

## DETERMINING FACTORS FOR REPURCHASING IN ONLINE SHOP IN MEDAN CITY COMMUNITY

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### ABSTRACT

The purpose of this study is to find out the factors that influence consumers to make repurchases in online stores. The problem that often occurs is that consumers feel dissatisfied with what they buy at online stores because of products not by the price, and expensive shipping costs. The research was conducted on the people of Medan City who often shop online to meet their needs as many as 100 respondents with accidental sampling *techniques*. This research method uses a quantitative method with a research method using PLS application path analysis. The test results were obtained partially from product quality on the effect on repurchase, product quality on repurchase mediated by satisfaction, and price on repurchase mediated by consumer satisfaction. Satisfaction provides a strong relationship with the indirect influence on repurchases in online stores in the Medan City Community.

**Keywords :** Free Shipping, Consumer Satisfaction, Product Quality, Online Store

### 1. INTRODUCTION

The people of Indonesia spend the most time using social media. Based on the data obtained, Indonesia ranks third after India and Brazil. The existence of social media technology is a necessity for the Indonesian people. Social media is part of many activities carried out by Indonesian people wherever they are. Each individual has used his time on social media for an average of 3 hours/day (data). In addition, social media has various types that are everyone's choice to use every time. This variety of social media makes it continue to increase in access and visit times. The following data shows the countries that have the most social media users. The highest is India, then Brazil, Indonesia in third, followed by the Philippines, the United Arab Emirates, Saudi Arabia, Mexico, South Africa, Malaysia and Turkey ((Databoks 2024).

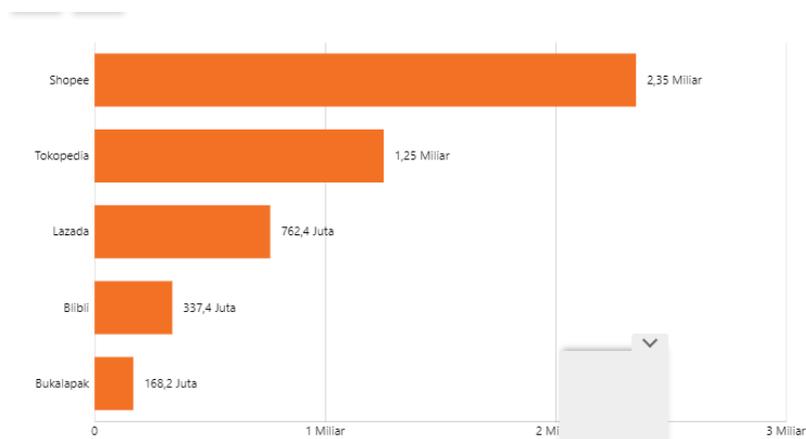
The existence of social media makes it so easy in any activity, including shopping. Social media provides a variety of information that is so interesting that online purchases have become a necessity and are currently the most common thing that individuals do to meet their needs at all times. Social media has changed the rules for marketers to struggle to understand online consumer behavior on social networks and try to maneuver their businesses to survive in an interconnected computer-mediated social environment (CMSE) (Arora and Sanni 2019). Social media has become an important marketing and communication channel for businesses, organizations, and institutions including the political field (Appel et al. 2020) The various types of social media applications adopted by customers show the need

and ease of online shopping (Alalwan et al. 2017). Online purchases increased during the covid outbreak and continue to increase even though the outbreak has passed. Consumers feel so much pleasure with the existence of online stores. Shopping at the online shop can be done anywhere and anytime. The data obtained is that almost all people have used online shops and likewise the number of people who shop online shops has also increased significantly with the number of online shops that continue to grow in line with the demand that continues to increase. For online marketers, it provides tremendous benefits for various businesses because it is cost-effective, flexible, global reach, and fast.

