

The Influence of Social Media Marketing Instagram on Purchasing Decisions on The Shopee Platform (Study on The Society of Bogor City)

Geraldino Aditia Akbar¹, Oktori Kiswati Zaini², Arie Wibowo Irawan³, Tiara Murniasih Cahya⁴

¹Departement of Management, Pakuan University, Indonesia

²Departement of Management, Pakuan University, Indonesia

³Departement of Management, Pakuan University, Indonesia

⁴Departement of Management, Pakuan University, Indonesia

Abstract

The development of information technology and the presence of the internet have contributed to the phenomenon of online shopping, which is very popular with people in different countries around the world. One of the companies in the field of online shopping (e-commerce) which also operates in Indonesia is Shopee. Among the many factors that influence consumers in determining purchasing decisions at this time, is social media marketing via Instagram. This research was conducted with the aim of testing whether social media marketing influences purchasing decisions on the Shopee platform in Bogor City. The type of research used by researchers is causal associative. The author uses a qualitative technique, which is quantified using a Likert scale where qualitative data types are obtained from questionnaires. The selection of respondents was carried out using the non-probability sampling method with two methods, namely purposive sampling and accidental sampling with a total of 100 respondents based on the Slovin formula. Data collection was carried out through questionnaires and data analysis methods using descriptive analysis, classical assumption test, simple linear regression, hypothesis testing and the coefficient of determination. The results of this study indicate that Instagram social media marketing has a positive influence on purchasing decisions. This is obtained from the results of the sig value of 0.00, t-table 1,984. While the influence of Instagram social media marketing on purchasing decisions on the Shopee platform is 15%, the remaining 85% is influenced by other variables not examined in this study.

Keyword: Instagram social media marketing, purchasing decisions

1. Introduction

The development of information and communication technology in the world has grown rapidly and has a huge impact on the lives of modern humans. The presence of the internet also changes the behavior of modern human life, one of the changes in life behavior is the increasing phenomenon of shopping online. Currently, the phenomenon of shopping is very popular among people in various countries around the world. In Indonesia, the consumption of people's consumption of online shopping is increasing every year, this is evident from Indonesia's growing e-commerce transaction value. The following is data on the value of e-commerce transactions in Indonesia from 2019 to 2021.

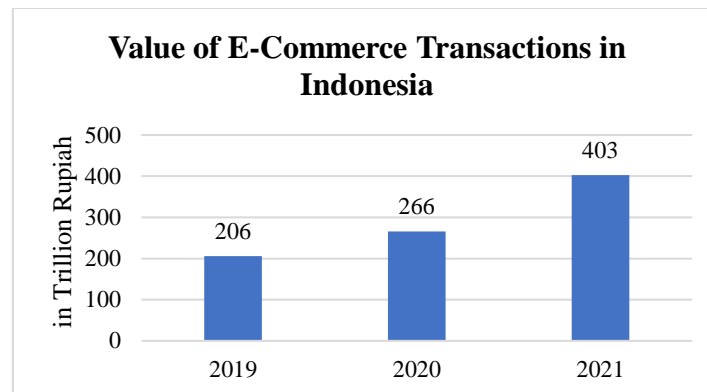


Figure 1.1 Value of E-Commerce Transactions in Indonesia

Source: Data Indonesia, 2022

Based on the data, the value of e-commerce transactions in Indonesia increases every year, in 2019 the value of e-commerce sector transactions reached 206 trillion rupiah, and in 2020 the number of e-commerce transactions rose to 266 trillion rupiah with a percentage increase of 29.13% compared to the previous year. Then in 2021, the value of e-commerce transactions increased by 51.6% with a figure of 403 trillion rupiah. The increasing value of e-commerce transactions in Indonesia is also in line with the increasing visits of Indonesian consumers to several e-commerce companies. The increasing value of e-commerce transactions in Indonesia is also in line with the increasing use of e-commerce in several regions in Indonesia, especially for provinces that have a large population. The following is data on the 10 provinces with the highest consumers in Indonesia.

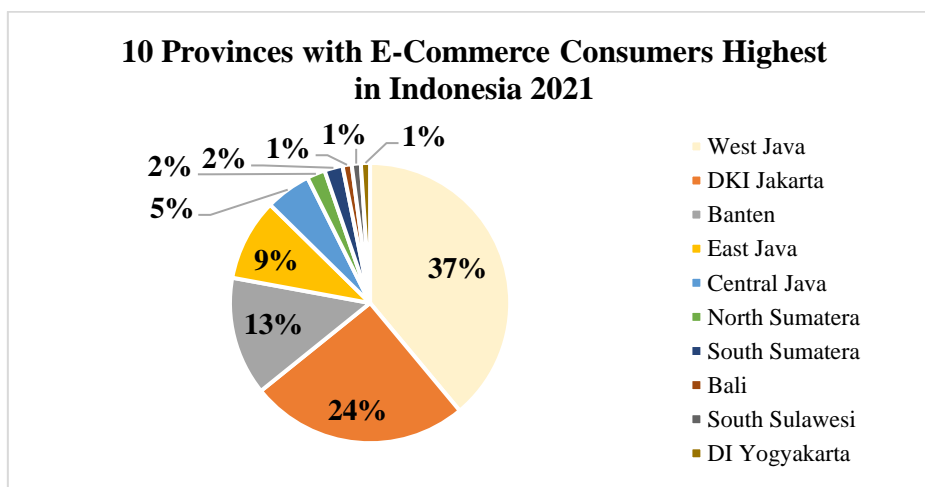


Figure 1.2 Provinces with The Highest E-Commerce Consumers in Indonesia 2021

Source: Datanesia, 2022

According to the data shown in Figure 1.2, the Indonesian province with the largest e-commerce user base in 2021 is West Java, with a percentage of around 37%, which is much higher than other provinces in Java Island. Bank Indonesia noted that e-commerce transactions in West Java up to the third quarter of 2021 reached IDR 15.02 trillion. This number of purchases and sales is the highest nationally. According to population administration data as of June 2021, Bogor Regency has the greatest population in Indonesia, with 5,198,693 people, which contributes to the high number of consumers in West Java province (Dukcapil.kemendagri.go.id). The high number of e-commerce users in West Java is also in line with the high number of residents who transact e-commerce in West Java, especially for the city administration area. The following is data on 4 cities in West Java with the highest number of residents who transact e-commerce in 2021.

Table 1.1. 4 Cities in West Java with The Highest of People Transacting E-Commerce

Sequence	Region	Total Population	Number of People Who Transact E-Commerce	Percentage of The Population that Conducts E-Commerce Transactions (%)
1	Bekasi City	3.028.638	816.351	27
2	Depok City	2.441.837	659.958	27
3	Bandung City	2.259.714	616.109	24,4
4	Bogor City	1.052.359	236.225	21,2

Source: Dailysocial (processed)

Based on data from cities in West Java with the largest population transacting e-commerce in the 2019-2021 period, Bekasi city is in the first position with a total population transacting e-commerce of 816,351 with a percentage of 27%, then in second place is Depok city with a total population transacting e-commerce of 659.958 with a percentage of 27%, in third place is the city of Bandung with a population of 616,109 with a percentage of 24.4%, in fourth place is the city of Bogor with a population of 236,225 with a percentage of 21.2%. The high number of e-commerce consumers in Indonesia especially in the West Java region, is an indication that Indonesia is a large e-commerce market, this is in line with the increasing competition of e-commerce platforms operating in Indonesia. The information on Indonesian e-commerce competitiveness is as follows.

