following table shows the results of the t-test for each independent variable:

**Table 2.** Regression Analysis Results

Variables	Regression Coefficient	t-statistic	p-value
Attitude	0.42	5.56	0.000
Social Norms	0.32	4.62	0.000
Perceived Behavioural Control	0.48	6.98	0.000

Based on the results above, all independent variables—Attitude, Social Norms, and Perceived Behavioral Control—have a significant positive effect on Purchase Intention, with a p-value <0.01. This indicates that a positive attitude toward Tokopedia, social norms that support purchasing, and perceived behavioral control

all play a role in increasing consumer purchase intention.

### Discussion of Results

Based on the results of the regression analysis, it can be concluded that the three variables—Attitude, Social Norms, and Perceived Behavioral Control—have a significant positive effect on consumer purchase intention at Tokopedia.

1. **Effect of Attitude on Purchase Intention** Attitude toward Tokopedia has a significant effect on consumer purchase intention. The regression coefficient for Attitude is 0.42 with a t-value = 5.56 and a p-value <0.01, indicating that a positive attitude toward Tokopedia increases the likelihood of purchase intention. These results are in line with previous research showing that a positive attitude toward an e-commerce platform increases purchase intention (Ajzen, 1991).
2. **The Influence of Social Norms on Purchase Intention** Social norms also have a significant influence on purchase intention, with a regression coefficient of 0.32 and a t value of 4.62. These results indicate that the influence of friends and family or the surrounding community can strengthen consumers' intention to shop at Tokopedia. This social influence shows the importance of social references in making purchasing decisions, which is also reflected in the behavior of Generation Z consumers who are more influenced by social interactions and the influence of their friends.
3. **The Influence of Perceived Behavioral Control on Purchase Intention** Perceived behavioral control has the most significant influence on purchase intention, with a regression coefficient of 0.48 and a t value of 6.98. This shows that consumers who feel they have high control over the shopping experience at Tokopedia—such as ease of payment, product choices, and shipping—will be more likely to have the intention to shop. The influence of Perceived Behavioral Control supports the findings of Ajzen (1991), which shows that individuals are more likely to carry out a behavior if they feel they can control or influence the behavior.

## Conclusion

This study aims to analyze the influence of Attitude, Social Norms, and Perceived Behavioral Control on Purchase Intention at Tokopedia, focusing on Generation Z consumers in Bali and East Java. Based on the results of multiple linear regression analysis, it can be concluded that the three variables tested—Attitude, Social Norms, and Perceived Behavioral Control—have a significant positive influence on consumer purchase intention at Tokopedia. The results of this study indicate that positive attitudes towards Tokopedia, social influence from friends or family, and behavioral control perceived by consumers all contribute to increasing purchase intention. Specifically, Perceived Behavioral Control has the largest influence followed by Attitude and Social Norms. Thus, to increase consumer purchase intention, Tokopedia needs to pay attention to these factors, especially in terms of providing convenience for users and strengthening social influence in purchasing decisions.

Theoretically, this study provides empirical evidence that supports the Theory of Planned Behavior (TPB) in the context of e-commerce, especially Tokopedia. The findings of this study enrich the literature on the influence of psychological and social factors on consumer behavior in the digital world. By confirming that Attitude, Social Norms, and Perceived Behavioral Control influence purchase intention, this study adds to the understanding of how this theory can be applied in the context of e-commerce platforms in

Indonesia, especially for Generation Z consumers. This study also provides new insights into the importance of Perceived Behavioral Control in determining purchase decisions in e-commerce, showing that consumers' perceived control over the purchasing process greatly influences their intention to shop. This suggests that the success of e-commerce platforms depends on their ability to provide consumers with a greater sense of control over their shopping experience (Byun, 2018).

In practical terms, the results of this study provide several strategic recommendations for Tokopedia managers and other e-commerce platforms. First, Tokopedia must continue to strengthen its positive image in the eyes of consumers by providing a pleasant and transparent shopping experience. Improving the ease and convenience of shopping, such as improving the payment system, delivery process, and customer service, will increase consumers' positive attitudes towards the platform.

Second, Tokopedia can leverage social influence by integrating features that allow consumers to share their shopping experiences on social media or provide recommendations to friends and family (Setiawati & Pirdaus, 2024). This will strengthen social norms that support purchase intentions and increase consumer trust in the platform.

Third, it is important to provide features that give consumers more control over their shopping experience. For example, by offering more shipping options, flexible payments, and ensuring a smoother user experience, Tokopedia can increase consumers' perceived control over the purchasing process and, in turn, increase their purchase intentions.

This study has several limitations that can be used as references for further research. First, this study only focuses on generation Z consumers in Bali and East Java, which may limit the generalizability of the research results to other regions or demographic groups. Future research can expand the sample size by involving consumers from different ages, regions, and socio-economic backgrounds to gain a more holistic understanding of e-commerce purchasing behavior.

Second, this study used a quantitative approach, which although it provided statistically strong results, did not allow for a deeper dive into the qualitative aspects of consumer behavior. Therefore, further research can incorporate qualitative approaches, such as in-depth interviews or focus group discussions, to gain deeper insights into the factors influencing purchase intention.

Third, this study focused on psychological factors influencing purchase intention, but other external factors, such as promotions or pricing policies, can also play an important role in purchasing decisions. Future research can add other external variables to gain a more complete understanding of the influence of various factors on purchase intention on e-commerce platforms.

By expanding the scope of the study and using more diverse methodologies, future research can provide a more comprehensive picture of the factors influencing consumer purchase behavior in e-commerce, as well as help platform managers formulate more effective strategies to improve consumer experience and customer loyalty.

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