

THE ANALYSIS OF STUDENTS ONLINE SHOPPING BEHAVIOR OF SHOPEE APPLICATION IN THE COVID-19 PANDEMIC ERA*ANALISIS PERILAKU BELANJA ONLINE SISWA PADA APLIKASI SHOPEE DI ERA PANDEMI COVID-19*

By:

Andrew Patrick Pasla¹**Marjam Mangantar²****Regina Trifena Saerang³**^{1,2,3}Management Department Faculty of Economics and Business
Sam Ratulangi University, Manado

E-mail:

¹andrewpasla062@unsrat.ac.id²marjammangantar@unsrat.ac.id³reginasaearang@unsrat.ac.id

Abstract: The main issues of online shopping are not regarding its advantages and convenience that the platform gave to the people; but more about how the people try to approach the usage of online shopping which resulted in the existence of online shopping behavior. The current condition of online shopping behavior can be problematic if there are no further explanation regarding the phenomenon. The purpose of this study is to find out the student online shopping behavior of Shopee Application during the pandemic era, particularly the users are students of IBA Unsrat. This study uses a qualitative method and interview toward informants were conducted in order to gain information regarding the phenomenon. The findings of this study shows that the condition of online shopping behavior within Shopee application are in line with the current situation. The changes that made by the company made the costumers feel easier and safer to use the application during this limited condition. Based on the result, the researcher provided several recommendations such as check and balance system regarding the current products that can be done by the company and a more comprehensive understanding about the usage of online shopping media for the costumers

Keywords: *online shopping behavior*

Abstrak: Masalah utama belanja online bukan tentang keuntungannya dan kenyamanan yang diberikan platform kepada orang-orang; tapi lebih tentang bagaimana orang mencoba mendekati penggunaan belanja online yang mengakibatkan adanya perilaku belanja online. Sekarang Kondisi perilaku belanja online bisa bermasalah jika ada tidak ada penjelasan lebih lanjut mengenai fenomena tersebut. Tujuan dari ini Penelitian ini untuk mengetahui perilaku belanja online siswa di Shopee Aplikasi di masa pandemi, khususnya penggunaannya adalah pelajar dari IBA Unsrat. Penelitian ini menggunakan metode kualitatif dan wawancara terhadap informan dilakukan untuk memperoleh informasi mengenai fenomena tersebut. Temuan penelitian ini menunjukkan bahwa Kondisi perilaku belanja online dalam aplikasi Shopee adalah sesuai dengan situasi saat ini. Perubahan yang dilakukan oleh perusahaan membuat pelanggan merasa lebih mudah dan lebih aman untuk menggunakan aplikasi selama kondisi terbatas ini. Berdasarkan hasil tersebut, peneliti memberikan beberapa rekomendasi seperti cek dan sistem keseimbangan mengenai produk saat ini yang dapat dilakukan oleh perusahaan dan pemahaman yang lebih komprehensif tentang penggunaan media belanja online bagi pelanggan

Kata Kunci: *perilaku belanja online*

INTRODUCTION

Research Background

With the ever-changing world right now; people are tended to be faster in terms of many things. With the world that keep on changing; needs and wants of people also keep on changing and experienced evolutions day by day. This current condition made people create other alternative in order to fulfill needs and wants that need to be obtained in every day's life; in previous eras where technology does not exist people often go directly to shops in order to gain what they need. Brick and mortar type of shops which are synonymous with crowds and also different types of things being sold all at once; with this condition many consumers which have different preferences and goals can find themselves in one shop that sell everything. However; the problem risen in terms of the way of obtaining those needs; many people experience scarcity in terms of the products that they want to purchase. Thus; making waste for the people in terms of energy, time and also money. Energy and time talk about the effort of consumers to go to the shops; every human being have their own activities and that's why people need to manage their time well. Money in this case talk about the sacrifice that the people need to do in order to get to the shops; which result in nothing at the end.