Table 1.2. E-Commerce Competition in Indonesia

E-Commerce Platform Name	Holding Company and Year Launched in Indonesia	Funding (\$)
Tokopedia	GoTo Group (2009)	1,3
Shopee	Sea Limited (2015)	722
Lazada	Alibaba Group (2012)	4,7
Bukalapak	PT. Bukalapak.com Tbk. (2010)	50
Blibli	Djarum (2011)	13

Source: (Daily Social, 2018)

Based on data on e-commerce platform competition in Indonesia, Shopee is a newcomer when compared to its competitors, Shopee was launched in 2015 with a funding amount of around \$772 million US dollars with the parent company Sea Limited from Singapore. Shopee

is a platform that is tailored to each location and offers users a quick, simple, and secure online shopping experience through robust payment and shipping systems (Shopee.co.id, 2022). In addition, competition for e-commerce platforms in Indonesia can also be seen by the competition in the number of visits. The following is data on competition in the number of e-commerce visits in Indonesia 2020-Q2 2022.

Table 1.3. Competition for The Number of E-Commerce Visits in Indonesia 2020-Q2 2022

Store Name	Number of Visits 2020	Ranking 2020	Number of Visits 2021	Ranking 2021	Number of Visits Q2 2021	Ranking Q2 2022
Tokopedia	114.665.600	2	157.443.300	1	158.336.667	1
Shopee	129.320.800	1	138.776.700	2	131.296.667	2
Lazada	36.260.600	4	28.173.300	3	26.640.000	3
Bukalapak	38.583.100	3	25.760.000	4	21.303.333	4
Blibli	22.413.100	5	15.686.700	5	19.736.667	5

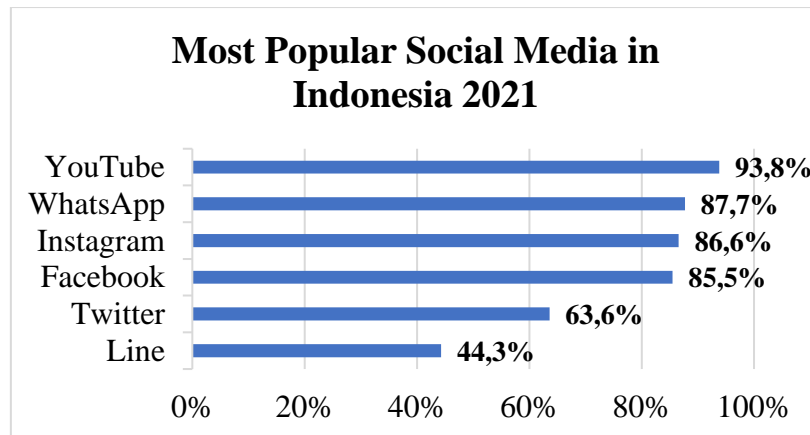
Source: Iprice, 2022

Based on data on the number of e-commerce competition in 2020 to Q2 2022, in 2020, Shopee surpassed all other e-commerce sites in terms of visitors, with around 129,320,800 visits, then in second place Tokopedia around 114. 655,600, in third place Bukalapak with around 38,538,100 visits, in fourth place Lazada with around 36,260,600 visits and in fifth place Blibli with around 22,413,100 visits.

In 2021, Tokopedia became the e-commerce with the highest number of visits, with the number of visits increasing to 157,443,300 visits, in second place was Shopee with the number of visits increasing to 138,776,700, in third place was Lazada with the number of visits decreasing to 28,173,300, in fourth place Bukalapak with the number of visits decreasing to 25,760,000, and in fifth place Blibli with the number of visits decreasing to 15,686,700. In Q2 of 2022, the highest number of e-commerce visits remained Tokopedia with the number of visits increasing to 158,336,667, in second place was Shopee with the number of visits decreasing to 131,296,667, in third place was Lazada with the number of visits decreasing to 26,640,000, in fourth place Bukalapak with the number of visits decreasing to 21,303,333, in fifth place Blibli with number of visits up to 19,736,667.

Based on data on the number of visits, Shopee's position fell in 2021 and Q2 of 2022 under Tokopedia, for the number of Shopee visits in Q2 of 2022 decreased by around 7 million visits compared to 2021, the number visits decreased the most when compared to Lazada and Bukalapak which also experienced a decline. In order to compete, business actors need to innovate in marketing or promotion, in this digital era, the customer decision-making process can be influenced by social media, including influencing the decision to buy a product (Gandhy, Karmila, et al., 2023). As a result, social media is now frequently used for marketing, or what is known as social media marketing. According to (Y. Putri et al., 2022), Social media marketing is a form of marketing using social media to market products, services, brands or issues by utilizing the public who participate in social media. In Indonesia, there are several popular social media platforms, one of which is Instagram. The following is the most popular social media data source in Indonesia.

Figure 1.3. The Most Popular Social Media in Indonesia 2021



Source: *Digital in Indonesia*, 2021

Based on Figure 1.3 above, Instagram is in third position as the most popular social media in Indonesia, with a percentage of 86.6% below Youtube at 93.8% and WhatsApp at 87.7%, Instagram is a social media platform sharing photos and videos that are quite popular in Indonesia. This is which makes Instagram very potential for business people, to be used as a platform for social media marketing, in social media marketing through Instagram there are important things such as the number of followers and the number of interactions (engagement) in supporting the success of Instagram social media marketing. The following is data on competition in the number of Instagram followers of e-commerce companies in Indonesia. The number of followers and the number of interactions (engagement) in supporting the success of Instagram social media marketing. The following is data on the competition in the number of followers on Instagram of e-commerce companies in Indonesia.

Table 1.4. Competition of Instagram Followers of E-Commerce Companies in Indonesia

Store Name	2021		Q2 2022	
	Total Followers on Instagram	Ranking	Total Followers on Instagram	Ranking
Shopee	8.348.130	1	8.727.742	1
Tokopedia	4.876.410	2	5.263.104	2
Lazada	3.085.550	3	3.156.231	3
Blibli	2.018.600	4	2.258.064	4
Bukalapak	1.776.710	5	2.110.525	5

Source: Iprice, 2022

Based on data table 1.4, Shopee is the e-commerce with the highest number of followers compared to its competitors. In 2021 the number of Shopee followers was around 8.3 million and in the second quarter of 2022 it increased to around 8.7 million. In second place Tokopedia with the number of followers in 2021 around 4.8 million then increased in the second quarter of 2022 to around 5.2 million, in third place Lazada with a number of followers in 2021 around 3 million, then in the second quarter of 2022 it rose to around 3.1 million. Fourth place Blibli with a number of followers in 2021 of around 2 million then in the first quarter of 2022 it rose to around 2.2 million. In fifth place Bukalapak with the number of followers in 2021 around 1.7 million then in the second quarter of 2022 it rose to around 2.1 million.