The existence of online shops provides a lot of convenience for consumers in shopping. Marketers make social media a marketing goal including providing attractive brands, services, customer relations, management, and sales promotions (Ashley and Tuten 2015). The convenience provided is that consumers do not need to leave the house, spending time and transportation costs even though it is not so big. With online shops, a lot of time can be used for more important things than going to the market to shop offline. It is an important part that makes consumers return to buying in online shops. The following data shows the number of online shop visitors during the period January – December 2023 in the five largest e-commerce in Indonesia.

**Figure 1.**

The Number Of Online Shop Visitors During The Period January – December 2023



Source: Databoks

Various factors attract consumers to buy again, including satisfaction with the product they buy, this is based on information obtained from previous consumers who provide positive reviews of the product so that it gives a high score rating. In general, online buyers will make consumer reviews and store ratings as the initial recommendation of the quality of the product they want before making a purchase in addition to the description provided by the seller. Followed by a low price will strengthen the desire to buy at an online shop. Even at certain times, free shipping is often termed as free shipping

which is very tempting for online consumers to shop. Purchases that are in accordance with the quality obtained from the products received will give a sense of satisfaction so that it will cause the desire to buy again. Problems occur when store ratings and reviews do not provide a guarantee for the product purchased, which causes prejudice against the seller's dishonesty it can cause dissatisfaction so that repurchases do not occur. Based on these conditions, the author aims to examine whether product quality and price affect repurchases mediated by consumer satisfaction in online shops.

## 2. LITERATURE REVIEW

Satisfaction in buying is a continuation of attention which is the starting point for the continuation of the desire to make a repeat purchase. Before someone decides to buy again, consumers must have felt good about the product they bought, causing the desire to buy again. Repurchase is to repurchase a product from the same store because of satisfaction from what has been obtained before. Factors that can affect repeat purchases are due to satisfaction with the quality of the product, price, and service provided.

Product quality is the overall characteristics and characteristics of a product or service that shows its ability to satisfy implicit needs. This shows consumer-centric quality so that it can be said that a seller has provided quality if the seller's product or service has met or exceeded consumer expectations (Kotler and Keller 2014). In an online shop, the quality of the product is not only what the seller conveys, but in this case, the quality of the online shop product is also influenced by the product reviews submitted by previous buyers. In fact, a person will cancel their purchase when the reviews given are bad and the ratings are not supportive.

The next factor that can affect repurchase is price. Price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of owning or using the product or service. (Kotler and Keller 2014). Price is a part that determines the success of selling products in the market, determining the right price will affect consumers (Daulay & Manaf, 2017).

The price in online purchases is not only what is set by the price of a product but also attached to the shipping cost. The entire amount of mg that must be paid in the purchase of an online shop is divided by the value of a product that must be paid by the consumer. When the value of the product and the cost paid are given a discount so that all the costs that must be paid are cheap, of course, consumers will be very interested in buying again.

Consumer satisfaction is the success of sellers in providing products and services to consumers. The impact caused is a continuation of attention which is the starting point of the desire to buy back. Before buying back, consumers will still look for information about the product. In online shops, the most important information is in the review of the conditions provided by the buyer's experience. Review positivity will increase to buy back. (Daulay & Handayani, 2021).. This is very necessary for orderers to know the consumer's purchase decision on a product, both marketers and economists have

an influence on repurchase interest can be an indicator in predicting consumer behavior in the future (Jufrizen et al. 2020). Online repurchases can be made by marketers by maximizing customer-oriented and market-driven social media marketing by providing a sense of satisfaction. (Ananda, Hernández-García, and Lamberti 2016).

### 3. METHODOLOGY

#### 3.1. Research Design

This type of research is a survey research because it takes samples from one population. This study uses an explanatory research approach, which aims to explain the causal relationship between research variables and test hypotheses (Nasution, Fahmi, Jufrizen, Muslih, & Prayogi, 2020). This study uses a quantitative research method. The research approach used in this study is associative, namely a researcher question that connects two or more variables (Prahiawan and Simbolon 2014). This study uses the SEM PLS (Structural Equational Modelling) data analysis technique to conduct path analysis. This analysis is often referred to as the second generation of multivariate analysis.

#### 3.2. Sample

The research sample was taken in the amount of 100 respondents with the provision of buying at the online shop at least once every 1 month in the last 2 years.