Shopping behavior often known because of the complicated sociotechnical phenomenon it's has which also include many factors that might influence the fluidity of its condition (Moshrefjavadi et al., 2012). The explanation regarding online shopping behavior shows a big picture for the current condition that happen right now; the utilization of technology and also the inclusion of socio-technical aspects play a big role for online shopping behavior of the people right now. Some aspect that may also influence online shopping behavior are the traits of the online shopping itself such as perceived risks, technical issues, risk taking in terms of purchasing and many more. Even though online shopping keeps on improving and give a great way for people nowadays to do purchasing; further information need to be analyzed even further in order to know more about online shopping behavior and the types of outside variables that may have direct and indirect influence on it.

One of the best examples of it regarding hedonistic approach toward buying products; people tend to purchase more because they have the ability and convenience to do it with the existence of social media. Hedonistic approach tends to give negative impact toward the people in this case the buyers; it is because of the impulsive nature of human being which cannot be controlled when a certain convenience has been offered to the users. This condition eventually become one of the primary variables that need to be analyzed by everyone that use online shopping platform; people will eventually buy things that are not necessary which resulted in financial problem in the future. Other example of factors that may affect the online shopping behavior nowadays is the freedom that the platform gives to the people; freedom in this case can range from the products that already offered or the freedom of choosing products wherever and whenever the users want to (Richa and Vadera, 2019).

Shopee Pte. Ltd. (Shopee) is a Singaporean multinational technology company which focuses mainly on e-commerce. Headquartered under Sea Ltd, Shopee was first launched in Singapore in 2015, and later expanded its reach abroad. As of 2021, it is widely considered as the largest e-commerce platform in Southeast Asia with 343 million monthly visitors, and the company also serves consumers and sellers throughout in several countries across the Americas and Europe who wish to purchase and sell their goods online Shopee first started as a consumer-to-consumer (C2C) marketplace but has since moved into a C2C and business-to-consumer (B2C) hybrid model. Shopee partners with over 70 courier service providers across its markets to provide logistical support for its users such as Pos Indonesia. The reason why Shopee used in this particular research compare to other marketplace is because the users of Shopee are mostly teenagers and young adult, which will be taken part in the current research. Furthermore, Shopee currently is the 2nd most famous marketplace in Indonesia. Users of Shopee can be found in Manado as well, meaning that the sampling process can be done with more fluidity for the sake of the research.

Online shopping behavior act as the main variable because it directly related with the customers and the continuity of marketplace, in this particular case is Shopee application. The research needs to take the

perspective of users in order to gain more information toward the status quo of marketplace. The main reason to choose this topic are mainly because of 2 reasons, which are the development of marketplace and also the current existence of Covid-19. The development that happens means there can be changes that happen regarding marketplace's current condition, it is essential to do research in order to have an updated knowledge regarding the marketplace. Furthermore, the existence of Covid-19 also gives different perspective which may shift the behavior of Online Shopping users. The researcher will conduct the research with the title of the analysis of students' online shopping behavior of shopee application in the covid-19 pandemic era.

Research Objectives:

In accordance with the research background and problem statement, the purpose of this research is to find out about the condition of Online Shopping Behavior within Shopee App during Covid-19 pandemic.

THEORETICAL FRAMEWORK

Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good. It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses (B2B marketing) or directly to consumers (B2C marketing). Regardless of who is being marketed to, several factors apply, including the perspective the marketers will use. Known as market orientations, they determine how marketers will approach the planning stage of marketing. The marketing mix, which outlines the specifics of the product and how it will be sold, is affected by the environment surrounding the product, the results of marketing research and market research, and the characteristics of the product's target market. Once these factors are determined, marketers must then decide what methods will be used to promote the product, including use of coupons and other price inducements. The term marketing, what is commonly known as attracting customers, incorporates knowledge gained by studying the management of exchange relationships and is the business process of identifying, anticipating and satisfying customers' needs and wants..

Consumer Behavior

Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 1998). Consumer behavior involves the psychological processes that consumers go through, in recognizing needs, finding ways to solve their needs, making purchase decisions, interpret information, make plans and implement these plans. According to Engel and Blackwell (1982), Consumer Behavior is the act of individuals directly involved in obtaining and using economic goods and services including the decision process that precede and determine these acts. Belch (2012) stated that consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires..