The high number of Instagram followers provides several benefits including, giving trust to the audience, branding stronger, reaching more audiences and increasing audience visits

(traffic). Therefore, e-commerce platform companies need to innovate by utilizing the features available on Instagram such as IG Story, IG TV, Feed, Instagram Live and the new feature on Instagram in June 2021 is Instagram reels. In social media marketing via Instagram, apart from the number of followers, the amount of content created also supports the success of social media marketing using Instagram. the following is data on the competition in the amount of content posted by e-commerce platforms.

Table 1.5. Competition in The Amount of E-Commerce Instagram Content Posted

Store Name	Number of Content Reels Posted in April-September 2022						Total
	April	May	June	July	August	September	
Tokopedia	192	201	224	180	176	191	1.164
Shopee	141	170	220	154	200	254	1.139
Lazada	137	159	203	223	137	234	1.093
Blibli	96	128	107	119	141	145	736
Bukalapak	78	64	59	70	68	65	404

Source: Data processed (2022)

Based on competition data based on the amount of Instagram content posted. Tokopedia is an e-commerce that often posts Instagram content in the period April to September 2022, with a total content posted of 1.164 content. Then in second place Shopee with a total content posted of 1.139 content. In third place is Lazada with a total content posted of 1.093 content. In fourth place Blibli with a total of 736 posted content, and in fifth place Bukalapak with a total of 404 posted content.

The more the amount of content produced, the more likely the content will often appear in the Instagram explore column. In social media marketing through Instagram, apart from the number of followers and the amount of content produced, the more interaction that occurs in the content or what is called engagement in the form (views, likes, comments) is very important. This is because the engagement rate is the main key so that a brand can "explode" and its presence can develop well on social media and serves to increase the effectiveness of the social media marketing team's performance (Wartaekonomi.co.id). The following is data on the interaction of e-commerce Instagram video content (reels) in the form of the highest views from April-September 2022.

Table 1.6. Instagram Video Content Interaction (Reels) E-Commerce Based on The Highest Views

April-September Period 2022	Store Name				
	Tokopedia	Shopee	Lazada	Bukalapak	Blibli
April	1.400.000	542.000	233.000	6.400.000	1.600.000
May	4.700.000	837.000	222.000	190.000	252.000
June	1.900.000	616.000	1.300.000	65.800	715.000
July	7.300.000	1.700.000	770.000	159.000	1.100.000
August	1.500.000	3.100.000	188.000	223.000	311.000
September	867.000	1.600.000	749.000	130.000	244.000
Ranking	1	2	3	4	5

Source: Data processed (2022)

According to the data on the highest interaction views of Instagram video content (reels) for the period April to September 2022, Shopee occupies the first position with the highest number of audience interaction views compared to its competitors in May, June, July, with the highest number of views around 7.3 million. Second place is Tokopedia with the highest number of views compared to its competitors in August and September, with the highest number of views around 3.1 million. Third place Lazada with the highest number of views around 1.3 million, in fourth place Bukalapak with the highest number of views compared to its competitors in April around 6.4 million, then in fifth place Blibli with the highest views around 1.6 million. In addition to the number of views interactions, the number of audience interactions in the form of likes is quite important in Instagram social media marketing and can be the basis for knowing what kind of Instagram content is favored by consumers. The following is Instagram content interaction data based on the highest likes.

Table 1.7. E-Commerce Instagram Content Interaction Based on Likes Highest

Store Name	Period April-September 2022						Ranking
	April	May	June	July	August	September	
Tokopedia	246.000	79.000	84.500	83.800	185.000	203.000	1
Shopee	64.500	52.900	85.000	98.300	80.300	100.700	2
Blibli	119.000	2.839	70.200	45.400	4.105	8.606	3
Lazada	58.500	28.900	3.935	19.000	20.000	33.800	4
Bukalapak	65.400	8.939	20.500	8.096	8.227	5.400	5

Source: Data processed (2022)

Reels content interaction data based on the most likes between April through September of 2022, in comparison to its competitors, Tokopedia has the most audience likes and interactions in April, May, August, and September, with the largest number of likes at over 203,000, in second place Shopee with the highest audience likes interaction compared to its competitors in June and July, with the highest likes of around 98,300, in third place Blibli with the highest likes of around 199,000, in fourth place Lazada with the highest likes of around 58,500 and in fifth place Bukalapak with the highest number of likes around 65,400.

According to the interaction statistics with the biggest number of likes, the Instagram audience prefers Tokopedia's content above Shopee, which comes in second. In addition to likes, audience comments are also beneficial to social media marketing on Instagram. Based on the most comments, the e-commerce Instagram content engagement statistics are as follows:

Table 1.8. Instagram E-Commerce Content Interaction Based on The Highest Comment

Store Name	Period April-September 2022						Ranking
	April	May	June	July	August	September	
Shopee	60.400	11.700	69.700	14.400	25.600	30.900	1
Tokopedia	2.013	5.354	22.500	21.000	8.213	1.628	2
Blibli	243	503	5.573	3.726	157	400	3
Bukalapak	589	493	1.761	1.557	598	111	4
Lazada	309	493	623	772	419	1.556	5

Source: Data processed (2022)

Based on data on the competition for Instagram content interaction in the form of the highest comments in the period April to May 2022, Shopee has the highest audience comment interaction and is in first position, while for its competitors, namely, Lazada in second position, Blibli in third position, Bukalapak in fourth position and Lazada in fifth position. High audience comments can provide a high number of interactions (engagement rate), if views or likes are not too high, and can provide a positive image for the brand, this certainly greatly helps the success of marketers in conducting social media marketing through Instagram.

From some of the things that have been conveyed, Shopee's marketing method with social media marketing through Instagram is quite good compared to its competitors, this can be seen from the data on the number of Instagram followers and audience interaction (views, likes, comments) in Shopee's Instagram content. However, the data in Table 1.3 Competition in the number of e-commerce visits in Indonesia, the number of Shopee visits in 2021 and Q2 of 2022 is still below its competitor, Tokopedia, this indicates that there is a problem where Shopee's social media marketing performance via Instagram is not directly proportional to the number of Shopee visits in 2021 and Q2 of 2022. Based on the background described, the researcher is interested in conducting research titled "The Influence of Social Media Marketing Through Instagram on Purchase Decisions on Platform Shopee (Study on The Society of Bogor City)".

2. Literature Review

2.1 Theory

In digital marketing, there are several channels that can be used in promoting a business, social media is one of the channels that can reach consumers widely. According to (Gumilang et al., 2024), social media marketing is part of a promotion mix that makes social media a means of promoting and marketing company products.

Social media is a very effective instrument for marketing communication due to the ability to communicate with a wide scope, the ability to share information and break geographical boundaries (Muljadi et al., 2022).

The indicators used to measure social media marketing through Instagram are according to Zarella (in Mas'Udin & Yuliawati, 2020), namely, Context, communication, collaboration, connection. Meanwhile, the indicators for measuring purchasing decisions are according to (Muharam et al., 2023), namely, product selection, brand selection, purchase time, purchase amount, payment method.