#### 3.3. Data Collection

Data was collected using questionnaires distributed to respondents either online, through Googleform, through Watshaap, or offline, namely using sheets

#### 3.4. Data Analysis

The data analysis technique uses software for SEM analysis that is often used, namely SmartPLS.

### 4. RESULTS AND DISCUSSION

#### 4.1. Result

The identity of majority of respondents is those aged 21-30 years, namely 58 people, then 31-40 years old are 27 people, and those aged >40 years are 11 people, and finally consumers who are < 21 years old, namely 4 people. The gender (majority) in this study is 45 males, while 55 females. The education (majority) of respondents in this study was 82 respondents with S1 education, then S2 as many as 10 people, high school as many as 7 people, then others as many as 1 person.

Furthermore, a convergent validity test is used to see the extent to which a measurement is positively correlated with alternative measurements of the same construct. To see whether an indicator of a construct variable is valid or not, it is seen from the outer loading value. If the outer loading value is greater than (0.4) then an indicator is valid (Hair, Hult, Ringle, & Sarstedt, 2014). Based on the table

above, it can be seen that if the outer loading value for the Product Quality variable is greater than 0.4, then all indicators on the Product Quality variable are declared valid. If the outer loading value for the Price variable is greater than 0.4, then all indicators in the Repurchase Intent variable are declared valid. If the outer loading value for the Repurchase Intent variable is greater than 0.4, then all indicators on the Repurchase Intent variable are declared valid. If the outer loading value for the purchase decision variable is greater than 0.4, then all indicators in the purchase decision variable are declared valid.

Furthermore, the analysis of the structural model or (inner model) aims to test the research hypothesis. The parts that need to be analyzed in the structural model are collinearity, hypothesis testing, and the coefficient of determination (R Square). The collinearity test is to prove the correlation between latent/construct variables whether strong or not. If there is a strong correlation, it means that the model contains problems from a methodological point of view, because it has an impact on the estimation of its statistical significance. This problem is called colinearity. The value used to analyze by looking at the Variance Inflation Factor (VIF) value, If the VIF value is greater than 5.00 then there is a collinearity problem, and vice versa there is no collinearity problem if the VIF value is <5.00 (Sarstedt, Ringle, and Hair 2020).

**Table. 1**  
 Kolinieritas Collinierity

Inner VIF	Price	Consumer satisfaction	Repurchase	Product Quality
Price		4.128	4.535	
Consumer satisfaction			4.376	
Repurchase				
Product Quality		4.128	4.128	