E-Commerce

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems (Wienclaw, 2013). E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry

Online Shopping Behavior

People nowadays use the existence of technology by creating online platform where people can buy products. These platforms which integrated to the internet eventually keep on improving day by day because of the technology that also improving; with different types of alternatives that the platform gives make people preferably use online shopping as their way to purchase thing. Online shopping condition that rapidly increase right now create a new phenomenon called online shopping behavior; which can be consider as part of consumer behavior as well. Online shopping behavior in short is a type of behavior which is exhibited by customers while browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. Online shopping behavior often known because of the complicated socio-technical phenomenon it's has which also include many factors that might influence the fluidity of its condition (Moshrefjavadi et al, 2012).

Previous Research

Moshrefjavadi et al (2012) analyzed factors affecting on online shopping behavior of consumers that might be one of the most important issues of ecommerce and marketing field. However, there is very limited knowledge about online consumer behavior because it is a complicated socio-technical phenomenon and involves too many factors. One of the objectives of this study is covering the shortcomings of previous studies that didn't examine main factors that influence on online shopping behavior. This goal has been followed by using a model examining the impact of perceived risks, infrastructural variables and return policy on attitude toward online shopping behavior and subjective norms, perceived behavioral control, domain specific innovativeness and attitude on online shopping behavior as the hypotheses of study.

Lim et al (2016) determined the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention. University students aged between 18 and 34 that currently pursuing their studies in University Malaysia Perlis were selected as the subject of analysis. 662 out of 800 sets of questionnaires distributed were valid for 14 coding, analyzing and testing the hypothesis. Collected data were then analyzed using SPSS version 18.0 and AMOS version 16.0. Structural Equation Modeling to examine the model fits and hypothesis testing.

Nittala (2015) examined the factors influencing online shopping behavior of urban consumers in the State of Andhra Pradesh, India and provides a better understanding of the potential of electronic marketing for both researchers and online retailers. Data from a sample of 1500 Internet users (distributed evenly among six selected major cities) was collected by a structured questionnaire covering demographic profile and the factors influencing online shopping. Factor analysis and multiple regression analysis are used to establish relationship between the factors influencing online shopping and online shopping behavior.

RESEARCH METHOD

Research Approach

The study using qualitative approach with descriptive research design that describe about the online shopping behavior within university students particularly students of IBA Unsrat. Qualitative research method usually uses descriptive procedures to generate meaning and understanding of phenomenon being studied. In qualitative research open-ended questions are used. According to Creswell (2003), qualitative research is largely inductive, with the inquirer generating meaning from the data collected in the field. Inductive means that a process where we observe specific phenomena and, on the basis, arrive at general conclusions. Therefore; qualitative research methods would be useful in cases where the researcher wishes to gather a general idea from the subjects, the goal is to explore, interpret and describe a situation.

Population, Sample Size, and Sampling Technique

According to Sabar (2007), population is the overall subject of research. If one wants to examine all the elements in the research area, the research is a population study or census study. Population is a generalization region consist of objects/subjects that have certain qualities and characteristics set by researchers to learn and then pulled in conclusion (Sugiyono, 2011). The population of this study are university students especially in International Business Administration of Sam Ratulangi University. The sample in this research are 10 university students of International Business Administration in Faculty of Economic and Business in Sam Ratulangi University that use Shopee application during the pandemic era to buy product at least 3 times in this current year, in this research the product will be clothing products. The numbers of informant in this research are 10 because it is accordance with the previous research by Guest, Bunce, and Johnson (2006), it stated that level of saturation for quantitative research are 8-10 participants or informants in homogeneous groups. Therefore, for the current research the total sample will be 10 informant. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money. Purposive sampling also known as a judgment sampling or subjective sampling. Purposive sampling is used when a limited number or category of people have the information that is sought (Sekaran and Bouge, 2013).

Data Collection Method

In this research, there are two types of data collection method, the first is primary data and the second one is secondary data. Here are the explanations below.

Primary Data

Primary data is obtained directly from the original source or the first party by visiting the research objects directly. Primary data is devoted to answering questions from the conducted research. In this research, primary data was obtained through in depth interviews with the respondents. Qualitative interviews were determined to be the most effective way to extract information regarding the topic, qualitative research methods are found to be the most effective according to Collins and Parsa (2006). Moreover, structure questions will be used in this research which means the author has planned the questions in advance then asking the same questions to all the respondents.

