

# The Effect Of Coupon Sales Promotion, Online Customer Review And Perceived Enjoyment On Repurchase Intention In e-Commerce Shopee

Ika Barokah Suryaningsih, Lilik Farida, Ovilia Revanica, A.Ahsin Kusuma M

**Abstract:** This study is aim to find out whether coupon sales promotion, online customer review and perceived enjoyment can influence the interest of repurchasing in e-commerce Shopee. In this research, the population is e-commerce shopee consumers. The study used a purposive sampling technique with the criteria of respondents who spend at least Rp. 90,000 twice. Distribution of questionnaires using the google docs link and getting as many as 160 respondents. The analysis used in this study is multiple linear regression by using SPSS 24. The results of this study showed that coupon sales promotion, online customer review and perceived enjoyment significantly influenced the interest of repurchase in e-commerce Shopee. In this study, the most influential variable is perceived enjoyment.

**Index Terms:** Coupon Sales Promotion, Online Customer Review, Perceived Enjoyment, Repurchase Intention

## 1 INTRODUCTION

Entering the industrial revolution 4.0 technology era is followed with rapid progress. All societies around the world including Indonesia will experience the transition of the technological revolution that affects the way of life, work, and how people interact each other. This technological development has an effect on buying and selling activities which are increasingly experiencing modernization. With internet, consumers are easier to get access the information of variety of products, services and competitive prices [1]. This issue is used by many companies by establishing online-based businesses. The online-based business which is currently developing, namely the online business of buying and selling by sites or commonly referred as e-commerce[2]. E-commerce is the process of buying goods and services through the secure internet connection and electronic payment [3].

In Indonesia there are several e-commerce companies and one of them is Shopee, which has been present in Indonesia since 2015. Currently, Shopee is in the top position of mobile apps as the shopping category [4]. Shopee's success is supported by a variety of interesting strategies such as the free postage program that Shopee offers every month, which remains the main attraction of Indonesia society to shop in Shopee. Shopee has a good performance in Indonesia because of the growing interest in repurchasing people from year to year. The interest of repurchase is important for the company because it has a large contribution in maintaining the stability of the company so it is not displaced by other competitors. This is related to the position of Shopee which is currently the number one marketplace which is as the shopping category mobile in Indonesia. One of the factors that influences the interest in repurchasing is coupon sales promotion. Coupon sales

promotion is a certificate that gives the right to the holder to a number of savings on the purchase of certain product that is usually sent by mail, pasted or wrapped in other product, or inserted into advertisement in magazine and newspaper [5] With the promotion of coupon or voucher in form of free postage from Shopee, the buyer will get a free postage in form of postage subsidy as much as Rp. 20,000 which can be used to purchase product to make it more economical. The interest in repurchasing is basically closely related to online customer review. Shopee Online Customer Review (OCR) can be easily found. OCR is an important thing for consumer in making online purchasing decision. Another factor that can influence consumer interest in making repeat purchases is perceived enjoyment. Convenience has become one of the main motivation underlying the tendency of customer to shop online through e-commerce[6]. Shopee is an e-commerce based mobile shopping that provides the pleasure of shopping without having to jostle and queue. The pleasure when looking at the product offered, the freedom in visiting online stores and various product choices can significantly influence the interest of consumer to repurchase. The background of the phenomenon described has made researcher interested in conducting research with the title " **The Effect of Coupon Sales Promotion, Online Customer Review and Perceived Enjoyment On Repurchase Intention In E-commerce Shopee**"

## 2 LITERATURE REVIEW

### 2.1 Coupon Sales Promotion for The Interest of Repurchase in e-commerce Shopee

Coupon sales promotion is a certificate that gives the right to the holder to a number of savings on the purchase of certain products that are usually sent by mail, pasted or wrapped in other product, or inserted into advertisement in magazine and newspaper [5]. In general, coupons have a physical form in paper prints, but these coupons are digital and distributed in various social media to make them easier to obtain. Coupons are one of the factors that influence the interest in repurchasing. Consumer reaction to a coupon is an encouragement to repurchase. This explanation is supported

