



## **ONLINE SHOPPING INTEREST IN MAKASSAR CITY**

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### **ABSTRACT**

Mainstream online shopping through various shopping sites continues to increase in the variety of products offered. This study aims to determine the determinants of the level of demand for products offered online. This research is Quantitative Research with an explanatory approach. This research was conducted in Makassar City by involving 50 respondents randomly but with the criteria of having online shopping experience. Data collection techniques using a questionnaire. Giving a score with a Likert Scale technique. The data analysis technique used is multiple linear regression with the help of E-Views version 9.0 software. The results showed that product quality, price, substitution price, and taste had a positive and significant effect on the demand for online products in Makassar City. Meanwhile, the price of substitute goods has no significant effect on the demand for online products in Makassar City. Indicators of Quality, Price, and Taste can be valuable inputs for online sellers to maintain and increase consumer confidence to be able to boost sales of their products.

**Keywords:** *Consumer Demand, Online Shopping, Product Quality, Consumer Taste*

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### **INTRODUCTION**

Advances in information technology have contributed to changing the face of the business world by utilizing the internet as the main medium in marketing products and services. Some of the advantages of the internet, especially in terms of efficiency, can change the way of selling and buying, the ease of bringing together prospective buyers and sellers with the variety of products offered.

Online buying and selling transaction activities are usually better known as "online shopping" while various platforms used to market products are more familiar with the term "e-commerce portal". (Hildamizanthi (2011) gives the view that "Electronic Commerce is "the process of buying and selling products, services, and information that is carried out electronically by utilizing computer networks. One of the networks used is the internet. Electronic Commerce, as part of Electronic Business.

The increasingly sophisticated technology has changed various aspects of life in consumer behavior. Changes in consumers in obtaining information. In addition, the emergence of consumer needs in making decisions in shopping quickly without being bound by space and time. The need for self-actualization in cyberspace also has a direct or indirect impact on consumer behavior in buying



and consuming products. The internet has inspired the business world to use it as the main medium in marketing products and services. Some of the advantages that the internet has, especially in terms of efficiency, can change the way of selling and buying.

Among the advantages that online businesses have are access features that can be done anywhere, a large selection of products, being able to compare prices easily, many choices of payment methods, lots of discounts, and being open 24 hours, consumers don't have to rush because of the internet. not closed unless the website is down. So that consumers can still get information and an overview of the types of goods to be purchased (Pasha 2017).

The increasing number of transactions on various e-commerce portals competitively demands improvements in terms of service quality, price efficiency, product quality offered, and consumer data security. All of this is directed at increasing consumer trust and interest in shopping online, amid many cases of online buying and selling fraud. Mainstream buying and selling online in Makassar is quite popular with consumers. Nevertheless, there is not a little news in various media about cases of fraud with online buying and selling mode. This case often afflicts consumers who lack knowledge and are careful in transactions, as well as transactions on non-mainstream online buying and selling portals. However, the trend of buying and selling online is still favored by consumers. Efforts to improve services have a significant impact on increasing consumer confidence in buying and selling online

Consumer understanding must be done so that a business can compete with other businesses in winning the hearts of consumers amid increasingly intensive business competition. Business actors who can win the hearts of consumers will be able to retain their customers and expand their market share by getting new consumers. Schiffman & Kanuk (2007) revealed that "consumer behavior is a study that examines how individuals make decisions to spend available and owned resources (time, money, and effort) to obtain goods or services that will later be consumed". Dharmmesta (in Ranisdwianisa, 2014) reveals that buying behavior starts from awareness of a need, as well as the act of buying itself and evaluating the goods or services purchased.

Gaspersz (in Budiarto & Purwanti, (2013) defines demand as the number of goods or services that consumers are willing and able to buy during a certain period based on certain conditions. Demand for goods or services is influenced by several factors, including; The price of goods and services, consumer income, Prices of related goods or services, consumer expectations related to the price of goods or services, level of income, and future availability of the goods or services The taste of consumers The number of potential consumers Advertising expenditure Attributes or features of the Other specific factors related to the demand for the product.

The relationship between the unit price of commodities (goods and services) that buyers are willing to pay and the amount of these commodities can be

arranged in a table, namely a list of requests. The data obtained from the list of requests can also be used to describe the nature of the relationship between the price of a commodity and the quantity of that commodity demanded in a demand curve.

In this analysis, it can be assumed that "other factors have not changed" or *ceteris paribus*. But with the assumptions stated this does not mean that we can ignore these factors. After analyzing the relationship between the quantity demanded and the price level, we can then assume that the price is constant and then analyze the demand for a good is influenced by other factors. Thus it can be seen that the demand for an item will change if the image of taste or income or the price of other goods also changes.

