

# USER INTERFACE DESIGN, PERCEIVED EASE OF USE, ELECTRONIC WORD OF MOUTH, AND ONLINE ADVERTISING ON IMPULSIVE BUYING BEHAVIOR IN THE SHOPEE MARKETPLACE

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## Abstract

*This research aims to investigate the influence of interface design, perceived ease of use, electronic word of mouth, and online advertising on the impulsive buying behavior of students who use the Shopee application at the Faculty of Economics, Universitas Makassar. This study employs a quantitative method and a correlational approach that explains the causal relationships between variables through hypothesis testing. The research sample consists of 100 respondents selected through purposive sampling, characterized by being students studying at the Faculty of Economics, Universitas Negeri Makassar, and having made at least 5 transactions on Shopee. The data analysis conducted involves multiple linear regression analysis. The results of the study indicate that the interface design, perceived ease of use, electronic word of mouth, and online advertising significantly influence impulse buying. This suggests that students' impulsive buying behavior on the Shopee app is influenced by interface design, perceived ease of use, electronic word of mouth, and online advertising.*

**Keywords:** *Interface Design, Sales Promotion, Perceived Ease of Use, Electronic Word of Mouth, Online Advertising, Impulse Buying.*

## INTRODUCTION

In today's era, technology is experiencing rapid development. This development has resulted in innovations that play a crucial role in societal changes. One significant outcome of technological advancement is e-commerce. E-commerce stands for "electronic commerce," which literally means electronic trade. In this context, trade involves the marketing and distribution of goods conducted through electronic or online networks. Simply put, e-commerce is a form of trade conducted online through the internet, accessible via computers, laptops, or smartphones. E-commerce transactions offer various services, ranging from purchasing transportation tickets, paying bills such as electricity and water, to banking and investment services.

According to Laudon (1998), electronic commerce is defined as the "process of buying and selling goods electronically by consumers and businesses through computer-mediated transactions." This definition emphasizes three main points in electronic commerce: the electronic process of buying and selling, the involvement of consumers or businesses, and the use of online computer networks for business transactions.

Companies use e-commerce at various levels. Some only use email in specific departments, such as sales. However, some companies use websites to showcase their company profile and products. Some companies even integrate e-commerce into all their business transactions.

Based on SimilarWeb data, Shopee is the e-commerce platform with the highest website visits in Indonesia in the first quarter of 2023. During the period from January to March this year, Shopee's website recorded an average of 157.9 million visits per month, surpassing its competitors. During the same period, Tokopedia's website recorded an average of 117 million visits, Lazada's website 83.2 million visits, BliBli's website 25.4 million visits, and Bukalapak's website 18.1 million visits per month.

E-commerce has transformed traditional shopping patterns into online shopping. This change has also affected shopping behavior, where shopping based on daily needs has turned into impulsive buying. Impulsive buying occurs quickly, spontaneously, and is influenced by hedonistic impulses. Although impulsive shopping behavior has negative effects on individuals who engage in it, for marketers, it can

provide significant benefits to companies. As e-commerce marketers, strategies can be designed to encourage impulsive buying through websites and applications. The goal of this strategy is to increase revenue by presenting products attractively, making internet users interested and generating a desire to purchase (Miranda, 2016).

Impulsive buying behavior often occurs in late adolescence. Late adolescence is a time when teenagers want to attract attention and express their unique identity to everyone. During this period, teenagers tend to be idealistic, enthusiastic, and have high ambitions. During late adolescence, they are undergoing self-adjustment and behavior adjustment. Based on jackpat data (2022), it is known that the Shopee app is most visited by people aged 15-19. A survey conducted by the Alvira Research Center showed that Shopee is the most popular e-commerce platform among young people in Indonesia in March 2022. 69.9% of Generation Z respondents and 64.2% of millennial respondents chose Shopee as their preferred online shopping platform. This age range also includes university students.

In observing the phenomenon of impulsive buying behavior, Shopee takes steps to leverage this situation through various promotional activities conducted regularly to encourage consumers to make repeated transactions or purchases. Shopee's promotions are supported by a consistent visual interface design, which provides convenience for users when conducting transactions through the application. Unbeknownst to users, this can trigger impulsive buying behavior.