Secondary Data

Secondary data is the source of research data gained indirectly, which means do not go to the research object directly. So, the data are gathered through books, journals, articles, and literature. The benefits of secondary data are to classify problems, as a reference for evaluating primary data, and meeting the information gaps.

Operational Definition of Research Variable

Type of behavior which is exhibited by customers while browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. Indicators: Visual, Sense of Ease, Maintenance, and Availability.

RESULT AND DISCUSSION

Result

Interview Result

Informant 1:

The first informant is a female and used the application since 2018, the informants do transaction 7 times and buy clothes as the main product. According to the informant the visual aspect is not really important,

there are no real difference during the pandemic and it do not give impact during the pandemic. It is easier for the informant to use the application during the pandemic, the application is simple to use and easy for the informants to gain the products. Maintenance always happened every month done by the application; however according to the informant the impact of the maintenance is not really significant in terms of transaction during the pandemic. According to the informant, the products always available despite the current pandemic; however other buyers may be able to buy the products first.

Informant 2

The second informant is a female and used the application since 2019, the informants do transaction 6 times and buy clothes as the main product. According to the informant the visual is not really good and too complex, it does not really show the product that application want to showcase. It is easier for the informant to use the application because it is simple to use and easier to get the product as well during the pandemic. Maintenance always happened every month done by the application; however according to the informant the impact is not really significant in terms of transaction. The products always available despite the current pandemic, however the informant need to do confirmation to the reseller regarding the desired product first.

Informant 3

The third informant is a female and used the application since 2020, the informants do transaction 4 times and buy clothes as the main product. According to the informant the visual aspect is important especially during the pandemic, the visual of the application make a good attraction for the informant. It is easier for the informant to use the application during the pandemic, the application is simple to use and easy for the informants to gain the products. Maintenance always happened every month done by the application; the maintenance made further improvement of making the transaction faster according to the informant. According to the informant, the products always available despite the current pandemic, meaning the availability rate is high done by the application; the maintenance made further improvement of making the transaction faster according to the informant. According to the informant, the products always available despite the current pandemic, meaning the availability rate is high.

Informant 4

The fourth informant is a female and used the application since 2020, the informants do transaction 4 times and buy clothes as the main product. According to the informant the visual aspect is important especially during the pandemic, the visual of the application make a good attraction for the informant. It is easier for the informant to use the application during the pandemic, the application is simple to use and easy for the informants to gain the products. Maintenance always happened every month done by the application; the maintenance made further improvement of making the transaction faster according to the informant. According to the informant, the products always available despite the current pandemic, meaning the availability rate is high.

Informant 5

The fifth informant is a female and used the application since 2021, the informants do transaction 5 times and buy clothes as the main product. According to the informant the visual aspect is important especially during the pandemic, the visual of the application make a good attraction for the informant. It is easier for the informant to use the application during the pandemic, the application is simple to use and easy for the informants to gain the products. Maintenance always happened every month done by the application; the maintenance made further improvement of making the transaction faster according to the informant. According to the informant, the products always available despite the current pandemic, meaning the availability rate is high

Table 2. Coding Categorization

Indicator	Description	Respondent
Visual	The visual aspect is not really important, there are no real difference during the pandemic and it do not give impact during the pandemic	R1
	The visual is not really good and too complex, it does not really show the product that application want to showcase	R2
	The visual aspect is important, the visual of the application make a good attraction	R3-R8
	The visual aspect is important, make the application looks better and have more sense of appeal	R9-R10
Sense of Ease	It is easier to use the application during the pandemic, the application is simple to use and easy to gain the products	R1-R10
Maintenance	Maintenance always happened every month; however the impact is not really significant in terms of transaction	R1, R2
	Maintenance always happened every month done by the application; the maintenance made further improvement of making the transaction faster	R3-R8
	Maintenance always happened every month done by the application; the Maintenance made further improvement of making the transaction faster and reduce the lagging Process	R9-R0
Availability	The products always available despite the current pandemic; however other buyers may be able to buy the products first	R1
	The products always available despite the current pandemic, however confirmation to the reseller is needed regarding the desired product	R2
	The products always available despite the current pandemic, meaning the availability rate is high.	R3-R9
	The products always available despite the current pandemic, variations are available despite the high demand.	R10

Source: Primary Data (2022)

