EXPLORING FACTORS AFFECTING THE DECISION TO BUY "MINISO" BAG IN SHOPEE APPLICATION: CASE STUDY AMONG STUDENTS OF STES ISLAMIC VILLAGE

Muizzudin
Julia Safitri
[1,2]Sekolah Tinggi Ekonomi Syariah Islamic Village Tangerang

Email: muizviva@gmail.com, julitasafitri18@gmail.com

Abstract

The objective of this research is to see the impact of the price, product quality, and brand image on the decision to buy "Minoso" bag in Shopee among students of STES Islamic Village. The research uses three independent variables: price (X1), quality product (X2), and brand image (X3) and one dependent variable: decision to buy (Y). The population are the students of four said institutions. With the purposive samping, there are 90 respondents. This research applies the descriptive quantitative method with multiple linear regression to test the impact of three independent variables observed on the only one dependent variable observed. To support the data analysis, the research makes the best use of SPSS 26 for windows. The research results show that partially X1 (price) and X2 (quality product) do not influence Y (the decision to buy) significantly while the brand image influences Y significantly.

Key words: *price, product quality, brand image, the decision to buy*

INTRODUCTION

Nowadays making sure customers to buy products is not that easy for companies to do due to the fact that there are many factors influencing customers to purchase the products they need or want. These factors in general can be classfified into the characteristics of the customers, the characteristics of the products, and the ways the products are exposed, marketed, or sold to the customers. Once a company can produce a product that provides the characteristics that meet the customer characteristics, and sets up ways the product exposed, it can have competitive advantages.

As for the characteristics of the customers, it is suggested that a product should be produced, segmented, marketed, and sold in the ways that suit the potential customers. Exploring the potential customers require the classification of the people based on their age. Statistics Indonesia (In Indonesian: Badan Pusat Statistik) classifies the population according to the years of birth.(Abdul Aziz, 2021). There are six generations of the people: Pre-Boomer (born before 1945), Baby Boomer (born in 1946-1964), Gen X (born in 1965-1980), Millennials (born in 1981-1996), Gen Z (born in 1997-2012), and Post Gen Z (born in 2013 upward). Actlly, naming the generations this way and with the adjustment is originally from the US. Generations are defined as social groups of people born within a defined time period that share similar cultural traits, values, and preferences (Matt Rosenberg, 2020). The products needed, then, have to be

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

based on the need of the predominants generations as the companies's targeted customers who are now identified as Millennials, Xers, and Boomers.

Regarding the characteristics of the products, one of the researches shows that there are 11 global business product characteristics customers value: price, prestige, features, timeliness, selection, reliability, service, responsiveness, convenience, unrecognized needs, and the cool factor. In the context of Indonesian customers, there are brand name, product quality, product design and promotion that should be given priorities as the basic factor influencing consumers.(Shalehah et al., 2019).

In relation to the way the product is exposed, marketed, or sold, there are conventional or traditional market places which require the physical presence of the shops or markets and online shops which offer the customers to buy the products online. With the high penetration rate of the internet in Indonesia, online shopping or e-commerce are developing quite quickly today. It is widely well-known that e-commerce technology offers many potential advantages for businesses. The key advantages revealed by the extant e-commerce literature are reduced cost, increased sales, increased productivity, reduced time processing, extended market reach and increased customer loyalty (Rita Rahayu & John Day, 2017, p. 26).

There are researches conducted to investigate the factors regarding the three mentioned elements from variety of angles. Tracy Francis and Fernanda Hoefel's research "Generation Z characteristics and its implications for companies" show that Generation Z has four characteristics: expressing individual truth, connecting to different truths, understanding different truths, and unveiling the truth behind all things (Tracy Francis & Fernanda Hoefel, 2018)

Rina Suthia Hayu's research focusing on millennials in Indonesia as one of the customer characteristics and the suitable marketing strategy shows that the formula of smart content digital marketing is suitable to adopt in the online retail businesses in the context of business to consumer in Indonesia because it accommodates the characteristics of Indonesian consumer millennial (Rina Suthia Hayu, 2019, p. 68).