Shopee's success as the most visited e-commerce is also attributed to the perception of ease of use and benefits. Ali & Younes (2013) state that an e-commerce site is considered good when users find it easy to use, so that consumers do not have difficulty accessing the e-commerce site and they perceive benefits in making purchases online. Shopee focuses on mobile-based applications, so ease of use and the benefits of the application must be considered. Ease of using technology, especially the Shopee application, will help consumers in conducting transactions. With the ease of finding information and the transaction process, consumers tend to have a tendency to make impulsive purchases or unplanned purchases.

Shopee also utilizes the Electronic Word Of Mouth (EWOM) strategy within the framework of New Wave Marketing. They provide a platform that allows potential customers, actual customers, or former customers to provide positive or negative reviews about products or companies to various individuals and institutions via the internet (Hennig-Thurau, 2004). This approach is considered effective because comments or feedback from those who have made transactions become valuable sources of information for current consumers.

In the face of intense competition among e-commerce companies in the continuously evolving digitalization era, Shopee needs to adjust its marketing strategies. One of them is to start marketing products online (Harahap, 2018). Among these strategies is advertising on the internet (online advertising). Advertising is closely related to consumers, and the success of an advertisement will be evident when consumers can perceive it according to the company's objectives. Online advertising comes in various forms, such as static banners and pop-up windows. Online advertising has advantages compared to advertising in other media, one of which is a high level of control in determining the information that consumers want to see and how long they will see the advertisement (Hardianto, 2007).

Based on the data obtained, the author chose students in the age range of 18-24 who make repeated purchases or perform transactions more than once a month as respondents in this study. Based on this background, the author has decided to conduct further research on this phenomenon in a study entitled "User Interface Design, Perceived Ease of Use, Electronic Word Of Mouth, and Online Advertising on Impulsive Buying Behavior in the Shopee Marketplace."

## **METHOD**

Based on the characteristics of the problem investigated, this research utilized quantitative and correlational methods. The design of this study employed a hypothesis-testing research type. In hypothesis testing, the study aimed to examine whether there is a causal influence between the variables studied (Sekaran and Bougie, 2016).

Data collection was conducted cross-sectionally, where data gathering occurred only once through the distribution of questionnaires. The unit of analysis in this study was active students of the economics

faculty at Makassar State University. The data sources consisted of primary data obtained through questionnaires, and secondary data obtained from literature reviews and the internet. There are six variables in this study, namely Interface Design, Perceived Ease of Use, Electronic Word of Mouth, Online Advertising, and the dependent variable Impulsive Buying.

The population of this study was students of the economics and business faculty at Makassar State University. The sampling method used was purposive sampling, where samples were selected representatively from the population. For the estimation method, the Maximum Likelihood method was used with a minimum of 5 respondents per observed variable to meet normal distribution (Bentler and Chou, 1987). Therefore, the number of respondents in this study was 5 x 19 questions, amounting to around 100 respondents.

The Data Analysis Method used in this research was Multiple Linear Regression Analysis. This study also had a causal relationship, where causal research is used to determine whether one variable causes changes in another variable (Sekaran & Bougie, 2017). In this research, a multiple regression analysis method was used, where linear regression depends on the relationship between two or more independent variables (X) and one dependent variable (Y). The regression equation used was:  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$ .

## RESULTS AND DISCUSSION

### Validity and Reliability

Testing for significance or non-significance is done by comparing the calculated r value with the tabled r value for the degrees of freedom (df) = n - 5, and using two testing areas with a significance level  $\alpha = 5\%$  (0.05). If the calculated r value for each item/question is greater than the tabled r value, then that item/question can be considered valid. In this case, with a total of 100 respondents and degrees of freedom (df) = 95, the tabled r value obtained is 0.1966. Based on the analysis conducted, the validity results can be shown in Table 1 below.

**Table 1. Validity Test**

Variable	Indicator	r-value	r-table	sig	ket
<i>User Interface Design</i>	X1.1	0,677	0.1996	0,00	Valid
	X1.2	0,596	0.1996	0,00	Valid
	X1.3	0,397	0.1996	0,00	Valid
	X1.4	0,742	0.1996	0,00	Valid
<i>Impulse Buying</i>	X2.1	0,632	0.1996	0,00	Valid
	X2.2	0,336	0.1996	0,00	Valid
	X2.3	0,910	0.1996	0,00	Valid
	X2.4	0,910	0.1996	0,00	Valid
<i>Electronic Word Of Mouth</i>	X3.1	0,438	0.1996	0,00	Valid
	X3.2	0,558	0,1996	0,00	Valid
	X3.3	0,681	0,1996	0,00	Valid
	X3.4	0,690	0,1996	0,00	Valid
<i>Online Advertising</i>	X4.1	0,763	0,1996	0,00	Valid
	X4.2	0,747	0,1996	0,00	Valid
	X4.3	0,314	0,1996	0,00	Valid
<i>Impulse Buying</i>	Y.1	0,615	0,1996	0,00	Valid
	Y.2	0,772	0,1996	0,00	Valid
	Y.3	0,649	0,1996	0,00	Valid
	Y.4	0,618	0,1996	0,00	Valid