Discussion

Online shopping behavior in short is a type of behavior which is exhibited by customers while browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. Online shopping behavior often known because of the complicated socio-technical phenomenon it's has which also include many factors that might influence the fluidity of its condition (Moshrefjavadi et al, 2012). The explanation regarding online shopping behavior shows a big picture for the current condition that happen right now; the utilization of technology and also the inclusion of socio-technical aspects play a big role for online shopping behavior of the people right now. The existence of online shopping may have been one of the biggest discoveries of e-commerce and marketing field; it is important to be noted that with the current improvement of online shopping there are lots of brick and mortars shops that choose to be closed because of the advantages of online shopping. The main issues of online shopping are not regarding its advantages and convenience that the platform gave to the people; but more about how the people try to approach the usage of online shopping which resulted in the existence of online shopping behavior. The current condition of online shopping behavior can be problematic if there are no further explanation regarding the phenomenon. Main takeaways of online shopping platforms now are it created layers of opportunity and ways of purchasing for the people; however, the problem rise regarding the approach of online shopping behavior itself. Online shopping behavior act as the main variable because it directly related with the customers and the continuity of marketplace, in this particular case is Shopee app.

Visual

Online shopping behavior in this case can be measured with 4 main aspects which are visual, sense of ease, maintenance and availability. The research done by interviewing 10 respondents which used the application to buy products. From visual perspective, 8 from 10 informant agree that it is important because it can make a good attraction and visualization of the application. Meaning that the majority agree with the aspect of visual as integral part of online shopping behavior, it is accordance with the research done by Bucko (2018) that stated that there are factors that influence the behavior during online shopping and one of them is visual. A good representation and visualization of products can create stimuli for the customers to look after or even purchase the products, therefore visual is an important aspect within online shopping behavior especially during the pandemic where everything is done through online media.

Sense of Ease

From the perspective regarding sense of ease, the respondents of the research all agree that the application is easy to use during the pandemic. The simplicity of Shoppe app made the respondents can easily access and use the application, further proving that the sense of ease has a big role within condition of online shopping behavior. It is in line with the research done by Richa and Vadera (2019) that stated attributes such as convenience and sense of ease are essential to be part of the online shopping behavior. By having a sense of ease in doing activities in this case doing online shopping, customers will have more tendency to use the application even more and thus created positive affiliation between behavior and sense of ease.

Maintenance

From maintenance aspect, most of the respondents stated that the maintenance give improvement such as in transaction and also reducing the lagging within the application. Meaning that maintenance done by the application also have an integral part of online shopping behavior of the users, it is accordance with the research done by Vasic, Kilibarda and Kaurin (2019) that stated maintenance of security makes customers willingly use online shopping application. Meanings that when respondents feel much safer, respondents will have more tendency to trust more toward the application and use the application even more. This is happened also to the users of Shoppe application; users feel pleased with the effort done by Shopee in doing maintenance to improve the current quality of the application and creating a better atmosphere of shopping for the users.

Availability

The last aspect is regarding availability, all respondents agree that Shopee able to have a high rate of availability regarding products. Even though there are cases where the products may sell out if the customers do not purchase it fast enough, overall, it shows that availability also is a big part of online shopping behavior. Research done by Vasic, Kilibarda and Kaurin (2019) that stated availability of products and information are essential for the current condition of online shopping. Availability become of the main aspect on the success of a certain platform, when the products are available customers will have tendency to trust the app even more. This is the current condition of Shopee during the pandemic, despite the current condition Shopee still able to give high availability of products which affected the online shopping behavior of the users. By seeing all the aspects of online shopping behavior and the findings within the research, it can be concluded that the condition of online shopping behavior within Shopee application are in line with the current situation. The changes that made by the company made the costumers feel easier and safer to use the application during this limited condition.

CONCLUSION AND RECOMMENDATION**Conclusion**

Based on the result of analyzing and discussing, the conclusion are:

1. This research is conducted to analyze the online shopping behavior of Shopee Application. After the result and the discussion on previous chapter it can be concluded the condition of online shopping behavior within Shopee application are in line with the current situation. The changes that made by the company made the costumers feel easier and safer to use the application during this limited condition. A good representation and visualization of products can create stimuli for the customers to look after or even purchase the products, therefore visual is an important aspect within online shopping behavior especially during the pandemic where everything is done through online media.
2. By having a sense of ease in doing activities in this case doing online shopping, customers will have more tendency to use the application even more and thus created positive affiliation between behavior and sense of ease. Respondents will have more tendency to trust more toward the application and use the application even more, while availability become of the main aspect on the success of a certain platform, when the products are available customers will have tendency to trust the app even more.

