



# Analysis consumer purchasing decisions in the App Tokopedia through e-wom, experiential marketing and brand ambassador

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## ABSTRACT

The purpose of this study was to examine the effect of electronic word of mouth, experiential marketing, and brand ambassador variables on purchasing decisions on the Tokopedia application in the West Cikarang region. This sampling technique uses the Lemeshow formula and obtained as many as 300 respondents. The data obtained were analyzed quantitatively by using measuring instruments in the form of validity tests, reliability tests, classical assumption tests, simple and multiple linear regression analysis tests, and hypothesis testing. The test was conducted to determine the effective and relative contribution by using the SPSS version 21 application program for windows. The results of partial statistical analysis show that electronic word of mouth, experiential marketing, and brand ambassadors have a positive and significant influence on purchasing decisions on the Tokopedia application. The results of statistical analysis simultaneously show that electronic word of mouth, experiential marketing, and brand ambassadors have a significant effect on purchasing decisions on the Tokopedia application simultaneously. The results of the R Square value of electronic word of mouth showed a value of 48.4%, experiential marketing showed a value of 67.0%, and brand ambassadors showed a value of 66.0% which means that there is an influence on purchasing decisions on the Tokopedia application in the West Cikarang region.

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## INTRODUCTION

In the current era of globalization, along with the rapid development of technology, especially the internet, it has changed human behavior and lifestyle both economically, politically, and the behavior of competitors who have businesses (Halik et al., 2020), one of which is in terms of shopping. The ease of internet access makes people change their shopping activities from what was originally shopping directly to conventional stores to switching to shopping at online stores or

commonly called e-commerce, including in Indonesia. Along with the development of the world of technology, now in a job, education, and entertainment technology is something that cannot be separated from everyday life. The emergence of the internet is one of the interesting events of the development of technology (Budiarto et al., 2019).

The internet is the embodiment of the development of technology that will continue to develop every year. With various ideas emerging among businessmen making the use of the internet a potential target for selling and marketing their products online, this behavior is called an online store (Swandani et al., 2019). An online store is a process where consumers buy goods, services, etc. from a seller interactively and in real-time without an intermediary media through the internet. The benefit of the online store itself is that it makes it easier for us to shop and choose products without having to leave the house and in comparing the prices of a product from one store to another just by clicking the available button. And this behavioral activity itself is often referred to as electronic commerce or e-commerce (M. Arief Algiffary et al., 2020).

E-commerce stands for electronic commerce which means transactions that include various kinds of business activities carried out by internet media ranging from purchases to sales made through internet media. This e-commerce also includes the distribution, sale, purchase, marketing, and service of a product through the internet media (Kurniati et al., 2019) (Hidayat et al., 2021). By using internet media or online stores can make it easier for a company to market its products domestically and abroad .

Based on the results of monthly web visitor data from iprice.id in the period January – July 2022, Tokopedia ranks at the top of its competitors, namely shopee, bukalapak, lazada and others that both run in the same business. According to the report of E-Warungs' Indoensis's News Digital Batleground released by CLSA, Tokopedia is currently the most visited e-commerce by consumers and is the largest holder of the highest transaction value in Indonesia beating shopee, bukalapak, lazada and other e-commerce (Pakpahan, 2022).

Tokopedia leads the highest transaction value since July 2014 and is predicted to continue to survive until 2023. Recorded in 2018, tokopedia's transaction value was US\$ 5.9 billion. The consumer to consumer (C2C) platform is Tokopedia's flagship business with a transaction business value of US\$ 5.6 billion, while the business to consumer (B2C) is only US\$ 148 million. Tokopedia is an Indonesian technology company founded in 2009 by William Tanujawijaya and Leotinus Alpha Edison (Arbaini, 2020) (Sucipto & Fuad, 2020).

Tokopedia has now transformed into a unicorn that is influential not only in Indonesia but also in Southeast Asia. In their business, Tokopedia also supports micro, small and medium enterprises (MSMEs) and individuals to develop their business by marketing products online with the government and other parties so that consumers can make purchase decisions according to what they need (Puirih et al., 2020) (Gunawan et al., 2019). In addition, Tokopedia implements the Marketplace C2C (customer to customer) business model, where this business model depends on 3rd parties as dealers and recipients of money. Tokopedia facilitates online transactions with its payment methods. If the online store is not responsible for the transactions of sellers and buyers, then Tokopedia Marketplace is also involved and responsible (Wulandari & Anwar, 2021).