Verina, et al (2014) conducted a study on the factors that influence purchasing decisions at fashion stores on the Facebook social network. The results showed that the variables of atmosphere, product, price, promotion, service, trust, and consumer characteristics simultaneously influence purchasing decisions at fashion stores on the Facebook social network. Beneke et al, (2013) conducted a study on the effect of product quality on purchasing decisions for other household goods. The results showed that product quality had a positive influence on purchasing decisions. Likewise, the research conducted by Kianpour et al, (2014) found that product quality has a significant positive effect on purchasing decisions. Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Marketers who do not pay attention to the quality of the products or services offered will be lost when consumers become disloyal (Amron, 2016).

Palma, & Andjarwati (2016) conducted a study on the Influence of Product Quality, Convenience, and Price on Repurchase Intentions with Satisfaction as an Intervening Variable (Study on Customers of Fashion Products Through Online Stores in Surabaya). The results of this study also indicate that product quality, convenience, and price have an indirect effect on repurchase intention and satisfaction as mediating variables. However, the first mediation test (product quality) was fully proven, while the convenience and price were partially proven. Sari et al, (2016) analyzed the effect of price, service quality, and product quality on repurchase interest and online shopping customer satisfaction. The results showed that price quality and service quality had a significant effect on buying interest, service quality and product quality had a significant effect on customer satisfaction and product quality had no significant effect on buying interest, and the price had no significant effect on online shopping customer satisfaction.

Wijaya & Warnadi, (2019) in their research revealed that trust and ease of use have a significant positive effect on online purchasing decisions at Shopee. While the quality of information has no significant effect on online purchasing decisions at Shopee. Shopee can maintain and evaluate the level of trust and ease of use and improve the quality of the information to increase online sales. Muhammad, & Saputri, (2020) conducted a study on the Effect of Product Quality

and Price on Purchase Decisions for Wingman Denim Bandung Consumers. The results showed that the value of service quality was positive and significant. The results of his research indicate that product quality and price partially affect purchasing decisions on Wingman Denim.

Amron, (2018) tested the Multi-Purpose Vehicle (MPV) consumer purchasing decision model. "The study found that the four independent variables were proven to be able to positively and significantly influence consumer decisions to buy MPV cars. However, this study also finds that, surprisingly, the price variable has the greatest influence compared to other independent variables that influence purchasing decisions. This study suggests to the management of companies to not only focus their efforts on improving brand image and brand trust from the perspective of consumers but also strive to provide quality products at competitive prices".

Syah, (2017) In his research revealed that advertising variables, product quality, price, and level of trust affect purchasing decisions through online shops. Partially, the structural model shows that advertising, product quality, and price variables affect the level of trust. The results of the indirect effect significance test show that there is an indirect effect of the product quality variable on purchasing decisions through the level of trust significantly. Kiswuryanto, & Ferdinand, (2016) in their research show that product quality variables have a positive effect on store image. Then, the variables of competitive prices, store image, and product variations have a positive effect on purchasing decisions. Meanwhile Putri, (2021) The results of this study are the factors that influence the decision to purchase fashion products online through e-commerce, namely: (a) price; (b) product design; (c) promotion; (d) convenience and information; (e) product quality; (f) speed and practicality; (g) security and trust.

Listyowati, et al, (2020) examines the factors that influence consumer intentions to buy vegetables and fruit online and then analyzes the effect of purchase intentions on consumer purchasing decisions. The results showed that four variables proved to affect purchase intention, namely perceived usefulness, perceived price, income,

Product quality is very influential on the demand for online products online because, with good quality, consumers will feel satisfied with the products they buy. Prices can affect the demand for online products because, with low prices, consumers are usually more interested in products that fit their budget. Many consumers like discounts because discounts are usually available in online stores, so consumers prefer to shop online. The price of a substitute good can affect the demand for the good it can replace.