According to (Gandhy, Riswani Banjarnahor, et al., 2023), in the current digital era, social media can impact a customer's decision-making process, including whether or not to purchase a product. Purchasing decisions as stated by (Pakpahan et al., 2024), Purchasing decisions are consumer choices that are impacted by economics, finance, technology, politics, culture, product, price, location, promotion, tangible evidence, people, and procedures. As a result, consumers develop an attitude that encourages them to consider all available information and make decisions about what goods to purchase.

This is reinforced by the research of (Christian & Mariah, 2022), (Praditasetyo & Saputri, 2021), and (Nurmalasari, 2021). The study's findings show that social media marketing variables have a positive influence on purchasing decision variables. Based on the description that has been explained, the framework can be described as follows:

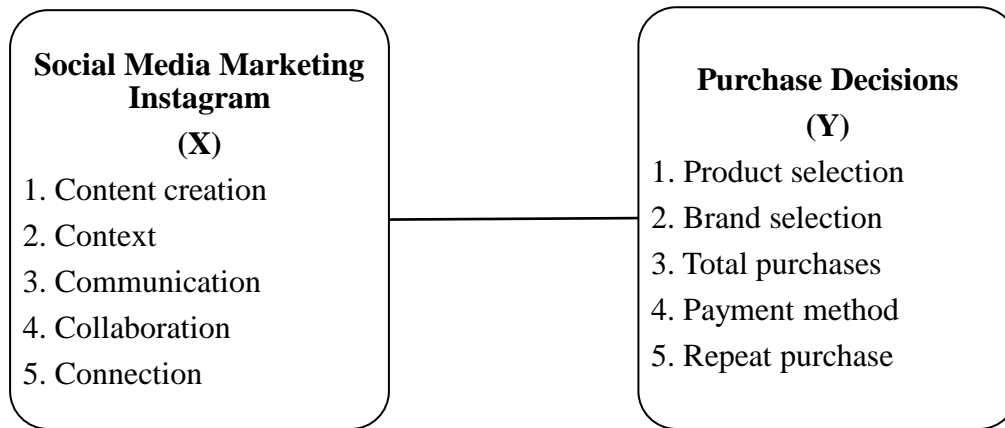


Figure 2.1. Context of Thought

3. Material and Method

Following the title of this study, the objects in this study are social media marketing through Instagram as an independent variable (X) with indicators consisting of Content Creation, Context, Communication, Collaboration, Connection and Purchase decision as the dependent variable (Y) with indicators consisting of product selection, brand selection, total purchase, payment method, and repeat purchase.

This study's unit of analysis is the individual, the individual in question is that the researcher obtains responses from the people of Bogor City users of Instagram social media and users of the Shopee e-commerce application, for the research's location conducted in the Bogor City area, West Java Province.

The types of data used in this research are qualitative and quantitative. Qualitative data is obtained from the results of interviews and responses to questionnaires, then Quantitative data is information represented by numbers, volumes or comparisons needed in this study such as digital marketing channel trend data, data on the most popular social media platforms in Indonesia, e-commerce competition data, data on the provinces of the most e-commerce users in Indonesia and data on the population of Bogor city per sub-district. The research data sources are primary and secondary data. Primary data is obtained through the unit of analysis studied by the individual or person under study. Primary data is obtained using interviews or observations at the research location, and questionnaires are distributed and filled in by respondents with predetermined variables and indicators. Meanwhile, secondary data is obtained through literature, scientific papers or journals and data through internet sites related to the problems studied.

Table 3.1. Variable Operation

Variables	Indicator	Size	Scale
Social Media Marketing (X)	Content Creation	<ul style="list-style-type: none"> Instagram content created by Shopee is interesting Shopee's Instagram content is characterized by typical 	Ordinal

Variables	Indicator	Size	Scale
	Context	<ul style="list-style-type: none"> • Language style or order in Shopee Instagram content attracts audiences • Language style or order in Shopee Instagram content easy to understand 	Ordinal
	Communication	<ul style="list-style-type: none"> • Shopee Instagram content contains clear information • Shopee content provides the latest information 	Ordinal
	Collaboration	<ul style="list-style-type: none"> • I am willing to give likes/comments on Shopee's Instagram content • Shopee often cooperates/collaborates with influencers on Instagram content 	Ordinal
	Connection	<ul style="list-style-type: none"> • Shopee Instagram admin is active in interacting with the audience • Interaction between audience and Shopee admin fun 	Ordinal
Purchase Decision (Y)	Product Choice	<ul style="list-style-type: none"> • The Shopee platform/app has more services than other e-commerce. • The products or goods available at Shopee have a variety of which is diverse 	Ordinal
	Brand Choice	<ul style="list-style-type: none"> • Shopee is more popular than other e-commerce • Shopee has a reputation that both 	Ordinal
	Purchase Amount	<ul style="list-style-type: none"> • I often make purchases in Shopee when there is a promo/price cut • I often make purchases in Shopee when there is a need even if there is no promo or discounted price 	Ordinal
	Payment Method	<ul style="list-style-type: none"> • Shopee has a large selection of methods of payment 	Ordinal

Variables	Indicator	Size	Scale
	Repeat Purchase	<ul style="list-style-type: none"> I am willing to make a repurchase on Shopee 	Ordinal

The sampling method aims to determine the boundaries for the population to be studied. The population in this study is the people of Bogor City in 2021 (BPS Bogor, 2022) amounting to 1,052,359 people. To facilitate the process of collecting data in this study, the author's data will take part of the population members or what is called a sample.

The formula for determining the sample, namely by using the Slovin formula as follows:

$$n = \frac{N}{1 + N (e)^2}$$

Description:

N = Total population

n = Total sample

e^2 = Error or critical value or desired accuracy limit, or % error rate or error that can be tolerated, namely, 1%, 5%, 10%.

$$n = \frac{N}{1 + N (e)^2} = \frac{1.052.359}{1 + 1.052.359 (0,1)^2} = 99,99 \text{ dibulatkan menjadi } 100 \text{ responden}$$

According to the sample computation with a 10% error rate using the Slovin formula, the respondents were 99.96 people who were then rounded up to 100 people. This sample withdrawal method is carried out using non-probability sampling with sampling techniques using two sampling techniques (multiple sampling), namely purposive sampling and accidental sampling.

According to (Sugiyono, 2019), purposive sampling is sampling in which the quantity of samples to be examined is determined by means of specific considerations with the intended criteria. That is, the researcher chooses the respondents to be studied by considering the criteria that are feasible and by the problem under study, with the following criteria for respondents:

1. People who live in the city of Bogor.
2. Bogor City residents who use Instagram social media on the society of Bogor City are users of the Shopee application/platform.
3. Bogor city residents aged 17 years and above.

After 100 respondents determined the criteria, then the sample was restricted to several respondents separated into 6 Bogor sub-districts, with the respondent sampling technique using accidental sampling. According to (Sugiyono, 2019), selecting respondents as samples based on chance, that is, anyone who occurs to meet the researcher can be used as a sample, if the person is appropriate to be met as a sample. The following is a list of samples that have been divided per sub-district in the city of Bogor.

This study's data collection approach utilised the method:

1. Primary data

Data are obtained from the unit of analysis under study, namely the individual or person under study. Primary data are obtained by observation of the research location and the object under study, interviews with analysis units related to the object under study, and questionnaires distributed and filled in by the specified respondents.