- Ika Barokah Suryaningsih is Lecture of Marketing at Department of Management in The University of Jember, Indonesia,. E-mail: [barokah.feb@unej.ac.id](mailto:barokah.feb@unej.ac.id) \*
- Lilik Farida is Lecture of Finance at Department of Management in The University of Jember, Indonesia,. E-mail: [lilikfarida100@gmail.com](mailto:lilikfarida100@gmail.com)
- Ovilia Revanica is College Student of Marketing at Department of Management in The University of Jember, Indonesia,. E-mail: [Ovilia.reva24@gmail.com](mailto:Ovilia.reva24@gmail.com) \*
- A. Ahsin Kusuma M is Lecture of accounting at Department of Management in The University of Jember, Indonesia,.

by [7] and [8] which proved that the coupon sales promotion has a significant effect on the interest in repurchasing.

H1 : Coupon Sales Promotion has an effect on interest of repurchase in e-commerce Shopee.

## 2.2 Online Customer Review Terhadap Minat Pembelian Ulang di E-Commerce Shopee

Online customer review is a review given by other consumer in form of information about a product that has been evaluated from various aspects. The information can help prospective buyer to get a view of product quality based on review and experience written by other consumer after buying product from online seller [9]. Review is one of the factors that determine the interest of purchasing. This explanation is supported by [10] and [11] which stated that online customer review significantly influenced the interest in repurchasing.

H2 : Online customer review affects the interest of repurchasing in e-commerce Shopee.

## 2.3 Perceived Enjoyment of Repurchase Interest in Shopee E-Commerce

Perceived enjoyment is intrinsic motivation that emphasizes the process of use and reflect the pleasure and enjoyment associated with using the system. Customer who has felt pleasure in conducting online transaction have a greater tendency to repurchase [12]. This explanation is supported by [11] and [12] which stated that perceived enjoyment significantly influenced the interest in repurchasing.

H3 : Perceived enjoyment affects the interest of repurchasing in e-commerce Shopee.

## 3 RESEARCH METHODS

### 3.1 Sample Size

In this study, the population is an infinite population or an unknown population. The population in this study were all Shopee consumers in Indonesia. The research sample was taken using non probability sampling technique, namely purposive sampling. Purposive sampling is a sampling technique with certain considerations.[13] Consideration of this sample is based on the requirements of the sample criteria determined by the researcher, namely:

- The respondents studied had a Shopee account and had made purchases at least twice.
- The respondents studied were purchases in e-commerce Shopee with a minimum expenditure as much as Rp. 90,000

Sample sizes greater than 30 and less than 500 are adequate samples and are used in most studies [14]. In multivariate research (including those using multivariate regression analysis, the sample size was determined 25 times with the independent variable) [14]. This study used 3 independent variables. 75 respondents were taken from 3 independent variables multiplied by 25. The researchers collected data for 7 days. In the first and second days the researchers found 30 respondents to be tested for validity and

reliability. After being valid and reliable, researchers conducted data collection in the third day until the day the researchers received 170 respondents. However, there were 10 respondents who did not fit the criteria. Thus, the total respondents in this study were 160 respondents.

### 3.2 Measurement

In this study, the questionnaire used was to obtain primary data about Coupon Sales Promotion, Online Customer Review and Perceived Enjoyment on Repurchase Interest in Shopee E-Commerce. The questionnaires are distributed in form of google doc link that can be shared on social media such as WhatsApp, Instagram and Facebook. Measuring attitudes and people's opinions about social phenomena can be measured by a Likert scale [15]. Each item statement in the questionnaire was measured using a 5-scale likert measurement.

### 3.3 Data Analysis

This study used multiple linear regression method by using SPSS 24. This analysis is used to determine the effect of independent variables on the dependent variable, namely coupon sales promotion ( $X_1$ ), online customer review ( $X_2$ ), dan perceived enjoyment ( $X_3$ ) toward interest of repurchasing (Y). Validity test of the data using the Pearsron's Product Moment correlation by correlating each question with the total score, then the correlation results compared with the significance level of 5%. If  $r_{count} > r_{table}$  (sig. 0.05) then the instrument or item of question correlate significantly to the total score (declared valid)[16]. Measuring instrument in testing the reliability of data used the alpha method ( $\alpha$ ) namely the Cronbach Alpha method and a variable is reliable if the variable has a value  $\alpha > 0,60$  [16]. The data normality test method used the Kolmogorov-Smirnov Test with a confidence level ( $\alpha$ ) of 5%. If the significance value is  $> 0.05$ , the data is normally distributed [17]. This study used multiple linear regression method by using SPSS 24. This analysis was used to determine the effect of independent variables toward the dependent variable, namely coupon sales promotion (X1), online customer review (X2), and perceived enjoyment (X3) on the interest of repurchase(Y) in e-commerce Shopee.