## **MATERIALS AND METHODS**

This research is Quantitative Research with an exploratory approach. This research was conducted in Makassar City involving 50 respondents. Data collection using questionnaires. The scoring technique used in this research questionnaire is

the Likert Scale technique. Multiple linear regression analysis was used to determine the effect of the independent variables (product quality, price, substitution price, taste) on the dependent variable (online product demand). More specifically, the technique used with the exponential function equation with multiple regression is as follows;

$$Y = \beta_0 X1_i^{\beta1} X2_i^{\beta2} X3_i^{\beta3} X4_i^{\beta4} \mu_i \tag{1}$$

To estimate the regression coefficient, according to Feldstein's (1988) opinion is to transform to a linear form using the partial natural logarithm (ln) into the model so that the following equation is obtained:

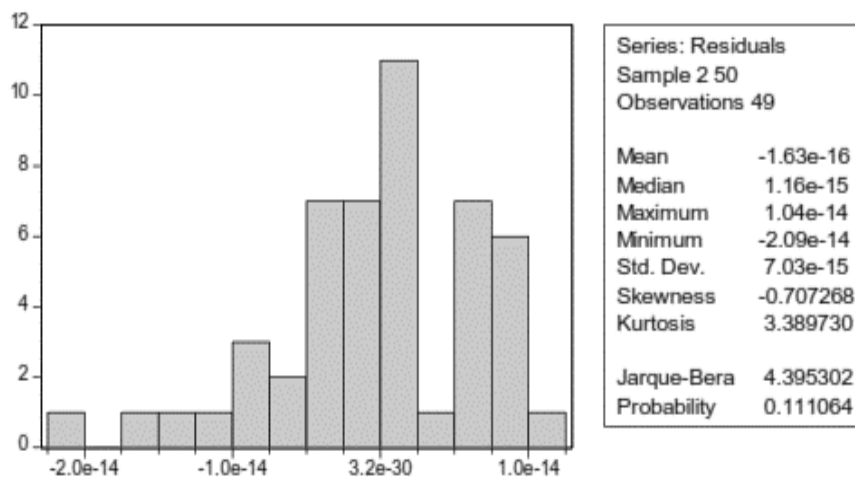
$$\ln Y = \beta_0 + \beta_1 \ln X1_i + \beta_2 \ln X2_i + \beta_3 \ln X3_i + \beta_4 \ln X4_i + \mu_i \tag{2}$$

Where: Y= online shopping decision variables;  $\beta_0$ = Constant;  $\beta_1, \beta_2, \beta_3, \beta_4$  = regression coefficient; X1 = product quality; X2 = price; X3 = price substitution; X4 = teste;  $\mu_i$  = recidual

## RESULT AND DISCUSSION

Before describing the results of linear regression, the classical assumption test is first performed. This procedure is to ensure that the data in the study meet the requirements and deserve further analysis.

Normality tests can be done in various ways, one of which is the Kolmogorov Smirnov test. With the criteria, if the probability value is > 0.05 then it is declared to be normally distributed, otherwise if the probability value is < 0.05 then the data is declared to be not normally distributed. The results of the normality test in this study can be seen in Figure 1 below;



**Figure 2. Normality Test**

Source: Output e-views 9 data processed, 2021

Based on the results of the e-views 9.0 data processing, the probability value of  $0.111064 > 0.05$  is declared to be normally distributed.

The value of multicollinearity in a regression model is by looking at the Tolerance and Variance Inflation Factor (VIF) values. With the criteria of Tolerance  $> 0.10$  and  $VIF < 10$ , it can be said that there are no symptoms of multicollinearity in this study. On the other hand, if the Tolerance  $< 0.10$  and  $VIF > 10$ , then there is a multicollinearity disorder. The results of the multicollinearity test can be seen in Table 1 below:

**Table 1. Multicollinearity Test Result**

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
X1	5.60E-31	33.40291	1.993583
X2	3.14E-31	77.86680	2.901413
X3	1.82E-32	4.358863	1.931782
X4	7.28E-33	4.731983	2.685888
C	3.62E-29	32.84142	NA

Source: Output e-views 9 data processed, 2021

By using the VIF test, the results of the multicollinearity test can be stated as wholly free of the multicollinearity test because each variable shows it is smaller than the VIF, which is 10.

The value of heteroscedasticity in the linear regression model is by looking at the value of Prob. F-statistics, ie when the value of Prob. F-test is greater than the alpha level of 0.05 (5%) then  $H_0$  is accepted, which means that there is no heteroscedasticity, whereas if the value of Prob. F-count is smaller than the alpha level, then  $H_0$  is rejected, which means where there is heteroscedasticity. The results of the heteroscedasticity test can be seen in Table 2 below:

**Table 2. Heteroscedasticity test results**

<i>F-statistic</i>	1240.300	<i>F-statistic</i>	0.0000
<i>Obs*R-squared</i>	48.90424	<i>Obs*R-squared</i>	0.0000
<i>Scaled explained SS</i>	48.41659	<i>Scaled explained SS</i>	0.0000
<b>Variable</b>	<b>Coefficient</b>	<b>Std. Error</b>	<b>t-Statistic</b>
C	1.49E-27	2.04E-29	73.13834
X1^2	-1.93E-31	2.42E-31	-0.799857
X1*X2	-1.12E-30	3.14E-31	-3.573998
X1*X3	6.38E-33	1.34E-31	0.047603
X1*X4	1.86E-31	5.96E-32	3.118415
X1	1.91E-29	2.92E-30	6.552836
X2^2	7.14E-30	1.58E-31	45.27752
X2*X3	9.60E-31	7.19E-32	13.35253
X2*X4	-1.71E-30	5.47E-32	-31.17065
X2	-2.06E-28	3.24E-30	-63.59896
X3^2	4.25E-32	1.52E-32	2.796776

Variable	Coefficient	Std. Error	t-Statistic	Prob.
X3*X4	-1.43E-31	2.49E-32	-5.762469	0.0000
X3	-1.46E-29	8.96E-31	-16.29444	0.0000
X4^2	1.27E-31	2.26E-32	5.639089	0.0000
X4	2.31E-29	4.41E-31	52.46153	0.0000
<i>R-squared</i>		0.998046	<i>Mean dependent var</i>	4.84E-29
<i>Adjusted R-squared</i>		0.997241	<i>S.D. dependent var</i>	7.67E-29
<i>S.E. of regression</i>		4.03E-30	<i>Sum squared resid</i>	5.52E-58
<i>F-statistic</i>		1240.300	<i>Durbin-Watson stat</i>	2.231829
<i>Prob(F-statistic)</i>		0.000000		

Source: Output e-views 9 data processed, 2021

Prob value. of F-test and Chi-Square from all tests is greater than the alpha level of 0.05 (5%) so that based on the hypothesis test, H0 is accepted, which means that there is no heteroscedasticity. Based on the Harvey test, it was found that Pro. The Chi-Square (14) is greater than 0.05, indicating that there is no heteroscedasticity.

**Table 3. Autocorrelation test results**

<i>F-statistic</i>	14868.94	<i>Prob. F(2,42)</i>		0.0000
<i>Obs*R-squared</i>	48.93085	<i>Prob. Chi-Square(2)</i>		0.0000
Variable	Coefficient	Std. Error	t-Statistic	Prob.
X1	-1.47E-16	2.88E-17	-5.123768	0.0000
X2	2.64E-15	2.16E-17	122.0506	0.0000
X3	1.84E-16	5.34E-18	34.42604	0.0000
X4	-3.01E-16	3.36E-18	-89.49933	0.0000
C	-3.87E-14	2.33E-16	-166.4453	0.0000
RESID(-1)	0.006108	0.006142	0.994341	0.3258
RESID(-2)	-0.013582	0.006112	-2.222244	0.0317
<i>R-squared</i>	0.998589	<i>Mean dependent var</i>		-1.63E-16
<i>Adjusted R-squared</i>	0.998387	<i>S.D. dependent var</i>		7.03E-15
<i>S.E. of regression</i>	2.82E-16	<i>Sum squared resid</i>		3.35E-30
<i>F-statistic</i>	4953.581	<i>Durbin-Watson stat</i>		2.424464
<i>Prob(F-statistic)</i>	0.000000			

Source: Output e-views 9 data processed, 2021

Prob value. F(2.42) worth 0.0000 can also be said as a probability value F-test. Prob value. F-test is greater than the alpha level of 0.05 (5%) so that, based on the hypothesis test, H0 is accepted, which means that there is no autocorrelation. On the other hand, if the prob value F-test less than 0.05, it can be concluded that there is autocorrelation. Based on testing using Godfrey Serial Correlation LM test shows that Prob. Chi-Square (2) is 0.0000, meaning that there is an autocorrelation because it is less than : (0.05).

The following is a summary of the results of data processing using the e-views 9.0 program to determine the relationship between variables in this study:

**Table 4. Multiple linear regression analysis results**

<b>Variable</b>	<b>Coefficient</b>	<b>Std. Error</b>	<b>t-Statistic</b>	<b>Prob.</b>
X1	1.000000	7.48E-16	1.34E+15	0.0000
X2	-2.63E-15	5.61E-16	-4.697871	0.0000
X3	-1.88E-16	1.35E-16	-1.390646	0.1713
X4	3.01E-16	8.53E-17	3.531729	0.0010
C	3.81E-14	6.01E-15	6.336533	0.0000
<i>R-squared</i>	1.000000	<i>Mean dependent var</i>		7.857143
<i>Adjusted R-squared</i>	1.000000	<i>S.D. dependent var</i>		2.000000
<i>S.E. of regression</i>	7.34E-15	<i>Sum squared resid</i>		2.37E-27
<i>F-statistic</i>	8.90E+29	<i>Durbin-Watson stat</i>		1.766570
<i>Prob(F-statistic)</i>	0.000000			

Source: Output e-views 9 data processed, 2021

Prob value. F (statistic) is 0.000000, which is smaller than the 0.05 significance level, so it can be concluded that the estimated regression model is feasible to use to explain the effect of product quality, price, substitution price, taste on online product demand in Makassar City.