Giovani Santoso and Anna Triwijayati conducted the research entitled " The Decision Making Style of Generation Z on the Clothing Purchasing through Online Shop" showing that Generation Z has eight styles of decision to buy the clothes online, namely brand consciousness, perfectionist with high quality consciousness, recreational hedonistic consumer, impulsiveness, price value consciousness, confused by over choice, novelty fashion conscious consumer, habitual and brand loyal orientation and emphasizes that Generation Z tends to buy the clothes with the brand no matter the price is (Giovani Santoso & Triwijayati, 2018, p. 239).

Nada Diva Rizki Rembulan and Egi Arvian Firmansyah's research "The Attitudes of muslim consumers of Generation Z on the Use of Digital Wallet" shows there are seven attitudes of muslim consumers of Generation Z affecting the use of digital wallet, namely: perceived ease of use, perceived usefulness, facility condition, security, trust, social influence, lifestyle compatibility (Nada Diva Rizki Rembulan & Egi Arvian Firmansyah, 2020, pp. 124–125).

Muhammad Rafa Subhannallah's research "The Effect of Brand Image, Product Quality, Price and Promotion Perception on Purchase Decision in Miniso Yogyakarta" show that brand image, product quality, price, and promotion perception have impacts on the purchase decision products among buyers in Miniso Yogyakarta (Muhammad Rafa Subhannallah, 2019, pp. 76–77).

Lenggang Kurnia Intan Devi's research "The Impact of Product Quality, Price, and Promotion on the Decision to Buy in Marketplace Shopee" shows that the product quality, price,

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

and promotion to some extent has the impact on the decision to buy product in Shoppe among students of Universitas Airlangga, Universitas Negeri Surabaya, Institut Teknologi Sepuluh November, UIN Sunan Ampel Surabaya (Lenggang Kurnia Intan Devi, 2019, p. 96).

Based on the description above, it is interesting to conduct and present the research entitled "Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee (Case Study Among Students Of STES Islamic Village)". This study is different in angles of the previously mentioned researches.

LITERATURE REVIEW

Price

A price is the amount of money charged for a product or a service, the sum of the values that customers exchange for the benefits of having or using the product or service (Kotler & Armstrong, 2015). The price is the easiest element of the marketing mix to manage the specialties of the product. The price communicates what product value or product brand to what market segment is targeted. The price determines whether the product can excel in the market nor not. The price influences the competition of the industry. The price is invalid if it is too high or too low. The consumers view the number of the products bought relies on the pirce (Angela & Paramita, 2020). Willian Stanton mentions four indicators of the price policy: price affordability, price competitiveness, price match with product quality, price match with product benefits (William Stanton, 2016).

Product Quality

Product quality is the ability that can be assessed from a product in carrying out its functions, which is a combination of durability, reliability, consistency, ease of maintenance and other attributes of a product (Kotler & Armstrong, 2015). In a broader aspect, David Garvin, as quoted by Vincent Gasperz, mentions determining the quality of product takes eight dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, fit and finish (Garvin, 1988).

Brand Image

Brand image is a description of consumers' associations and beliefs about a particular brand (Tjiptono, 2015). Brand image is also described as the process by which a person selects, organizes, and interprets input information to create a meaningful picture (Philip Kotler & Kevin Lane Keller, 2009). Image has three indicators: corporate image, product image, and user image (Suryani & Rosalina, 2019).

Decision to buy

Decision making has an important meaning for the progress of an organization or an activity. Desy Irana Dewi Lubis dan Rahmat Hidayat quoted from Kotler and Armstrong that consumer attitudes are influenced by three factors: culture factor, personal factor, and psychological factor (Desy Irana Dewi Lubis & Rahmat Hidayat, 2019).

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

RESEARCH METHODS

This study uses three independent variables, namely price, product quality, brand image, and one dependent variable, that is the decisions to buy. This study most probably has similarities to previous studies. However, it has different angels and different location, and place.

The population in this study is all students of STES Islamic Village in semester 2, semester 4, semester 6 and semester 8, totaling 260 people. The samples are taken by using the Slovin technique.