## 4 RESULTS

### 4.1 Profil Respondent

Descriptive statistical data described the profile of consumers who re-purchase e-commerce Shopee. Each respondent characteristic variable used in this study was presented in Table 1.

Table 1. Characteristic Profile of Respondents

Description	Percentage (%)	Description	Percentage (%)
<b>Age:</b>		<b>Occupation:</b>	
15 - 20 years old	11.875	Student	10
21 - 25 years old	76.25	University Student	58.75
26 - 30 years old	8.125	Civil Servant	11.25
>31 years old	3.75	Entrepreneur	13.125
<b>Shopping</b>		Others	6.875

Description	Percentage (%)	Description	Percentage (%)
<b>Frequency:</b>			
2 times	15		
2 - 5 times	26,875		
>5 times	59,375		

Based on Table 1, most consumers who shop at shopee were in the age range of 21-25 years. While in terms of occupation, students were more dominant than others. Most consumers shop with a frequency of more than five times; This indicated that there was interest in repurchasing that always make consumers shop at e-commerce Shopee.

#### 4.2 Measurement of Validity, Reliability And Normality

Validity test of the data used the Pearson's Product Moment correlation by correlating each question with the total score, then the correlation results compared with the significance level of 5%. If  $r_{count} > r_{table}$  (sig. 0.05) then the instrument or item of question correlate significantly to the total score (declared valid) [16]. Measuring instrument in the reliability test of the data used the alpha method ( $\alpha$ ), namely the Cronback Alpha method and a variable is reliable if the variable has a value ( $\alpha$ )  $> 0,60$  [16]. . The normality test in the regression model is used to determine whether the data is normally distributed or not. The normality test method of the data used the Kolmogorov-Smirnov Test with a degree of confidence ( $\alpha$ ) of 5%. If the significance value is  $> 0.05$ , the data is normally distributed[11]. In this study, validity, reliability and normality tests are presented in table 2 as follows:

Table 2. Validity test, reliability and normality of data

Variable	Item	r count	r table	CA	Sig
Coupon Sales Promotion	Cou1	0,721	0,349	0,750	0,110
	Cou2	0,731	0,349		
	Cou3	0,726	0,349		
	Cou4	0,571	0,349		
	Cou5	0,822	0,349		
Online Customer Review	Onl1	0,811	0,349	0,943	0,110
	Onl2	0,870	0,349		
	Onl3	0,846	0,349		
	Onl4	0,838	0,349		
	Onl5	0,735	0,349		
	Onl6	0,901	0,349		
	Onl7	0,844	0,349		
	Onl8	0,797	0,349		
	Onl9	0,840	0,349		
Perceived Enjoyment	Per1	0,816	0,349	0,839	0,105
	Per2	0,898	0,349		
	Per3	0,893	0,349		
Repurchase Intention	Rep1	0,889	0,349	0,884	0,108
	Rep2	0,908	0,349		
	Rep3	0,910	0,379		

• CA: Cronback Alpha

• Sig : Significance

Based on table 2, it is known each item, namely the variable coupon sales promotion (X1), online customer review (X2), perceived enjoyment (X3) and repurchase interest (Y) has a r-count greater than r-table (0.394) so it was concluded that each item statement in questionnaire was proved valid. The alpha cronback value of each variable was more than (0.06) so it can be said to be reliable. From table 2 it can also be seen that the significance value of each variable coupon sales promotion (X1) was 0.110, online customer review (X2) was 0.110, perceived enjoyment (X3) was 0.105 and interest in repurchasing (Y) was 0.108, those were greater than the 0.05 determination so it can be concluded that each variable has met the data normality test.

#### 4.3 Classic assumption test

Classical assumption test is a requirement that must be fulfilled in multiple linear regression analysis. In this study, there were two classical assumption tests, namely the test of multicollinearity and heteroscedasticity.