2. Secondary data

Data are obtained from literature studies taken from studies or literature related to this research. Sourced through books, reference journals, and the internet, such as: as well as other data needed in this study.

3.1 Design Study

This study use causal associative research as its methodology. According to (Sugiyono, 2019), causal associative research examines the relationship between two or more variables. A causal relationship is a relationship that is cause and effect. The method used in this research is the survey research method.

3.2 Data Analysis

3.2.1 Validity Test

According to (Sugiyono, 2019), validity is the degree of accuracy between the data that will occur on the object of research and the data that researchers can report. The formula for testing validity is as follows:

$$r_{count} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{\{n(\sum x^2) - (\sum x)^2\} \{n(\sum y^2) - (\sum y)^2\}}}$$

Description:

- r = Correlation coefficient
- $\sum XY$ = The sum of the multiplication of x and y
- $\sum X$ = Total number of variables x
- $\sum Y$ = Total number of y variables
- $\sum X^2$ = Sum of powers of two x variable values
- $\sum Y^2$ = Sum of powers of two y variable values
- n = Number of samples

The test criteria are:

If $r_{count} > r_{table}$ then it can be said to be valid.

If $r_{count} < r_{table}$ then it can be said to be invalid.

The method used to test the validity in this study uses product moment to calculate the validity with a significance level of 5% ($\alpha = 0.05$) with the number of respondents tested as many as 30 people df-2 (30-2 = 28), then compared with r table of 0.374 if $r_{count} > r_{table}$ then declared valid, validity test social media marketing and purchasing decisions using 10 indicators which are described through 18 question instruments.

3.2.2 Reliability Test

According to (Sugiyono, 2019), the degree of reliability of the test or data consistency within a certain time is also a factor. To test the reliability, the Cronbach's Alpha Technique was used. An instrument is declared reliable if the coefficient is 0.6. The questionnaire is considered reliable if the test requirements are fulfilled, and if it has an Alpha Cronbach's value >0.60 . In comparison, an instrument is declared unreliable if it has an Alpha Cronbach's value <0.60 .

The formula used to test reliability is as follows:

$$r_i = \frac{K}{(K - 1)} \left\{ 1 - \frac{\sum S_i^2}{\sum S_i^2} \right\}$$

Description:

r_i = Reliability value

k = Number of items

$\sum S_i^2$ = The sum of the variances of each score

s_x^2 = Total variance

Reliability testing uses the method used to use Cronbach's Alpha, provided that the variable is said to be reliable if it provides a Cronbach's Alpha value >0.60 social media marketing reliability test and purchasing decisions using 10 indicators which are translated into 18 question instruments, the reliability test calculation uses SPSS 25 software.

3.2.3 Descriptive Analysis

Descriptive analysis is carried out by describing as much detail as possible from the data obtained, all the results obtained will be grouped based on the same answer, then the results will be presented, and the total responses of respondents will be sought using the formula:

$$\text{Total Respondent's Response} = \frac{\text{Total Score of Respondents}}{\text{Respondents' High Scores}} \times 100\%$$

After the respondents' total responses, the next step is to calculate the average index of the independent and dependent variables to find out how they are. As for the scale that was used to regulate the attitudes, opinions or perceptions of a person or group in filling out the questionnaire, the researchers used a Likert scale. According to (Sugiyono, 2019), The Likert scale is used to measure the attitudes, perspectives, and perceptions of a person or group of people about social phenomena.

3.2.4 Classical Assumption

3.2.4.1 Normality Test

The purpose of the normality test is to determine whether or not the regression model's residual value has a normal distribution. Normality test using the graph analysis method. According to (Ghozali, 2018), using a histogram that contrasts the observed data with a distribution that is nearly normal, this graph analysis provides one method of seeing normality. The following serves as a base for decision-making:

- a. The normality assumption is satisfied by the regression model if the data disperses and follows the diagonal line or histogram graph's orientation, indicating that the distribution pattern is normal.
- b. The regression model does not meet the normality assumption if the data does not exhibit a normal distribution and spreads widely from the diagonal line or does not follow the diagonal line or histogram graph.

3.2.4.2 Linearity Test

According to (Ghozali, 2018), the linearity test is performed to determine the accuracy of the model parameters. Whether the empirical model should be linear, quadratic, or cubic will be determined by the linearity test. To determine linearity, the Lagrange multiplier test is employed. By comparing the significance values as follows:

- a. The independent and dependent variables have a significant linear connection if the Deviation of Linearity Sig value is >0.05 .
- b. The independent and dependent variables do not have a significant linear connection if the Deviation of Linearity Sig value is <0.05 .

3.2.5 Simple Linear Regression Analysis

According to (Ghozali, 2018), it is possible to assess the connection between the independent and dependent variables by using simple linear regression analysis. In this study, researchers used the formula multiple linear regression equation as follows:

$$\hat{Y} = a + bX$$

Description:

\hat{Y} = Dependent variable (Purchase decision).

a = constant.

b = regression coefficient.

X = Independent variable (Social media marketing)

3.2.6 Hypothesis Test

According to (Ghozali, 2018), the t-value test essentially illustrates how much each independent variable contributes to the explanation of the dependent variable. A significant value threshold of 0.05 ($\alpha = 5\%$) is used to conduct the test on the regression results carried out with partial hypothesis testing steps/t-test as follows:

1. Make a hypothesis test formula.
 $H_0 : (b = 0) =$ there is no positive effect.
 $H_a : (b > 0) =$ there is a positive effect.
2. Determination of t-test.

Regression testing is carried out partially if the independent variable is significantly correlated or not to the dependent variable, the hypothesis test used is t_{count} , t_{count} which is formulated as follows:

$$t = \frac{b}{sb}$$

Description:

t = t-test

b = regression coefficient

sb = standard deviation value

3. Decision-making Criteria

If $t_{count} < t_{table}$ then H_0 is rejected and H_a is accepted.

If $t_{count} > t_{table}$ then H_0 is accepted and H_a is rejected.

3.2.7 Coefficient of Determination

According to (Ghozali, 2018), the coefficient of determination test (R^2), attempts to measure the level of determination of the model's capacity to explain the variance in the dependent variable. The coefficient of determination ranges from 0 to 1, and if it is close to 0, the independent variables' capacity to explain the dependent variables is severely constrained, and the other way as well. To determine the value of the determination, the formula used is as follows:

$$KD = r^2 \times 100\%$$

Description:

KD = Coefficient of determination

R = Correlation value

4. Result

4.1 Validity Test

Table 4.1. Social Media Marketing Validity Test Result

Item No.	Corrected item-Total correlation	r _{table}	Description
1	0.401	0.374	Valid
2	0.401	0.374	Valid
3	0.551	0.374	Valid
4	0.646	0.374	Valid
5	0.513	0.374	Valid
6	0.591	0.374	Valid
7	0.640	0.374	Valid
8	0.561	0.374	Valid
9	0.751	0.374	Valid
10	0.570	0.374	Valid

Source: data processed by SPSS 25 Version, 2022

The validity test conducted on social media marketing variables on 30 respondents show that of the 5 indicators of content, creation, context, communication, and connection, which are described in 10 question items are declared valid with the coefficient of $r_{\text{count}} > r_{\text{table}}$ value.