The sample criteria to be determined are students of STES Islamic Village who are still active in attending classes and have purchased Miniso Bag products.

RESULT AND DISCUSSION

Result

Validity Test

Validity test is used to measure whether the research is valid or not and is carried out by comparing the calculated r value with r table. The research instrument is said to be valid if the statement on the questionnaire is able to reveal what will be measured validly.

The research instrument is declared valid if the calculated r value > from the r table value with a significance value of 0.05, which means a statement or question item has a significant correlation to the total score. The validity test of this research instrument was carried out using the Bivariate Pearson correlation contained in the IBM SPSS Statistic 26 Software, by testing 75 research samples and obtained the r table of 0.227 at 5% significance. Table 1.1 show that it can be seen and concluded that all the questions contained in the independent variable consisting of Price (X1). Product Quality (X2). and Brand Image (X3) is valid. This can be proven from the t-count value for each statement that has a value greater than R table. That way, it can be said that all the questions on variable X can be used as research instruments.

Tabel 1.1: Price Variable Validity Test Results

Statement	Calculation r	Table r	Explanation
1	0.626	0.207	Valid
2	0.544	0.207	Valid
3	0.624	0.207	Valid
4	0.656	0.207	Valid
5	0.596	0.207	Valid
6	0.711	0.207	Valid
7	0.717	0.207	Valid
8	0.735	0.207	Valid
9	0.756	0.207	Valid
10	0.663	0.207	Valid
11	0.674	0.207	Valid
12	0.705	0.207	Valid
13	0.691	0.207	Valid
14	0.671	0.207	Valid
15	0.763	0.207	Valid
16	0.819	0.207	Valid

Source: Primary Data Result Processed by SPSS, 2021

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

Reliability Test

There is a way to test the reliability of the questionnaire. in this study using the SPSS version 26 application. This test uses the Cronbach Alpha coefficient formula. where the calculated T value obtained from the SPSS output on the Cronbach's Alpha value contained in the Reliability Statistics table must have a value greater than the T table value.

Tabel 1.2: Reliability Statistics

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	Explanation
Price	.686	.690	6	Reliable
Product Quality	.687	.686	4	Reliable
Brand Image	.445	.454	3	Reliable
Decision to buy	.615	.614	3	Reliable

Source: Primary Data Result Processed by SPSS, 2021

Based on table 1.2 above. then it can be seen and it is known that the entire value of Cronbach's Alpha in each variable is greater than the value of R Table = 0.227. it can be concluded that all of these variables are reliable and can be used as a data collection tool.

Multiple Regression Analysis

Multiple regression analysis conducted in this study aims to find the relationship between variables that have been expressed in the form of a mathematical equation that has a functional relationship. Multiple regression analysis also has another meaning, namely the search for the relationship of two or more variables. where one variable can depend on another variable. Based on Table 1.3 it can be seen and known that there are several values including: regression coefficient. t count. significant value. value f count. the value of R square or R2. and others.

Tabel 1.3: Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.961	1.506		.638	.525
	Price	.134	.069	.194	1.945	.055
	Product Quality	.112	.071	.144	1.590	.116
	Decision to buy	.503	.109	.457	4.633	.000
a. Dependent Variable: the decision to buy						

Source: Primary Data Result Processed by SPSS, 2021

The following is a multiple linear regression equation that can be seen from the calculation results obtained from the calculation table obtained from the coefficients table in this study: $Y = 0,961 + 0,134\ X1 + 0,112\ X2 + 0,503\ X3$

This multiple linear regression equation means the following:

a. The constant of the Purchase Decision Variable is 0.961, meaning that the probability of buying a miniso bag product in the shopee application is low, if it is not influenced by the price, product quality and brand image factors.

b. The price variable (X1) has a value of 0.134, meaning that every time there is an increase in the price of 1 unit, the decision to buy will increase by 0.134 units.

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

c. The Product Quality Variable (X2) has a value of 0.112, meaning that every time there is an increase in product quality of 1 unit, the decision to buy will increase by 0.112 units.

d. The Brand Image (X3) variable has a value of 0.503 which means that every time there is an increase in the brand image of 1 unit, the decision to buy will increase by 0.503 units.