Multicollinearity is a condition in which the regression model is found to have perfect or near perfect correlation between independent variable (correlation 1 or close to 1). If the VIF value is  $< 10$  and Tolerance  $> 0.1$  then there is no multicollinearity[17]. In this study the multicollinearity test is presented in table 3.

Table 3. Multicollinearity test

Variable	Tolerance	VIF	Information
Coupon Sales Promotion	0,547	1,827	There is no multicollinearity
Online Customer Review	0,566	1,767	There is no multicollinearity
Perceived Enjoyment	0,544	1,806	There is no multicollinearity

Based on table 3, it can be seen that all independent variables, namely coupon sales promotion (X1), online customer review (X2), and perceived enjoyment (X3), there are no symptoms of multicollinearity.

Heteroscedasticity is a situation where the regression model of the residual variance occurs in an observation to other observation. This test uses a scatterplot graph with the basis of decision making criteria that there is no clear pattern such as dots spreading above and below the number 0 and the Y axis, then heteroscedasticity does not occur[17]. The results of the heteroscedasticity test were shown in Figure 1

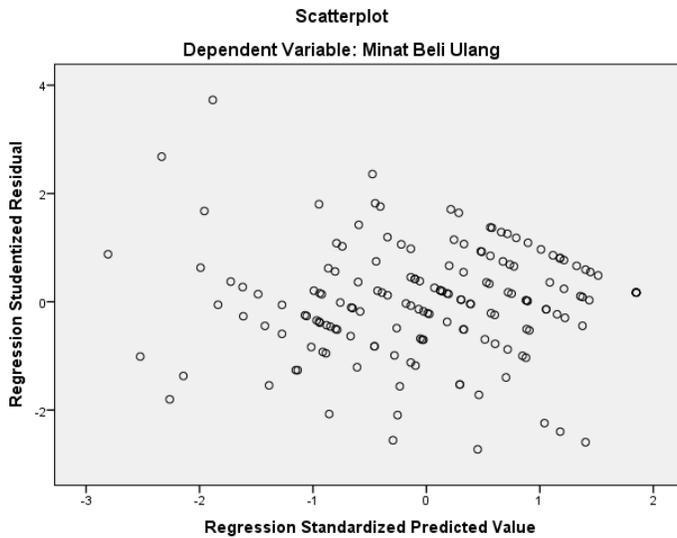


Figure 1. Heteroscedasticity Test Result

Based on Figure 1, it can be seen that the spread points were not patterned and spread above and below the number 0 on the Y axis. It can be concluded that there were no symptoms of heteroscedasticity in multiple linear regression model.

4.4 Results of Testing the Model

This analysis is used to determine the effect of independent variable toward the dependent variable, namely coupon sales promotion (X1), online customer review (X2), and perceived enjoyment (X3) on interest

of repurchase(Y). The results of multiple linear regression analysis were presented in table 5.

Table 4. Multiple Linear Regression

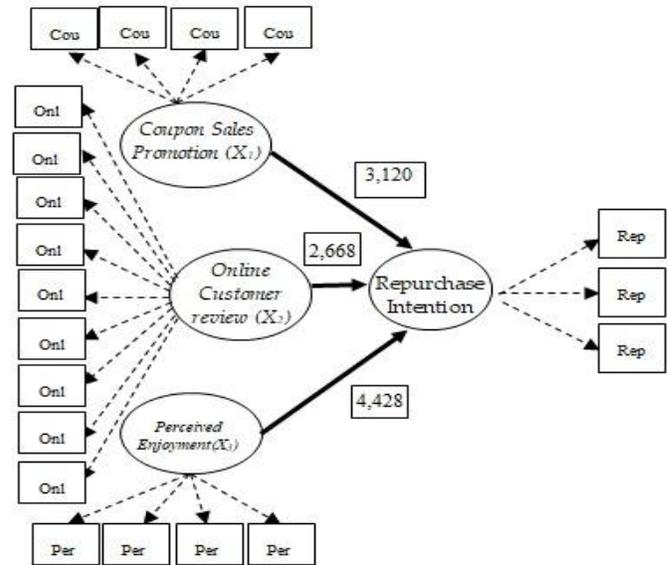
The Influence Between Variables		B	S.E.	t	Sig	Description
R Square		.471				
Constanta		-4.842	7.775	-.623	.543	
Coupon Sales Promotion →	Repurchase Intention	.332	.106	3.120	.002	Significant
Online Customer Review →	Repurchase Intention	.323	.121	2.668	.008	Significant
Perceived Enjoyment →	Repurchase Intention	.372	.084	4.428	.000	Significant