This study used the variable Electronic Word Of Mouth, this research is supported by previous research journals from Handayani and Ambardi (2022). The results showed that partially the variables celebrity endorser and electronic word of mouth had a positive and significant effect on purchasing decisions for Scarlett body lotion. The magnitude of the influence of electronic word of mouth is a positive trend for consumers in deciding a purchase decision (Handayani and Ambardi, 2022).

Furthermore, this study used the variable Experiential Marketing, in a previous study researched by Uci Fadilah and Emelia Rahmadany Putri Gami (2020), conducted a study entitled the effect of experiential marketing on customer satisfaction in the coffee ward T. Imam bonjol street lubuk pakam. Which is published in the journal of economics and accounting. Vol 1, no 2, November

2020, resulted in the conclusion that experiential marketing has an influence on customer satisfaction in the pakam coffee ward showing a positive and high relationship. Experiential marketing has a significant effect on customer satisfaction in the coffee ward (Fadillah et al., 2020).

Then this research uses the Brand Ambassador variable, in a study conducted by Nisfatul lailiya (2020), entitled the influence of brand ambassadors on purchasing decisions on Tokopedia. Vol. 2, No.2 of (2020), ISSN 2622-6367, Which resulted in the conclusion that the brand ambassador variable partially had a positive and significant effect on purchasing decisions (Lailiya, 2020).

## RESEARCH METHOD

In this study, the authors used quantitative types of research, with descriptive and verificative approach methods. data collection using statistical research instruments with the aim of knowing the hypotheses that have been determined . The descriptive approach method is a method that aims to find out the nature and deeper relationships between variables by observing aspects more specifically to obtain data that is in accordance with the existing problem with the purpose of research where the data is processed, analyzed, and further processed on the basis of the theories that have been studied so that the data can be drawn conclusions.

The method of verifiable approach is the analysis of models and proofs that are useful for seeking the truth of the hypothesis proposed. The population taken from this study is consumers who make purchase decisions on the Tokopedia application in the West Cikarang region.

The sampling technique in this study is probability sampling, which is a sampling technique that provides equal opportunities for each age (member) of the population to be selected as a member of the sample. Sampling in this study used simple random sampling, because sampling and population were carried out randomly without paying attention to the strata in that population. The determination of the number of samples in this study used the Lemeshow formula because the number of respondents taken in this study was infinite. Data collection techniques in this study the authors used observation techniques, interview techniques, literature studies, and questionnaire collection (questionnaires). Meanwhile, the data sources used in this study used primary data and sequence data. Primary data is data obtained directly to specifically state the research problem.

The primary data collection method used in this study is the questionnaire (questionnaire) distribution method. While secondary data is a source that does not provide data to data collectors. In this study, the author obtained data from the documentation study, documentation study is a data collection technique by reading, reviewing, and analyzing various books and documents relevant to the topic under study.

The definition of operational and measurement of these variables in this study will be explained as in Table 1:

**Table 1.** Operationalization of variables

Variables/Concepts	Indicators	Scale
Electronic Word of Mouth (X1) Jhulivand and Samiel, 2012:24)	Intensity	Interval 1-7
	Content	
	Valence of Opinion	
Experiential Marketing (X2) Schmit in Kustini (2017:47)	Sense	Interval 1-7
	Feel	
	Think	
	Act	
Brand Ambassador (X3) Les, Greenwood & Gaynor, 2012:88)	Relate	Interval 1-7
	Truthworthniess	
	Expertise	
	Attractiveness	
Purchasing Decision (Y) Kotler & keller, 2012:184)	Respect	Interval 1-7
	Similarity	
	Product Selection	
	Brand Choice	
	Dealer's Choice	

Variables/Concepts	Indicators	Scale
	Purchase Time	
	Purchase Amount	

Source: data processed by author, 2022

## RESULTS AND DISCUSSIONS

### Multiple Regression Analysis

**Table 2.** Multiple linear regression analysis

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	19,879	2,881		3,786	,000
E-Wom	,685	,096	,457	7,650	,000
Experiential Marketing	,688	,079	,482	8,730	,000
Brand Ambassador	,579	,050	,464	11,665	,000

a. Dependent Variable: purchasing decisions

$$Y = 11.665 + 0.685 X1 + 0.688 X2 + 0.579 X3$$

Constant = 11.665 This means that if the variables Electronic Word Of Mouth X1, Experiential Marketing, and Brand Ambassador X3 are considered constant then the magnitude of the Purchase Decision is 11,665.