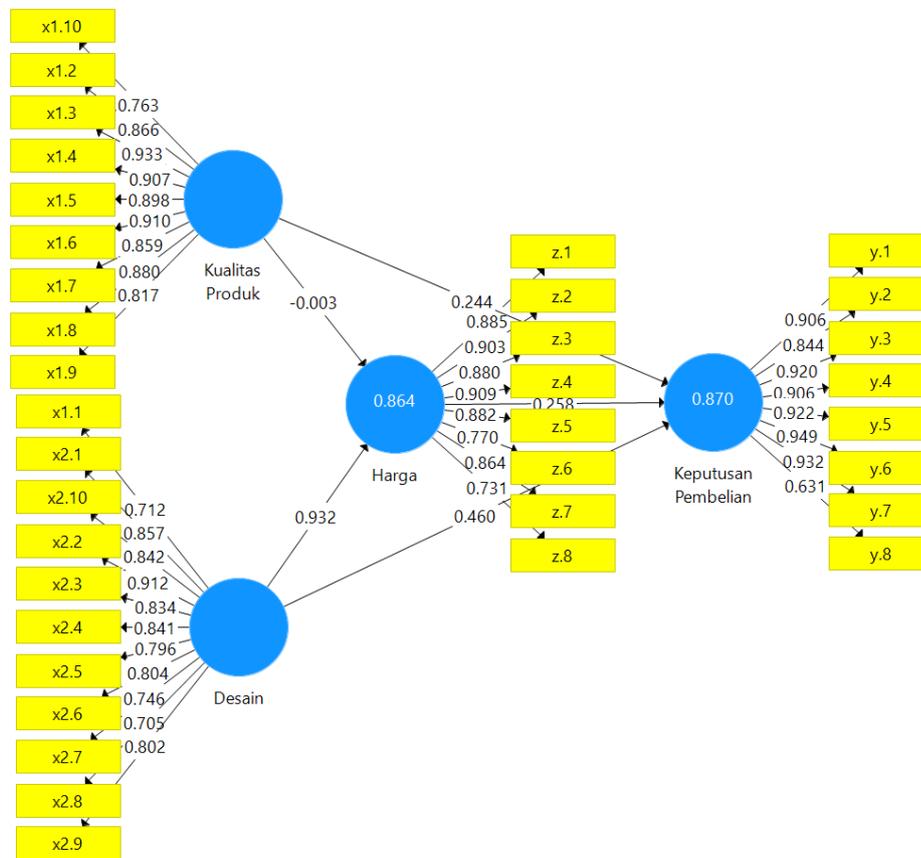
*Source: research results*

From the data above can be described as follows:

- a. VIF for the correlation of Product quality with repurchase is  $4.128 < 5.00$  (no collinearity problem occurs);
- b) The VIF for price correlation with repurchase is  $4.535 < 5.00$  (no collinearity problem occurs);
- c) VIF for the correlation of product quality with product quality is  $4.128 < 5.00$  (no collinearity problem occurs);
- d) The VIF for the correlation of price with consumer satisfaction is  $4.128 < 5.00$  (no collinearity problem occurs);
- and e) The VIF for the correlation of Consumer Satisfaction with repeat purchases is  $4.376 < 5.00$  (no collinearity problems occur). Thus, from the above data, the structural model in this case is not all correlation-free from the problem of collinearity.

In this test, there are two stages, namely testing the direct influencing hypothesis and testing the indirect influence hypothesis. The coefficients of the hypothesis testing path are in the figure below:

**Figure 2.**  
Path Hypothesis Testing Model



**b. Direct Influence Test Results**

**Table 2.**  
Direct Influence Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Product Quality -> Repurchase	0.244	0.265	0.092	2.645	0.008
Price -> Repurchase	0.460	0.441	0.126	3.645	0.000
Product Quality -> Consumer satisfaction	0.303	0.207	0.108	3.023	0.001
Price -> Consumer satisfaction	0.932	0.934	0.092	10.077	0.000
Consumer satisfaction -> Repurchase	0.258	0.253	0.111	2.312	0.021

Source: research results

Based on the table above, it is obtained that the direct influence of the variable X1 (Product quality) on the variable Y (repurchase) has a path coefficient of 0.244 (positive), then the increase in the value of the Product Quality variable will be followed by an increase in the repurchase variable. The influence of the product quality variable on repurchase has a *P-value* value of  $0.001 < 0.05$ , so it can be stated that the influence of product quality on repurchase is significant.

The direct influence of the variable X2 (Price) on the variable Y (repurchase) has a path coefficient of 0.460 (positive), then an increase in the value of the price variable will be followed by an increase in the repurchase variable. The influence of price variables on repurchases has *P-Values* of  $0.000 < 0.05$ , so it can be stated that the influence between prices on repurchases is significant.

The direct influence of the variable X1 (Product quality) on the variable Z (Consumer satisfaction) has a path coefficient of 0.303 (positive), then an increase in the value of the product quality variable will be followed by an increase in the Satisfaction variable. The influence of the product quality variable on satisfaction has a *P-value* value of  $0.001 < 0.05$ , so it can be stated that the influence between product quality and satisfaction is significant.

The direct influence of the variable X2 (price) on the variable Z (Consumer satisfaction) has a path coefficient of 0.932 (positive), then an increase in the value of the price variable will be followed by an increase in the Satisfaction variable. The influence of price variables on Satisfaction has *P-Values* of  $0.000 < 0.05$ , so it can be stated that the influence between price and Satisfaction is significant.