Based on table 4, it arranged the multiple linear regression equation model and interpretation as follows:

$$y = - 4,842 + 0,332(x_1) + 0,323(x_2) + 0,372(x_3) + e$$

- Constant value of - 4,842. If coupon sales promotion (X1), online customer review (X2) perceived enjoyment (X3) is zero, then the interest of repurchase (Y) will be decreased as much as -4,842.
- Coupon sales promotion (X1) variable has a positive effect on interest of repurchase(Y). If the coupon sales promotion (X1) is increased by one unit, then the interest in repurchasing (Y) will be increased as much as 0.332.

- Variabel perceived enjoyment (X3) variable has a positive effect on interest of repurchase(Y). If the coupon sales promotion (X1) is increased by one unit, then the interest in repurchasing (Y) will be increased as much as 0.332.
- R Square value was 0.471 or 47.1%. This number means that the variable coupon sales promotion (X1), online customer review (X2), perceived enjoyment (X3) have an effect on interest of repurchase of 47.1%. While the remaining of 100% - 47.1% = 52.9% is influenced by other variables that was not examined in this study.



Gambar 2. The Results Of Regresi Linier Berganda

Based on Figure 2, it is known that all independent variables have t count > t table and significance level <0.05 so all null hypotheses (H0) are rejected and the research hypothesis (Ha) is accepted. Partially, coupon sales promotion (X1), online customer review (X2), and perceived enjoyment (X3) variables have a significant effect on interest of repurchase (Y).

5 DISCUSSION

5.1 The Effect of Coupon Sales Promotion on Interests of Repurchase in E-commerce Shopee

E-commerce Shopee consumers have a very good perception of coupon sales promotion, in terms of intensive shipping cost subsidy maximally as much as Rp. 20,000 influenced consumers interested in purchasing products at e-commerce Shopee. Based on the frequency of consumers spending in e-commerce Shopee, the majority of consumers have spent more than five times, this is because the postage subsidies provided by e-commerce Shopee were more economical for consumers. The terms of participation with a minimum spending requirement of Rp. 90,000 given by e-commerce Shopee were in accordance with the subsidy provided to encourage consumers to shop at e-commerce Shopee. In e-commerce Shopee's marketing activities provided a different frequency of promotions every month. This is supported by Instagram as a promotional media tool in delivering coupons. However, this interactive media was less appropriate when compared to

television to deliver information to consumers. Shopee e-commerce coupons have a one-month exchange period in each period. The company must be able to provide promotions that were in accordance with consumer expectation. If consumers get intensive or large subsidies, consumers will be increasingly encouraged to make repeat purchases at e-commerce Shopee.

The results of this study supported the statement of [5] coupon sales promotion was a certificate that gave the right to the holder to save a number of certain product purchases that usually sent by mail, pasted or wrapped in other product, or inserted into advertisement in magazine and newspaper. Sales promotion was a collection of intensive tools that were diversified, mostly short-term designed to encourage the purchase of a product [18].

The result of this study was in line with the research [8] in Calais and [7] at brosisdeal local merchant which showed the results that coupon sales promotion had a significant effect on repurchase interest. It means that although in different research objects, coupon sales promotion still have a positive effect on repurchase interest.

### **5.2 The Effect of Online Customer Review on Interest of Repurchase in E-commerce Shopee**

E-commerce Shopee consumers had a very good perception of online customer review in terms of trustworthiness, recommendation framing and recommendation rating so consumers felt interested in repurchasing in e-commerce Shopee. Based on reviews in e-commerce Shopee, consumers believe to the information that has been given by other consumers because they have made a previous purchase in e-commerce Shopee. Reviews from other consumers provided an overview of relevant information, in accordance with the current situation, correct as it was and equip consumers so that this review was useful for making decision to buy product in e-commerce Shopee. Based on recommendation framing, reviews that were positive comments in form of praise for a product would encourage consumers toward the interest of repurchase in e-commerce Shopee. The interest in repurchasing at Shopee will be created if the rating recommendation in a review has a high value and a large volume of reviews. The recommendation number in e-commerce Shopee has a value of 1-5, the greater the value, the better the product. Likewise, the volume of reviews determined more interactions in the review. Therefore, it encouraged consumers to repurchase in e-commerce Shopee. So, online customer reviews were very necessary and useful for consumers to determine interest in repurchasing in e-commerce Shopee.