Electronic Word of Mouth (X1) = 0.685 Represents the value of the regression coefficient of the variable E-wom (X1) to the purchase decision (Y). This means that if E-Wom experiences a unit increase, then the Purchase Decision (Y) will increase by 0.685 positive value coefficients meaning that E-Wom (X1) and Purchase Decision (Y) are positively related.

Experiential Marketing (X2) = 0.688 Is the value of the regression coefficient of the Experiential Marketing variable (X2) to the Purchase Decision variable (Y) meaning that if experiential marketing experiences a unit increase, then the Purchase Decision (Y) will increase by 0.688 positive value coefficients meaning Experiential marketing (X2) and purchasing decisions (Y) are positively related.

Brand Ambassador (X3) = 0.579 is the value of the regression coefficient of the Brand Ambassador variable (X3) to the purchasing decision variable (Y). this means that if the Brand Ambassador (X3) experiences a unit increase, then the Purchase Decision (Y) will increase by 0.579 positive value coefficients, meaning that the Brand Ambassador (X3) and the Purchase Decision (X) are positively related.

### Partial Test (T test)

Based on the data in table 2. Above. The T test was performed to determine how far the influence of the independent variable (X1,X2,X3) partially on the dependent variable (Y).

Effect of e-WOM (X1) on purchasing decisions (Y). The results of testing the hypothesis of the competency t test against the purchasing decision obtained a value of Sig < 0.05 and a Thitung > Ttabel = 7,650 > 1,967. Then H1 is accepted, which means that there is an influence between the variable E-Wom (X1) and the Purchasing Decision variable (Y). Test Results T on Experiential Marketing Variables (X2) Against the Purchasing Decision variable (Y), the test results were obtained with a value of 8,730 > 1,967 and a Sig Value, < 0.05 and H2 were received which means that there is an influence of the Experiential Marketing variable (X2) on the Purchasing Decision variable (Y). The Effect of Brand Ambassador (X3) On Purchasing Decisions (Y). Results of Testing The hypothesis of the Brand Ambassador (X3) test on the Purchasing Decision variable (Y) obtained a sig value, < 0.05

and a  $T_{table} >$  calculation of  $11,665 > 1,967$ , then H3 is accepted, which means that there is an influence between the Brand Ambassador variable (X3) on the Purchasing Decision variable (Y).

### Simultaneous Test (F Test)

**Table 3.** F Test ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23963,644		37987,881	340,631	,000 <sup>b</sup>
Residual	6941,273	296	23,450		
Total	30904,917	299			

a. Dependent Variable: purchasing decisions

b. Predictors: (Constant), E-Wom, Experiential Marketing, Brand Ambassador

Based on the ANOVA output table above, it is known that the calculated F value of 340,631  $>$  3,025 and sig, amounting to  $0.000 <$  0.05, then according to the basis of decision making in the F test, it can be concluded that E-Wom (X1), Experiential Marketing (X2), and Brand Ambassador (X3) simultaneously have a positive and significant effect on Purchasing Decisions (Y).

### Discussion

Measurement of research variables was carried out using a questionnaire developed from each indicator of each variable in the study. In each result in the Validity Test of each variable, namely e-wom, experiential marketing, and brand ambassador and purchasing decisions, it was found that all statement items were valid on each variable. In reliability testing, it was found that all items of statements were declared reliable on each research variable and had proven reliability. Because the questionnaire is valid and reliable, the research questionnaire is a tool to measure each research variable.

Descriptive analysis of research variables produced relatively good findings on all research variables where E-Wom, Experiential Marketing, and Brand Ambassador provided a good perception as well so that the test results showed that the Normality Test was normally distributed. In the Multicholinerity Test, there are no obstacles or problems found multicholinerity. The Heteroskedasticity test also showed good results because the spread of points spread over and below the Y axis was spread, and the Autocorrelation Test also showed good results because no Autocorrelation problems were found.