The direct influence of the Z variable (Consumer satisfaction) on the Y variable (Repurchase) has a path coefficient of 0.258 (positive), then an increase in the value of the Satisfaction variable will be followed by an increase in the Repurchase variable. The influence of the Satisfaction variable on Repeat Purchases has a *P-value* of  $0.021 < 0.05$ , so it can be stated that the influence between Satisfaction on Repeat Purchase is significant.

c. Testing of indirect influence hypothesis

Testing the indirect influence hypothesis aims to prove the hypotheses of the influence of a variable on other variables indirectly (through intermediaries). If the correlation value of the indirect influence is directly  $>$  the coefficient of influence of the direct then the intervening variable is mediating the relationship between one variable and another. On the other hand, if the correlation value of the indirect influence  $<$  the coefficient of influence of the direct, then the intervening variable does not mediate the relationship between one variable and another.

**Table 3.**  
 Indirect Influence Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Product Quality -> Satisfaction -> Repurchase	0.240	0.236	0.105	2.279	<b>0.023</b>
Price -> Satisfaction -> Repurchase	0.301	0.301	0.028	0.023	<b>0.002</b>

Source: result research

Based on the table above, the *P Values* of the indirect influence of the X1 variable on Y are  $0.023 < 0.05$ , thus it can be stated that Satisfaction mediates the influence between product quality and repurchases. The value of *P Values* is the indirect influence of the variable X2 on Y of  $0.002 < 0.05$  can thus be stated that Satisfaction mediates the effect between price and repurchase.

The Coefficient of Determination (R Square) aims to evaluate the accuracy of the prediction of a variable. In other words, to evaluate how the variation in the value of the bound variable is affected by the variation in the value of the free variable in a path model. (Hair, Hult, Ringle, & Sarstedt, 2014; Garson, 2016). An R Square value of 0.75 indicates a strong PLS model, an R Square of 0.50 indicates a moderate/moderate PLS model and an R Square value of 0.25 indicates a weak PLS model (Ghozali, 2016).

The result of the influence of product quality and price on repurchase is 0.864, meaning the amount of influence is 86.4%, which means showing a strong PLS. Then, Product Quality and Price on Satisfaction is 0.870, meaning the magnitude of the influence of Product Quality and Price on Satisfaction is 87.0%, which means showing a strong PLS.

#### 4.2. Discussion

Every company is competing to increase its sales by improving product quality by offering advantages to increase consumer satisfaction. The better the product quality, the higher the consumer satisfaction. The direct influence of the variable X1 (Product quality) on the variable Y (Repurchase) has a path coefficient of 0.244 (positive), then an increase in the value of the Product Quality variable will be followed by an increase in the Repurchase variable. The influence of the product quality variable on repurchase has a *P-Value* of  $0.001 < 0.05$ , so it can be stated that the influence between product quality and repurchase is significant. This research is in line with the research conducted (Astuti, Ardila, and Lubis 2021) showed the results that product quality had an effect on consumer satisfaction.

Price is an effort made to increase the company's sales, product design can be done by paying attention to the tastes and needs desired by consumers. Price is the result of a policy on setting Product Prices, which includes a list of Prices, discounts, payment periods, credit terms, or other policies, low

prices will usually increase Satisfaction. The direct influence of the price variable on the Repurchase variable has a path coefficient of 0.460 (positive), then an increase in the value of the price variable will be followed by an increase in the Repurchase variable. The influence of price variables on Repurchases has a *P-value* of  $0.000 < 0.05$ , so it can be stated that the effect between price on Repurchases is significant.

The direct influence of the product quality variable on the Z variable (satisfaction) has a path coefficient of 0.303 (positive), then an increase in the value of the product quality variable will be followed by an increase in the satisfaction variable. The influence of the product quality variable on satisfaction has a *P-Value* of  $0.001 < 0.05$ , so it can be stated that the influence between product quality and satisfaction is significant. This research is in line with research conducted by (Joel et al., 2014), (Daulay et al., 2021) showing the results that product quality affects consumer satisfaction. In online purchases, the quality of the product is sometimes doubtful due to the absence of a physical meeting between the buyer and the goods being sold. Recommendations from other buyers who provide reviews on social media of the product determine repeat purchases. (Xu, Zhang, and Zhao 2020).