Recommendation

There are two recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The company that runs the application should check and balance system regarding the current products need to be done properly. The company can also do updates and optimization regarding the application for better usage in the future, meaning that the company will be able to keep up with the desire of the people or in this case users of Shopee Application.
2. Customers is suggested to have a more comprehensive understanding about the usage of online shopping media, making list of priorities for the customers will be suitable in order to maintain the expenditure of different people. It needs to be done because with the current status quo of online shopping application such as Shopee, it will be easier for people to do shopping without considering the pros and cons at the first place.
3. Other research can be used to examine more about the online shopping behavior on other subjects. It is also recommended for the next researcher to have more informants or conduct the research in wide area such as in North Sulawesi; other input such as different types of variables and also different perspective of conducting the future research will make the final result better for the future researcher and give a more comprehensive understanding regarding this topic.

REFERENCES

- Belch, E. G. (2012). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. USA: McGraw-Hill
- Bucko, J. (2018). Online Shopping: Factors that Affect Consumer Purchasing Behaviour. *Cogent Business & Management*, 5(1). Available at: <https://www.tandfonline.com/doi/full/10.1080/23311975.2018.15357> 51. Retrieved on: January 31, 2022.
- Creswell, J. W. (2003). *Research Design Qualitative, Quantitative, and Mixed Method Approach*. 2nd Edition. California: Sage Publication.
- Collins, M., & Parsa, H. G. (2006). Pricing Strategies to Maximize Revenues in the Lodging Industry. *International Journal of Hospitality Management*, 25, 91-107. Available at: <https://psycnet.apa.org/record/2006-02588-005>. Retrieved on: May 7, 2022

Engel, F. J., & Blackwell, D. R. (1982). *Consumer Behavior*. USA: Dryden Press

Guest, G., Bunce, A., & Johnson, L. (2006) How Many Interviews Are Enough? An Experiment with Data Saturation and Variability. *Field Methods*, 18, 59-82.
<https://journals.sagepub.com/doi/10.1177/1525822X05279903>.

Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, Vol. 35, 401-410. Available at: <https://www.sciencedirect.com/science/article/pii/S2212567116000502>. Retrieved on: February 2, 2022.

Moshrefjavadi, M. H., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A., & Asadollahi, A. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies Archives*, Vol. 4, No. 5. Available at: <https://www.ccsenet.org/journal/index.php/ijms/article/view/18487>. Retrieved on: August 2, 2022

Nittala, R. (2015). Factors Influencing Online Shopping Behavior of Urban Consumers in India. *International Journal of Online Marketing*, IGI Global, Vol. 5(1), 38-50. Available at: https://www.researchgate.net/publication/276166964_Factors_Influencing_Online_Shopping_Behavior_of_Urban_Consumers_in_India. Retrieved on: March 4, 2022.

Richa, H., & Vadera, S. (2019). Determinants of Online Shopping Behaviour in India. *International Journal of Recent Technology and Engineering*, 8(3). Available at: <https://www.ijrte.org/wp-content/uploads/papers/v8i3/C5303098319.pdf>. Retrieved on: February 2, 2022.

Sabar, R. (2007). *Pengantar Metodologi Penelitian*. FKIP: Universitas Muria Kudus

Sekaran, U., & Bougie, R. (2013). *Research Methods for Business A Skill-Building Approach*. 6th Edition. New York: Wiley

Solomon, M. R. (1998). *Consumer Behavior*. Canada: Pearson Education

Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Afabeta

Vasic, N., Kilibarda, M., & Kaurin, T. (2019). The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market. *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 14, No. 2. Available at: https://www.scielo.cl/scielo.php?script=sci_arttext&pid=S0718-18762019000200107. Retrieved on: June 2, 2022.

Wienclaw, R. A. (2013). *E-Commerce*. Research Starters: Business