The first test was conducted on E-Wom (X1) which is an independent variable on purchasing decisions (Y) as a dependent variable to 300 respondents. The results of the analysis were processed using SPSS version 21. The result of processing validity data with 8 statement items is valid, because the value of r counts  $>$  r table. Meanwhile, the results of the reliability statistical test data show that the value of Cronbach's alpha  $r = 0.854$  thus the statement item is reliable. Because the value of cronbach's alpha is above the minimum limit of 0.70, it can be concluded that the variable measurement scale E-Wom (X1) has good reliability. Meanwhile, from the Normality test, it can be seen that the data points form a linear pattern so that they can be considered consistent and normal. Multicholinerity test on E-Wom (X1) VIF value  $3.251 <$  10.00 and tolerance value  $0.308 >$  0.10 then multicholinerity does not occur. The Heteroskedasticity test shows that there is no clear pattern and the points spread above and below the number 0 on the Y axis, so it can be said that the heteroskedasticity test is met. The Autocorrelation test with DW count results is between  $1,799 <$   $2,675 <$   $2,201$ , so this means that no Autocorrelation occurs so that the conclusion is that the autocorrelation test is met.

Meanwhile, the results of the reliability statistical test data show that the value of Cronbach's alpha  $r = 0.854$  thus the statement item is reliable. Because the value of cronbach's alpha is above the minimum limit of 0.70, it can be concluded that the variable measurement scale E-Wom (X1) has

good reliability. Meanwhile, from the Normality test, it can be seen that the data points form a linear pattern so that they can be considered consistent and normal. Multicholinerity test on E-Wom (X1) VIF value  $3.251 < 10.00$  and tolerance value  $0.308 > 0.10$  then multicholinerity does not occur. The Heteroskedasticity test shows that there is no clear pattern and the points spread above and below the number 0 on the Y axis, so it can be said that the heteroskedasticity test is met. The Autocorrelation test with DW count results is between  $1,799 < 2,675 < 2,201$ , so this means that no Autocorrelation occurs so that the conclusion is that the autocorrelation test is met.

Simple Linear Regression results obtained calculated t values of  $16,853 > t$  table 1,967 (sig 0.000). coefficient of determination ( $R^2$ ) with an adjust value of R Square 0.488. The result of multiple linear regression obtained a calculated t value of  $7,650 > t$  table 1,967 with a sig of 0.000. this means the variable E-Wom (X1) has a positive and significant effect on purchasing decisions (Y).

T Test results obtained t count  $7,650 > t$  table 1,967 with a sig value of  $0.000 < 0.05$ . Test F results obtained F count  $340,631 > f$  table 3,025 with sig  $0.000 < 0.05$  meaning that the variable E-Wom (X1) affects the Purchasing Decision variable (Y). the conclusion is that there is a relationship between E-Wom and Purchasing Decisions, where the better E-Wom on the Tokopedia application can affect the Purchase Decision.

The second test conducted on experiential marketing (X2) was an independent variable on purchasing decisions (Y) as a dependent variable to 300 respondents. The results of the analysis are processed using SPSS version 2.1. The result of processing validity data with 11 statement items is valid, because the value of r counts  $> r$  table.

Meanwhile, the results of the reliability statistical test data indicate that the value of cronbach's alpha  $r = 0.900$  thus the statement item is reliable, because the value of cronbach's alpha is above the minimum limit of 0.70, so it can be concluded that the measurement scale of the experiential marketing variable (X2) has good reliability. Meanwhile, the results of the Normality test show that the data points form a linear pattern so that they can be considered consistent and normal. Multicholinerity test on experiential marketing (X2) VIF value  $4,023 < 10.00$  and tolerance value  $0.249 > 0.10$  then multicholinerity does not occur. The Heteroskedasticity test does not appear to have a clear pattern and the points spread above and below the number 0 on the Y axis, so it can be said that the heteroskedasticity test is met. The Autocorrelation test with DW count results is between  $1,799 < 2,675 < 2,201$ , so this means that autocorrelation does not occur so that the conclusion of the autocorrelation test is met.