Product price is the most important part of a product or service. Price determines the value of a product. The value of a product gives consumers an attraction to buy, when a product with good quality but a low one certainly raises a question mark for consumers. It is necessary to set the price of products and services attached to a product in order to create an attraction to buy, especially in online shops where the price of the product is included in the shipping costs, service fees, and applications. The direct influence of the price variable on the Satisfaction variable has a path coefficient of 0.932 (positive), then the increase in the value of the price variable will be followed by the increase in the consumer satisfaction variable. The influence of price variables on Satisfaction has *P-Values* of  $0.000 < 0.05$ , so it can be stated that the influence of price on Satisfaction is significant.

Satisfaction is one of the main factors for consumers in considering repurchasing an item. Purchase decisions that provide a sense of satisfaction and pleasure, consumers will be interested in buying the product again because consumers are not always fixated on low prices. The direct influence of the Satisfaction variable on the Repurchase variable has a path coefficient of 0.258 (positive), then an increase in the value of the satisfactory consumer satisfaction variable will be followed by an increase in the Repurchase variable. The influence of the purchase decision variable on repurchase has a *P-value* of  $0.021 < 0.05$ , so it can be stated that the influence between Satisfaction and Repurchase is significant. The results of this study are in line with the research that has been carried out (Fahmi et al. 2020) that price affects consumer satisfaction. Price is a determinant in purchasing, especially among women who like to shop. The results of Katija Vojvodic and Matic's research on online shop consumers in Croatia are influenced by two main factors: impulsivity and recreational factors, low prices will cause impulsivity (Vojvodic and Matic 2013).

Repurchase is a continuation of attention which is the starting point of the continuation of satisfaction with the product purchased as expected. Before someone decides to buy again, consumers will be more confident to buy a product again in an online shop that gives a sense of satisfaction with the previously purchased product. The better the quality of the product will provide Satisfaction and the additional cost will affect the repurchase. The *P Values* indirect influence of the variable X1 on Y is  $0.023 < 0.05$ , thus it can be stated that Satisfaction mediates the influence between product quality and repurchase. This research is in line with the research (A. E. Nasution and Lesmana 2018), (Tirtayasa, Lubis, and Khair 2021), (Farisi and Siregar 2020), (Fahmi et al. 2020).

Product price is the value set by the seller for the product or service offered will determine the quality of a product. The appropriate price will give consumers the ability to recognize the quality of a product. The price of products in the online shop is covered by the shipping cost and the services provided as well as the application of convenience in making online purchases. The appropriate price given at the discount will increase consumer satisfaction and will affect repurchases. The *P Values* of the indirect influence of the X2 variable on Y are  $0.002 < 0.05$ , thus it can be stated that Satisfaction mediates the influence between price and repurchase interest. The results of Nikoletta Siamangka's research show that online consumers will buy back when there is convenience in online shopping and will become a store brand that is perceived to be visited again (Siamangka, Christodoulides, and Michaelidou 2015). The perspective of corporate social media influences consumer perception in purchasing decisions (Alves, Fernandes, and Raposo 2016). Research by (Ki et al. 2020), Social media influences the purchase of products/brands that are reconveyed by social media.

## 5. CONCLUSION

Based on the results of the research that has been carried out in this study, the following conclusions are obtained: Quality products and positive reviews of a product in an online shop will influence repeat purchases. Prices that are by discounts from shipping costs will tend to increase repurchases so that they provide a positive and significant relationship. Satisfaction will continue to buy back when the products and services received give a pleasant impression so that they provide a positive and significant relationship. Product quality with a positive review of the product provides an influence on consumer satisfaction that mediates repurchases. Prices that are by the quality of products and services that consumers get in online shops have a significant influence mediated by satisfaction to make repeat purchases.

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