Prob value. T-test of the product quality variable is 0.0000 which is smaller than 0.05 so it can be concluded that product quality has a significant effect on online product demand. Prob value. T-test of the price variable of 0.0000 which is smaller than 0.05, it can be concluded that the price has a significant effect on the demand for online products. Prob value. T-test of the independent variable substitution price is 0.1713 which is greater than 0.05 so the substitution price variable has no significant effect on online product demand. Prob value. T-test of the taste variable is 0.0010 which is smaller than 0.05 so the independent variable of taste has a significant effect on online product demand.

Product quality has a significant positive effect on online product purchasing decisions. Consumers in meeting their needs tend to look for references to the quality of the products offered, initial information is usually obtained from the description of the goods offered by the seller, but in many cases references through this information are not considered sufficient by consumers, but require additional reviews from previous users. Consumers will decide to buy products from certain sellers who have many positive reviews of the products being sold. according to Nilsson et al, (2001) Product quality is the product's ability to satisfy consumer needs or desires. The results of this study strengthen the findings in a study conducted by (Yunarti, 2012).

This finding is also consistent with the results of research conducted by (Arsyanti, & Astuti, 2016; Mahanani, 2018), their findings both reveal that there is a positive and significant relationship between product quality and product purchase decisions. One of the factors that influence customer satisfaction is the quality of the products offered. Hidayat (2009) defines "product quality as a form with a complex satisfaction value. Customers buy products to meet their needs



and customers provide value in meeting the expectations that can be obtained in these products. The value given by the customer is related to the benefits or benefits that will be received. Product quality is obtained by finding the overall customer expectations, increasing the value of the product or service to meet the customer's expectations.

Price has a significant negative effect on online product demand. The general tendency of consumers in deciding to buy a product is a consideration of their purchasing power, therefore price is the main determinant in determining purchasing decisions. The higher the price of a particular product being marketed, the lower the quantity demanded that good. This strengthens the theory of demand which has a negative slope with the assumption that other influencing factors are considered constant or unchanged (*Ceteris Paribus*). This finding is consistent with the results of research conducted by (Paradiba, et al, 2017). Based on the results of his research, shows that the price affects the demand for online products. In contrast to the findings (Megayanti, et al, 2019; Mahanani, 2018) the results of the studies conducted reveal that price does not have a significant influence on purchasing decisions.

The price of substitute goods has no significant effect on online product demand. The price of substitute goods is seen as one of the factors that influence the decision to purchase a product, however, in many cases, it is found that this trend does not apply to goods that functionally do not provide satisfaction to consumers. This finding is in line with the results of the study Paradiba et al. (2017). Based on the results of his research, shows that the price of substitute goods does not affect demand. Kartikaningtyas (2015) in his research reveals that "the existence of substitute products in a business is familiar, some companies finally provide substitute products for their products to prevent loss of sales when the product is not available. The hope is that with the availability of substitute products, consumers will buy substitute products when the product they want is not available.

Taste has a significant effect on online product demand. Taste determines the decision to buy a product. In many cases, some goods are substitutive with prices that are much cheaper and affordable but are not chosen by consumers due to incompatible tastes. Taste is usually also closely related to the quality of the products offered. The findings in this study are in line with research (Budiarto et al. 2013; Megayanti et al. 2019), Based on the results of his research, shows that taste influences demand. In contrast to research Fitriani et al. (2017) the findings in his research show that taste has no significant effect on demand.

## **CONCLUSIONS**

Based on the results of the research discussion, it can be concluded as follows: Product quality and taste have a positive and significant effect on the determinants of online product demand in Makassar City. Price has a negative and significant effect on the demand for online products in Makassar City. Meanwhile,

the price of substitute goods does not affect the determinants of online product demand in Makassar City. Indicators of Quality, Price, and Taste can be valuable inputs for online sellers to maintain and increase consumer confidence to be able to boost sales of their products,

The limitations of this research are first, the number of samples that are classified as minimal even though they have met the minimum requirements so that the next researcher can observe the same case with larger sample size. Second, the large scope of the research can be seen as one of the weaknesses in this study, therefore, for more specific observations, we recommend that the following researchers take a case study of a particular e-commerce portal.

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