Hypothesis Test

Partial Test (t Test)

The t-test is usually used to show the influence of an independent variable individually in explaining the dependent variable. The magnitude of the t-table number is based on the t-table number, namely: (a/2 : df) 0.05/2 = 0.025 and df = (nk-1) that is (90 -3-1) = 86. Judging from the table 0.05 df 86 t table obtained 1.987.

From table 1.3 it can be said from the three independent variables as follows:

a. Based on the calculation results, the t-count value is 1.945, which means it is smaller than the t-table, which is 1.987 and the significance value of the Price Variable (X1) is 0.055 or greater than the significance level, which is 0.05, which can be said that Ha is accepted. so it can be concluded that the variable (X1) has a significant influence on the decision to buy (Y).

b. Based on the calculation results obtained, the t-count value is 1.590 which means it is smaller than the t-table, which is 1.987 and the significance value of the Product Quality Variable (X2) is 0.116 or greater than the significance level of 0.05 which can be said that Ha accepted so that it can be concluded that the variable (X2) does not have a significant effect on the decision to buy (Y).

c. Based on the calculation results obtained, the t-count value is 4.633 which means it is greater than the t-table which is 1.987 and the significance value of the brand image variable (X3) is 0.000 or less than the significance level of 0.05 which can be said that Ha accepted so that it can be concluded that the variable (X3) has a significant influence on the decision to buy (Y).

Simultaneous Test (F Test)

The F test is used to determine whether all the independent variables included in the equation or regression model simultaneously have an effect on the dependent variable. The value of the F table with the provisions of sig. 05 Df 1 = 3 df2 = (n-k) i.e. (90 – 3) = 87, seen from table f the value of f table is 2.71.

Tabel 1.4: Simultaneous Test (F Test)

ANOVA^a					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.621	3	41.540	21.962	.000^b
	Residual	162.668	86	1.891		
	Total	287.289	89			
a. Dependent Variable: the decision to buy						

Source: Primary Data Result Processed by SPSS, 2021

Based on the results of the simultaneous test in Table 1.4, it is known that the significance value of F is .000 when compared to the significance level of 0.05, then the significance value of

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

F is less than 0.05 and the calculated F value is 21.962 greater than F table 2.71. The test results above indicate that Ha is accepted or it can be said that price, product quality and brand image simultaneously affect the decision to buy miniso bag products in the shopee application.

Coefficient of Determination Test

Based on Table 1.5 coefficient of determination test results, it is known that the Adjusted R Square value is 0.434 which indicates that 43.4% of the variation contained in the miniso bag product purchase decision variable in the shopee application at the Islamic Village College can be explained by variations in the Price variable (X1), Product Quality (X2), and Brand Image (X3), while the remaining 56.6% is explained by other variables outside the research model.

Tabel 1.5: Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659ᵃ	.434	.414	1.375
a. Predictors: (Constant), X3, X2, X1				

Source: Primary Data Result Processed by SPSS, 2021

Discussion

The effect of price on the decision to buy Miniso Bag products at shopee from the perspective of Islamic economics

The results show that the price variable has no effect and is not significant on the decision to buy Miniso Bag products at shopee in the perspective of Islamic economics. This is evidenced by the t-count value of 1.696 which is smaller than the t-table value of 1.994 and the significant value of 0.94 greater than the significant level of = 0.05 so that Ho is accepted and H1 is rejected, which means that the price variable has no effect and is not significant on the decision to buy Miniso Bags at shopee.

The effect of price on the decision to buy Miniso Bag products at shopee

The results show that the effect of price partially has a significant influence on the decision to buy Miniso Bags in the Shopee application. This is evidenced by the calculated F value of 21.962 which is greater than F table 2.71 and the significance value of .000 is greater than the significance level of .05, so that Ha is accepted and Ho is rejected. High Islamic Village. And based on the analysis of the coefficient of determination, price has a simultaneous influence on purchasing decisions of 43.4% while the remaining 56.6% is influenced by other influences not discussed in this study.