Table 4.2. Purchasing Decision Validity Test Result

Item No.	Corrected item-Total correlation	r _{table}	Description
1	0.385	0.374	Valid
2	0.481	0.374	Valid
3	0.647	0.374	Valid
4	0.473	0.374	Valid
5	0.441	0.374	Valid
6	0.633	0.374	Valid
7	0.561	0.374	Valid
8	0.519	0.374	Valid

Source: data processed by SPSS 25 Version, 2022

The validity test conducted on purchasing decision variables on 30 respondents shows that of the 5 indicators of product choice, brand choice, purchase amount, payment method, and repeat purchases, which are described in 8 question items are declared valid with the coefficient of $r_{\text{count}} > r_{\text{table}}$ value.

4.2 Reliability Test

Table 4.3. Reliability Test Results

Variables	Corrected item-Total correlation	r _{table}	Description
Social Media Marketing (X)	0.777	0.60	Valid
Purchase Decision (Y)	0.650	0.60	Valid

Source: data processed by SPSS 25 Version, 2022

Based on the results of testing the reliability of social media marketing variables and purchasing decisions, the Cronbach's Alpha value for the social media marketing variable is 0.777 and the purchasing decision variable is 0.650, it can be said that the two variables are declared to have an acceptable level of reliability because they are in accordance with the Cronbach's Alpha value criteria >0.60 .

Table 4.4. Assessment Criteria for Coefficients Cronbach's Alpha

No.	Interval	Description
1	0.8 – 1	Good reliability
2	0.6 – 0.799	Acceptable reliability
3	< 0.6	Less reliability both

Source: (Ghozali, 2018)

4.3 Descriptive Analysis

Table 4.5. Interpretation of Respondent Response Results

Interpretation Criteria Results	Description
0% - 20%	Strongly disagree/Very Poor/Very Low
21% - 40%	Disagree/Bad/Low
41% - 60%	Less Agree/Fair/Moderately high
61% - 80%	Agree/Good/High
81% - 100%	Strongly agree/Very Good/Very high

Source: (Sugiyono, 2019)

4.3.1 Descriptive Analysis of Social Media Marketing

On social media marketing variables using five indicators, namely: content creation, context, communication, collaboration, and connection, which is carried out using descriptive analysis of research data, shows the results of the recapitulation of answers by respondents to questions from social media marketing variables consisting of several items. The average results of respondents' answers regarding social media marketing Instagram Shopee in the Bogor City community are 74.88%, in the interval 61%-80% so it can be concluded that social media marketing Instagram Shopee is considered good in the people of Bogor city. The highest per-indicator average value, namely the content creation indicator is 79.40%, and the lowest per-indicator average, namely connection of 72.40%.

4.3.2 Descriptive Analysis of Purchasing Decision

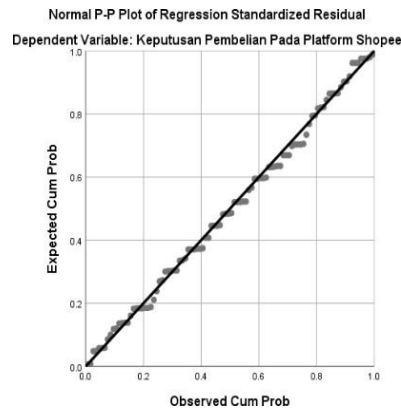
On purchasing decision variables with five indicators, namely; product choice, brand choice, purchase amount, purchase method, and repeat purchase, which is carried out using descriptive analysis of research data shows the average results of respondents' answers regarding purchasing decisions on the Shopee platform in the people of Bogor City of 79.72%. Where the interval is in the interval 61% - 80% it can be concluded that purchasing decisions on the Shopee *platform* are rated in the good category in the people of Bogor City. For the highest per-indicator average value, namely the brand choice indicator of 80.50%, and the lowest per-indicator average, namely the payment method of 76.20%.

4.4 Classical Assumption Test

4.4.1 Normality Test

The normalization test is carried out by using the Plot of Regression Standardized Residual graph, to compare the cumulative distribution and normal distribution where if the data distribution is normal, the plot pattern formed will follow or not widen far from the diagonal line.

Figure 4.1. The Normality Test Result



Source: data processed by SPSS 25 Version, 2022

Based on the picture above, it shows that the data spreads not far and follows the diagonal line, therefore it can be said that the data for this variable is normally distributed.

4.4.2 Linearity Test

Figure 4.2. The Linearity Test Result

		Sum of		Mean		
		Squares	df	Square	F	Sig.
Decision	Between	242.945	20	12.147	1.748	.042
Purchase on	Groups					
Shopee Platform*	Linearity	118.463	1	118.463	17.05	.000
Social Media					0	
Marketing	Deviation	124.482	19	6.552	.943	.534
Instagram	from					
	Linearity					
	Within Groups	548.895	79	6.948		
	Total	791.840	99			

Source: data processed by SPSS 25 Version, 2022

The results above, it is known that the significance value of deviation from linearity is 0.534, where the significance value of deviation from linearity exceeds or is greater than the significance of alpha 0.05, it can be concluded that the variable social media marketing Instagram with purchasing decisions on the Shopee platform (study on the people of Bogor City) has a linear relationship.

4.5 Simple Linear Regression Analysis

The purpose of simple regression analysis is to determine how one variable affects another. The variable being affected is called the dependent variable in linear regression, while the influencing variable is called the independent variable.

Figure 4.3. The Simple Linear Regression Analysis Result

		Unstandardized		Standardized		
		Coefficients		Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	22.482	2.298		9.784	.000
	Social Media	.253	.061	.387	4.152	.000
	Instagram					
	Marketing					

a. Dependent Variable: Purchase Decision on the Shopee Platform

Source: data processed by SPSS 25 Version, 2022

Based on the data above, it can be seen that the constant value (a) is 22.482, while the social media marketing value (b/regression coefficient) is 0.253 so the simple linear regression equation regression coefficient is as follows:

$$\hat{Y} = a + bX$$

$$\hat{Y} = 22.482 + 0.253X$$

The regression equation above can be interpreted as follows:

1. The regression coefficient value (b) of Instagram social media marketing is positive so it can be interpreted that if Instagram social media marketing increases, it will increase purchasing decisions.

4.6 Hypothesis Test

Hypothesis testing (t-test) aims to determine the significance of the effect of the independent variable partially on the dependent variable.

Figure 4.4. Hypothesis Test Result (t-test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.482	2.298		9.784	.000
	Social Media Marketing Instagram	.253	.061	.387	4.152	.000

a. Dependent Variable: Purchase Decision on the Shopee Platform

Source: data processed by SPSS 25 Version, 2022

With a significance level of 5% or $\alpha = 0.05$, the test criteria are as follows:

1. $H_0 : (b = 0)$, if the value If $t_{count} < t_{table}$ or sig value $> \alpha = 0.05$, it means that it can be concluded that there is no positive influence between social media marketing Instagram on purchasing decisions on the Shopee platform (study on people of Bogor City). Or H_0 is rejected and H_a is accepted.
2. $H_a : (b > 0)$, If $t_{count} > t_{table}$ or sig value $< \alpha = 0.05$, it means that it can be concluded that there is an influence of social media marketing Instagram on purchasing decisions on the Shopee platform (study on the people of Bogor City). Or H_0 is accepted and H_a is rejected.