The results of the Simple Linear Regression analysis obtained a calculated t value of  $24,657 > t$  table 1,967 (sig 0.00). Coefficient of Determination ( $R^2$ ) with an Adjust R square value of 0.671. Multiple Linear Regression Test results obtained a calculated t value of  $8,730 > t$  table 1,967 with a sig of 0.000 this means that the Experiential Marketing variable (X2) has a positive and significant effect on the Purchasing Decision (Y).

T Test results obtained t count  $8,730 > t$  table 1,967 with a sig value of  $0.00 < 0.05$ . Test F results obtained f count  $340,631 > f$  table 3,025 with a sig of  $0.000 < 0.05$  meaning that the Experiential Marketing variable affects the Purchasing Decision variable (Y). The conclusion is that there is a relationship between the Experiential Marketing variable and the Purchase Decision, where the better the experiential marketing in the Tokopedia application can influence the purchase decision.

The third test was conducted on Brand Ambassador (X3) which is an independent variable on Purchasing Decision (Y) as a dependent variable to 300 respondents. The results of the analysis were processed using SPSS version 2.1. The result of processing validity data with 11 statement items is valid, because the value of r counts  $> r$  table.

Meanwhile, the results of the reliability statistical test data show that the value of Cronbach's alpha  $r = 0.924$  thus the statement item is reliable. Because the value of Cronbach's alpha is above the minimum of 0.70, it can be concluded that the scale of the Brand Ambassador variable (X3) has good reliability. Meanwhile, the Normality Test shows that the data points form a linear pattern so that they can be considered consistent and normal. Multicholinerity test on Brand Ambassador (X3) VIF

value  $2.088 < 10.00$  and tolerance value  $0.479 > 0.10$  then multicollinearity does not occur. The Heteroskedasticity test shows that there is no clear pattern and visible dots spread above and below the number 0 on the Y axis, so it can be said that the heteroskedasticity test is met. The Autocorrelation Test with DW calculated results is between  $1,799 < 2,675 < 2,201$ , so this means that no autocorrelation occurs so that the conclusion of the Autocorrelation Test is met.

Simple Linear Regression results obtained calculated t values of  $24,135 > t$  table  $1,967$  (sig 0.000). Coefficient of Determination ( $R^2$ ) with an adjust result of R square 0.662. Multiple Linear Regression results obtained a calculated t value of  $11,665 > t$  table  $1,967$  with a sig value of 0.000 this means that the Brand Ambassador variable ( $X_3$ ) has a positive and significant effect on the Purchasing Decision ( $Y$ ).

T Test results obtained a calculated t value of  $11,665 > t$  table  $1,967$  with a sig value of  $0.00 < 0.05$  F test results obtained a calculated f value of  $340,631 > f$  table  $3,025$  with a sig of  $0.000 < 0.05$  meaning that the Brand Ambassador variable ( $X_3$ ) affects the Purchasing Decision variable ( $Y$ ). The conclusion is that there is a relationship between the Brand Ambassador and the Purchasing Decision where the better the promotion carried out by the Brand Ambassador on the Tokopedia application can affect the Purchase decision.

## CONCLUSION

Electronic Word Of Mouth ( $X_1$ ) has a positive and significant effect on acceptable Purchase decisions. These results also prove the first hypothesis that Electronic Word Of Mouth affects purchasing decisions on the Tokopedia application. The results show that the T Test has a significant value of  $0.000 < 0.05$  meaning that there is a partial influence on the purchase decision ( $Y$ ), and the regression coefficient has a positive value of 68%.

Experiential Marketing ( $X_2$ ) has a positive and significant effect on acceptable purchasing decisions. These results also show the second hypothesis that experiential marketing affects purchasing decisions on the Tokopedia application. The results show that the T test has a significant value of  $0.000 < 0.05$ , meaning that there is a partial influence on the purchase decision ( $Y$ ), and the regression coefficient has a positive value of 69%.

Brand Ambassador ( $X_3$ ) has a positive and significant effect on acceptable purchasing decisions. These results also prove the third hypothesis that brand ambassadors influence purchasing decisions on the Tokopedia application. The results showed that the T test had a significant value of  $0.000 < 0.05$  meaning that there was a partial influence on the Purchase decision ( $Y$ ), and the regression coefficient had a positive value of 58%.

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