The effect of product quality on the decision to buy Miniso Bag products

The results show that the product quality variable partially has a significant effect on the decision to buy Miniso Bags in the Shopee application. This can be seen from the calculated t value of 1.590 which is smaller than the t-table value of 1.987 and the significance value of .000 is greater than the significance level of 0.05, so Ha is accepted and Ho is rejected, which means that the Product Quality variable influences the Purchase Decision of Miniso Bag Products in shopee application. Based on the regression coefficient analysis, the product quality variable has a positive value to the decision to buy, every time there is an increase in the price of 0.112 units.

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

The higher the price influence on the decision to buy in the shopee application, the higher the consumer will buy the bag.

The effect of brand image on the decision to buy Miniso Bag products

The results show that the brand image variable has no significant effect on the decision to buy miniso bag products in the shopee application. The t-count value is 4.633 which means it is greater than t table, which is 1.987 and the significance value of brand image variable (X3) is .000 or greater than the significance level of 0.05 which can be said that Ho is accepted so that it can be concluded that the Brand Image variable has an effect but is not significant on the decision to buy Miniso Bags.

The effect of price, product quality and brand image variables on the decision to buy miniso bag products

The price, product quality and brand image variables have a simultaneous effect on the decision to buy. From the results of the coefficient of determination test above, it is known that the Adjusted R Square value is 0.434 which indicates that 43.4% of the variables contained in the product the decision to buy variable in the shopee application can be explained by variations in the variables Price (X1), Product Quality (X2) and Brand Image (X3), while the remaining 56.6% is explained by other variables outside the study.

CONCLUSION AND IMPLICATION

Based on the results of the research and discussion that has been presented, conclusions can be drawn in as follows:

1. Price has no impact and is not significant on the decision to buy Miniso Bag products in shopee application This is evidenced by the value of tcount > ttable (1.696 <1.994) and evidenced by a significance value of 0.94 > 0.05.
2. Product quality has no impact and is not significant on the decision to buy Miniso Bag products in shopee application. This is evidenced by the value of tcount > ttable (1.012 <1.994) and evidenced by the significance value of 0.315 > 0.05.
3. Brand image has a significant and significant effect on the decision to buy Miniso Bags at shopee in an Islamic economic perspective. This is evidenced by the value of tcount > ttable (4,535 > 1,994) and evidenced by a significance value of 0.000 < 0.05. Price. product quality. and brand image simultaneously has a positive and significant impact on the decision to buy miniso bags in shopee application. This can be proven by the influence of the independent variable of 0.433 or 43.3%.

Following the conclusion, the authors offer the suggestions to the company and the following research. Based on the results of the study, it is known that the price variable that needs to be increased is PT. Miniso Lifestyle is advised to review the price of miniso products more often than similar competing retail companies. in order to always maintain price competition so as not to have a much higher price. These steps are expected to encourage repurchase interest in the future. Regarding product quality variable that needs to be improved, PT. Miniso Lifestyle is advised in producing its products to always maintain the quality of the goods so that they are always protected from defective or damaged goods, both when they are still at the miniso outlet

Exploring Factors Affecting the Decision to Buy "Miniso" Bag in Shopee
from the Perspective of Islamic Economics: Case Study among Students of STES Islamic Village

Vol. 12 No.1 2022
ISSN: 2684-6772

and within the period after the product is purchased. so that it can attract consumer buying interest in the future. Based on the results of the study, it is known that the brand image variable that needs to be improved, PT. Miniso Lifestyle is advised to pay attention to sounding to the public for brand association matters, such as placing the image of the products sold by Miniso in the minds of consumers. so that people can remember Miniso when looking for products that are available at Miniso. This step is expected to increase people's buying interest.

In researches to follow it is expected to add other variables outside the model. so it can be known other factors that influence the decision to buy Other researches are expected to look for other independent variables that influence purchasing decisions. because purchasing decisions are not only influenced by price. product quality. and brand image.