Based on the results of the hypothesis test or t-test, the following results are obtained:

Based on the results of the hypothesis test, the effect of Instagram social media marketing on purchasing decisions shows positive and significant results. This is evidenced by the t_{value} of the Instagram social media marketing variable (X) of $4.152 > t_{table} 1.984$, or it can be seen by its significance value of 0.000 is smaller than $\alpha = 0.05$, which means that H_a is accepted, so it can be concluded that social media marketing Instagram affects the effectiveness of social media marketing. positive on purchasing decisions on the Shopee platform (study on the society of Bogor City).

4.7 Coefficient of Determination

Determination coefficient testing aims to determine how much the ability of the independent variable (X) affects the dependent variable (Y) by looking at the *Adjusted R Square* value, the higher the Adjusted R square value, the better the model is used to explain the independent variable to the dependent variable.

Figure 4.5. Coefficient of Determination Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387 ^a	.150	.141	2.62130

a. Predictors: (Constant), Social Media Marketing Instagram

b. Dependent Variable: Purchase Decision on the Shopee Platform

Source: data processed by SPSS 25 Version, 2022

Based on the results analysis obtained the coefficient of determination (R Square) of 0.150, this means that the influence of social media variables Instagram marketing (X) on the purchase decision variable (Y) by 15% while the remaining 85% is influenced by other factors or variables not examined in this study.

Based on the results, the analysis shows that the effect of Instagram social media marketing on purchasing decisions is low at 15%, but in hypothesis testing it shows that the Instagram social media marketing variable has a positive influence with a significance value of 0.000 less than the 5% significance limit (0.05) and a t value of 4.152 > t table 1.984, and simple linear regression testing provides a coefficient value (X) of 0.253. This shows that good Instagram social media marketing will increase purchasing decisions, this research is strengthened by the previous research conducted by (Praditasetyo & Saputri, 2021).

5. Discussion

Social Media Marketing Instagram in The Society of Bogor City

Based on the results of the average recapitulation of respondents' answers regarding social media marketing Instagram Shopee is good, but a few dimensions and indicators remain below the average value, specifically:

a. Context

1. "The language style or order in Shopee Instagram content is easy to understand".

Based on the profile of respondents who are dominant with the age range of adolescents-adults (17-34 years) and the characteristics of Instagram users who are also in the age range of adolescents-adults, the use of language that is practical and can be quickly understood is preferred by the Instagram audience and according to some respondents there are some Shopee content that has a less practical language style or order.

b. Communication

1. "Content Instagram Shopee Instagram content contains clear information".

In communication, the style or order of language is an important aspect in determining whether or not the information conveyed is clear, this indicator has a value below the average because the indicator of the style or order of language in Shopee Instagram content is easily understandable also has a value below the average and also according to some respondents there are some Shopee Instagram content that lacks clear context, therefore this indicator has a value below the average.

c. Connection

1. "The Shopee Instagram admin is active in interacting with the audience".
2. "The interaction between the audience and the Shopee Instagram admin is fun".

This dimension has a value below the average because based on the profile of respondents who are dominant teenagers-adults with an age range (of 17-34 years) and the characteristics of Instagram users who like to comment on Instagram are with an age

range of 17-34 years. years, according to respondents Shopee admin is less active in replying to comments or messages from the audience. In social media marketing building a strong relationship with the audience is crucial to the success of social media marketing activities.

Several dimensions and indicators that are below the average value are very important in the communication aspect, this is because in marketing communication interesting content will invite consumer interaction and the selection of a good language style or order will have an impact on whether or not the information received by consumers is clear, besides that building relationships with consumers is also an important aspect of marketing communication, from the results seen, the Shopee Instagram admin is still lacking in building relationships or interactions with the audience. If some of these dimensions and indicators are improved, it will improve the performance of social media marketing through Shopee Instagram which will have an impact on increasing consumer purchasing decisions.

Purchasing Decisions in The Society of Bogor City

Based on the results of the average recapitulation of respondents' answers regarding purchasing decisions is good, but there are still several measures that are below the average value, namely:

a. Product choice

1. "About the products or goods available at Shopee have a wide variety".

For this indicator, according to some respondents, for several product categories offered, Tokopedia has more variety and more sellers than Shopee.

b. Brand choice

1. "Shopee is more popular than other e-commerce".

Many respondents disagree that this is because Shopee and its closest competitor Tokopedia both have high popularity in Indonesia, therefore Shopee cannot be said to be more popular than other e-commerce.

c. Purchase amount

1. "I often make purchases at Shopee even when there are no promos/discounts".

In this indicator, many respondents disagree, this is because many of the respondents buy at Shopee because it has many promos/price cuts.

d. Payment method

1. "Shopee has a large selection of payment methods".

The payment method dimension has the lowest average value of 76.20%. this is because Shopee does not support payments via digital wallets (DANA, OVO, LinkAja, and so on) because it uses its product, namely Shopeepay, in the era of technological development where at this time it is quite unfortunate that there are many digital wallets users, especially in the teenage - adult age range with a fairly high income who are the highest digital wallet users, this is also related to the profile of the respondents the author studied where some respondents were also digital wallet users.

From several dimensions and indicators that remain below the average value above, it is quite important in determining consumer purchasing decisions, this is because if more factors will influence consumers in deciding to buy a brand, consumers will take a long time to make purchasing decisions or even look for other alternative brands.

6. Conclusion, Implication, and Recommendation

The results of this research conducted in each of the previous chapters regarding Instagram social media marketing's impact on Shopee platform users' purchase decisions (a case study of the society of Bogor city). Then the researcher draws the following conclusions:

1. Based on descriptive analysis of social media marketing on Instagram Shopee in the people of Bogor city has a good effect, amounting to 74.86%, where the interval is included in the interval 61% - 80%.
 - a) The content creation dimension has the highest average value of 77.60%, with the indicator "Instagram content created by Shopee is interesting" and the indicator "Shopee content has characteristics" providing values above average. This is because based on the respondent's profile and the characteristics of Instagram users who are dominant in the age range 17-34 years (teenagers–adults) really like interesting Instagram content and Shopee Instagram content is quite attractive to respondents.
 - b) The context dimension has a value below the average of 72.60% with an indicator of the style or order of the language in shopee Instagram content is easy to understand. has a value below the average, this is because based on the profile of respondents who are in the teen-adult range (17-34 years) prefer the use of practical and interesting language, and in some shopee Instagram content there is less practical language use.
 - c) The connection dimension has the lowest average value of 72.40% with both indicators, namely, "shopee instagram admin actively interacts with the audience" and the interaction between the audience and shopee admin is fun". This is because based on the profile of respondents who are in the teen-adult range (17-34 years), they do have a habit of commenting on Instagram and based on interviews with respondents and monitoring of the Instagram comment column, shopee admins are less active in replying to audience comments.
2. Based on descriptive analysis of purchasing decisions on the Shopee platform for the people of Bogor city in the good category of 79.72% where the interval is included in the interval 61% - 80%.
 - a) The repeat purchase dimension has the highest average value of 82%. This is because based on the profile of respondents, they have a high enough income in the range of Rp3,000,000–Rp8,000,000 so that they have a high ability to shop online and also in the frequency of respondents' purchases on the Shopee platform in 1 month, it is dominant 2-4 times so that it can be said that the respondents have repeated purchases. respondents loyal to using the Shopee platform, both of these things make the dimensions repeat purchases have the highest average value.
 - b) The payment method dimension has the lowest average value of 76.20%. this is because Shopee does not support payments via digital wallets (DANA. OVO, LinkAja, and so on) because it uses its product, namely Shopeepay, in the era of technological development where at this time it is quite unfortunate that there are many digital wallet users, especially in the teenage–adult age range with a fairly high income who are the highest digital wallet users, this is also related to the profile of the respondents the author studied where some respondents were also digital wallet users.