The result of this study supported the statement of [9] online customer review was a review given by other consumers in form of information on a product that has been evaluated from various aspects. With this information, prospective buyers got a view of product quality based on reviews and experiences written by other consumers after buying products from online sellers. Review was one of the factors in determining the decision to repurchase a product.

The result of this study was in line with [9] in Tabao website, [10] in Indonesia marketplace and [11] in e-commerce Shopee which stated that online customer reviews had a significant effect on the interest in repurchasing. It means that although the object of research was different, online customer review still had a positive

effect on interest of repurchasing.

### **5.3 The Effect of Perceived Enjoyment on Interest of Repurchase in E-commerce Shopee**

E-commerce Shopee consumers had a very good perception of perceived enjoyment in terms of happiness. A website was not only important for marketing products and services, but also to provide information that could be attracted customers to make transaction[19]. In their spare time consumers often browsed Shopee e-commerce application for brain refreshment. Completed and varied product choices when exploring the e-commerce Shopee made consumers felt that they have a pleasant experience. This encouraged consumers to repurchase in e-commerce Shopee in the future. The interest in repurchasing at Shopee was also influenced by the convenience (joy) of consumers having a more comfortable feeling compared to offline shopping because they were not disturbed by other people's activities so consumers felt more free in repurchasing products in e-commerce Shopee. Another factor influenced interest of repurchasing was fun factor, e-commerce Shopee should provided an attractive appearance so consumers would be like it. The appearance of the Shopee e-commerce system was now equipped with live streaming, live chat, social sharing and hastag features to make it easier for sellers and buyers to find the desired product. If consumers got a good view and an easy-to-understand shopping system, consumers would not hesitate in repurchasing in e-commerce Shopee.

The result of this study supported the statement [12] customers who have felt pleasure in conducting online transaction had a greater tendency to repurchase. The result of this study was in line with [20] in online shopping, [12] in Traveloka and [11] in e-commerce Shopee which stated that perceived enjoyment has a significant effect on interest of repurchasing. It means that although it has different research objects, perceived enjoyment still has a positive effect on interest of repurchasing.

## **6 CONCLUSION**

The result of this study indicated that the three hypotheses were accepted, namely: coupon sales promotion, online customer review and perceived enjoyment had a significant effect on interest of repurchase in e-commerce Shopee. So it can be concluded that the giving of coupons in form of postage subsidies provided by Shopee to consumers and the existence of reviews from consumers made consumers motivated to repurchase in e-commerce Shopee. Besides, there was also a feeling of happiness, the comfort and love feeling for the system provided by e-commerce Shopee so that it would increased the interest in repurchasing in e-commerce Shopee

## **7 SUGGESTION**

Based on the result of the research and conclusion, the researchers suggest the following suggestions:

a. E-commerce Shopee in increasing its marketing activities, should paid more attention to the coupon sales promotion that is owned because it is the most preferable factor for consumers to repurchase in e-commerce Shopee. In addition, e-commerce Shopee must provid a good display and system, so it can create a feeling of comfort and high interest of repurchase.

b. Further research is expected to be able to add other variables such as live streaming, feed, payment method and other promotional programs that can create interest in repurchasing in e-commerce Shopee to provide more accurate result.

c. Stakeholders, government, Shopee managers, and the community both as sellers and buyers can make e-commerce Shoppe a Mobile Shopping application that can facilitate online buying and selling activities and is expected to become one of the tools to realize economic development in Indonesia...

Further research must increase the number of samples and the criteria for samples of Shopee consumers who make repeat purchases in order to get a better model, especially in the field of marketing management research related to the relationship between coupon sales promotion, online customer review, perceived enjoyment and interest of repurchase.

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