REFERENCES

Abdul Aziz. (2021, January 21). Ada 6 Generasi di Indonesia, Anda Masuk Mana? *investor.id*. https://investor.id/business/234576/ada-6-generasi-di-indonesia-anda-masuk-mana

Angela, V., & Paramita, E. L. (2020). Pengaruh Lifestyle Dan Kualitas Produk Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis : Ekonomi Bisnis & Manajemen*, *10*(2), 248–262. https://doi.org/10.37932/j.e.v10i2.132

Desy Irana Dewi Lubis & Rahmat Hidayat. (2019). Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian pada Sekolah Tinggi Ilmu Manajemen Sukma Medan. *Jurnal Ilman: Jurnal Ilmu Manajemen*, *5*(1).

Garvin, D. A. (1988). *Managing Quality: The Strategic and Competitive Edge* (First edition). Free Press.

Giovani Santoso, & Triwijayati, A. (2018). Gaya Pengambilan Keputusan Pembelian Pakaian Secara Online pada Generasi Z Indonesia. *Jurnal Ilmu Keluarga & Konsumen*, *11*(3), 231–242. https://doi.org/10.24156/jikk.2018.11.3.231

Kotler, P., & Armstrong, G. (2015). *Principles of Marketing*. Pearson Education.

Lenggang Kurnia Intan Devi. (2019). *Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus pada Mahasiswa di Surabaya)* [Skripsi, Fakultas Ekonomi]. http://digilib.uinsby.ac.id/29623/3/Lenggang%20Kurnia%20Intan%20Devi_G73215037.pdf

Matt Rosenberg. (2020, February 12). *What Is the Official Name for Every Generation?* ThoughtCo. https://www.thoughtco.com/names-of-generations-1435472

Abdul, Kukuh, EFEKTIVITAS PENGELOLAAN DANA ZAKAT MELALUI
 PROGRAM Z-MART DI BAZNAS KOTA TANGERANG
(Studi Kasus Pada BAZNAS Kota Tangerang)

Vol. Xx No.xx (Bulan) Tahun 2018
ISSN:

Muhammad Rafa Subhannallah. (2019). *Pengaruh Citra Merek, Kualitas Produk, Persepsi Harga Dan Promosi Terhadap Keputusan Pembelian Di Miniso Yogyakarta* [Skripsi, Fakultas Ekonomi]. https://eprints.uny.ac.id/65419/

Nada Diva Rizki Rembulan & Egi Arvian Firmansyah. (2020). Perilaku Konsumen Muslim Generasi-Z Dalam Pengadopsian Dompet Digital. *Valid: Jurnal Ilmiah*, *17*(2), 111–128.

Philip Kotler & Kevin Lane Keller. (2009). *Manajemen pemasaran*. https://opac.perpusnas.go.id/DetailOpac.aspx?id=109678

Rina Suthia Hayu. (2019). Smart Digital Content Marketing, Strategi Membidik Konsumen Millennial Indonesia. *(JMK) Jurnal Manajemen Dan Kewirausahaan*, *4*(1), 61–69. https://doi.org/10.32503/jmk.v4i1.362

Rita Rahayu & John Day. (2017). E-commerce adoption by SMEs in developing countries: Evidence from Indonesia. *Eurasian Business Review*, *7*(1), 25–41. https://doi.org/10.1007/s40821-016-0044-6

Shalehah, A., Trisno, I. L. O., Moslehpour, M., & Lin Cor., P.-K. (2019). The Effect of Korean Beauty Product Characteristics on Brand Loyalty and Customer Repurchase Intention in Indonesia. *2019 16th International Conference on Service Systems and Service Management (ICSSSM)*, 1–5. https://doi.org/10.1109/ICSSSM.2019.8887676

Suryani, S., & Rosalina, S. S. (2019). Pengaruh Brand Image, Brand Trust, Dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating Pada Startup Business Unicorn Indonesia. *Journal Of Business Studies*, *4*(1), 41–53.

Tjiptono, F. (2015). *Strategi Pemasaran*. Andi.

Tracy Francis & Fernanda Hoefel. (2018, November 12). *Generation Z characteristics and its implications for companies | McKinsey*. https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies

William Stanton. (2016). *Prinsip Pemasaran* (7th ed.). Erlangga.