- c) In the indicator "products or goods available at Shopee have a wide variety" and the indicator "Shopee is more popular than other e-commerce", and the indicator "often make purchases even if there are no promos/discount" below the average value.
3. Social media marketing Instagram has a positive and significant effect on purchasing decisions on the Shopee platform, this is evidenced by the t value or can be seen by the significance value. the amount of contribution of social media marketing Instagram to purchasing decisions on the Shopee platform is 15%.

Advice

Based on the above conclusions, the authors provide the following suggestions:

A. For the company:

1. The results of descriptive analysis need to be improved, the results of descriptive analysis on Instagram social media marketing variables show a weakness in the "context" dimension where the use of style or grammar is more adapted to the characteristics of Instagram users who are dominant in adolescence-adulthood and young adulthood. The "connection" dimension requires increased interaction with the audience to create strong social networking relationships.
2. The results of the descriptive analysis need things that must be improved, the results of descriptive analysis on the Shopee decision variable need to continue to expand partners or *merchants* so that there are more product alternatives available, making it easier for consumers to choose alternatives and increasing the value of the "product choice" dimension.

B. For future researchers:

1. For researchers who will come to conduct research on social media marketing on purchasing decisions, it is hoped that they will look for other social media platforms such as Facebook, YouTube, Tiktok, and others. This is because in this study the effect of Instagram social media marketing on purchasing decisions is still low, namely 15%, or can look for other dependent variables besides purchasing decisions.

7. References

- BPS Bogor. (2022). *Kota Bogor dalam Angka Bogor 2022*. 1–356. <http://bogorkota.bps.go.id>
- Christian, J., & Mariah. (2022). Pengaruh Price Perception, Social Media Marketing Dan Brand Awareness Terhadap Keputusan Pembelian Produk Kertas Titik Koma. *Kalbisocio Jurnal Bisnis Dan Komunikasi*, 9(1), 32–39. <https://doi.org/10.53008/kalbisocio.v9i1.205>
- Dailysocial. (2018). *Lanskap E-commerce di Indonesia dari Perspektif Konsumen*. Daily Social. <https://news.dailysocial.id/uncategorized/e-commerce-di-indonesia-2018/>
- Datanesia. (2022). *10 Wilayah E-Commerce Terbesar di Indonesia*. Datanesia.Id. <https://datanesia.id/10-wilayah-e-commerce-terbesar-di-indonesia/>
- Datareportal. (2021). *Digital in Indonesia*. Data Reportal. <https://datareportal.com/digital-in-indonesia>
- Gandhy, A., Karmila, J. T., Pakpahan, R., & Hardini, S. Y. P. . (2023). Persepsi Konsumen Terhadap Keputusan Pembelian Di Bukalapak. *Jurnal Ilmiah Manajemen Kesatuan*, 11(1). <https://doi.org/10.37641/jimkes.v11i1.1731>
- Gandhy, A., Riswani Banjarnahor, S., & Yuniati Hardini, S. P. (2023). The Influence of the

- Marketing Mix on Consumer Satisfaction with La Fonte Spaghetti Pasta. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1005–1014.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate SPSS 25*. Semarang: Universitas Diponegoro.
- Gumilang, A. S. P., Gandhy, A., & Prasetyo, B. D. (2024). Digital Marketing Strategy To Increase the Number of New Students. *JIMKES: Jurnal Ilmiah Manajemen Kesatuan*, 12(6), 2165–2176. <https://doi.org/10.30863/didaktika.v18i1.5673>
- Karnadi, A. (2022). *Transaksi E-Commerce Ditaksir Capai Rp530 Triliun pada 2022*. DataIndonesia.Id. <https://dataindonesia.id/internet/detail/transaksi-ecommerce-ditaksir-capai-rp530-triliun-pada-2022>
- Mas'Udin, M., & Yuliawati. (2020). *Pengaruh Dimensi Social Media Marketing melalui Instagram terhadap Keputusan Pembelian Sayur Organik di PO Sayur Organik Merbabu (SOM)*. 4(3), 478–487.
- Muharam, H., Chaniago, H., & Mujito. (2023). *Perilaku Konsumen* (W. Kurniawadi (Ed.); Edisi Pertama). Wawasan Ilmu. https://books.google.co.id/books?id=8A_dEAAAQBAJ&printsec=frontcover&source=gs_ge_summary_r&cad=0#v=onepage&q&f=true
- Muljadi, Wulandari, I., & Rauf, A. (2022). Analysis of Social Media Marketing and Product Review on the Marketplace Shopee on Purchase Decisions. *Review of Integrative Business and Economics Research*, 11(1), 274–284.
- Nurmalasari, L. (2021). Pengaruh Social Media Marketing dan Keterlibatan Konsumen terhadap Keputusan Pembelian secara Online (Studi Kasus pada UMKM Bidang Kuliner). *Jurnal Apresiasi Ekonomi*, 9(3), 288–300. <https://doi.org/10.31846/jae.v9i3.405>
- Pakpahan, R., Putri, Y., Hardini, K., & Gandhy, A. (2024). The Effect of Marketing Mix on the Purchase Decision of Wall's Cornetto Ice Cream. *Science and Technology ISST*, 3, 2.
- Praditasetyo, D., & Saputri, M. E. (2021). Pengaruh Social Media Marketing Melalui Aplikasi Tiktok Terhadap Keputusan Pembelian Online Pada Shopee Indonesia. *E-Proceeding of Management*, 8(5), 6507–6517. <https://ejournal.arimbi.or.id/index.php/JUBIKIN/article/view/120%0Ahttps://ejournal.arimbi.or.id/index.php/JUBIKIN/article/download/120/182>
- Putri, R. A., & Fenalosa, A. (2022). *[Laporan] Perusahaan E-Commerce Mana yang Paling Berpengaruh di Asia Tenggara pada Q1 2022?* Iprice. <https://iprice.co.id/trend/insights/laporan-perusahaan-e-commerce-mana-yang-paling-berpengaruh-di-asia-tenggara-pada-q1-2022/>
- Putri, Y., Hardini, K., & Gandhy, A. (2022). Marketing Channel Efficiency of Dairy Cow Milk in Bogor Livestock Business Area. *PICEEBA-8 2021*, 222, 217–224.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.