Source: Data Processed, 2023

The reliability test is conducted as a continuation of the validity test, by selecting the statements/items that have been deemed valid. The results of the reliability test conducted in this study are presented in Table 2 below:

**Table 2. Reliability Test**

Variable	Cronbach Alpha's	Explanation
User Interface Design	0,728	Reliable
Perceived Ease Of Use	0,777	Reliable
Electronic Word Of Mouth	0,713	Reliable
Online Advertising	0,711	Reliable
Impulse Buying	0,760	Reliable

Source: Data Processed, 2023

According to Ghozali (2011), a variable can be considered reliable if the Cronbach's alpha ( $\alpha$ ) value is  $> 0.6$ . In this research, the Cronbach's alpha value has been calculated for each statement. If the Cronbach's alpha value for each statement is  $> 0.60$ , it can be concluded that each statement in the questionnaire can be considered reliable.

### Multiple Linear Regression Test

Multiple linear regression analysis is used to predict whether two or more variables X have an impact on variable Y and to what extent both independent variables (X) influence the related variable (Y).

**Table 3. Regression Equation**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,869	1,234		2,325	,022
	<i>User Interface Design</i>	,260	,096	,219	2,713	,008
	<i>Perceived Ease Of Use</i>	,319	,078	,339	4,086	,000
	<i>Electronic Word Of Mouth</i>	,591	,107	,510	5,544	,000
	<i>Online Advertising</i>	-,442	,090	-,310	-4,932	,000

a. Dependent Variable: *Impulsive buying*

Source: Data Processed, 2023

Based on the table above, the multiple regression equation is obtained as follows:

$$Y = 2.869 + 0.260(X1) + 0.319(X2) + 0.591(X3) - 0.442(X4) + e$$

- The constant value of 2.869 indicates that if there is no change in the values of User Interface Design (X1), Perceived Ease Of Use (X2), Electronic Word Of Mouth (X3), and Online Advertising (X4) (a value of 0), then the value of Impulse Buying (Y) is 2.869.
- The multiple linear regression coefficient for the User Interface Design variable (X1) is 0.260. This means that for every one-unit increase in the User Interface Design variable, Impulse Buying will increase by 0.260, assuming that the other variables remain constant.
- The multiple linear regression coefficient for the Perceived Ease Of Use variable (X2) is 0.319. This means that for every one-unit increase in the Perceived Ease Of Use variable, Impulse Buying will increase by 0.319, assuming that the other variables remain constant.

- d. The multiple linear regression coefficient for the Electronic Word Of Mouth variable (X3) is 0.591. This means that for every one-unit increase in the Electronic Word Of Mouth variable, Impulse Buying will increase by 0.591, assuming that the other variables remain constant.
- e. The multiple linear regression coefficient for the Online Advertising variable (X4) is -0.442, which is negative. This means that for every one-unit increase in the Online Advertising variable, Impulse Buying will decrease by 0.442, assuming that the other variables remain constant.

#### t-Statistic Test

- a. With a t-score of 2.713, which is greater than the critical t-value of 1.985, and a significance level of 0.008, which is less than  $\alpha$  (0.05), it can be concluded that the variable "User Interface Design" has a significant partial effect on the variable "Impulse Buying."
- b. With a t-score of 4.086, which is greater than the critical t-value of 1.985, and a significance level of 0.000, which is less than  $\alpha$  (0.05), it can be concluded that the variable "Perceived Ease Of Use" has a significant partial effect on the variable "Impulse Buying."
- c. With a t-score of 5.544, which is greater than the critical t-value of 1.985, and a significance level of 0.000, which is less than  $\alpha$  (0.05), it can be concluded that the variable "Electronic Word Of Mouth" has a significant partial effect on the variable "Impulse Buying."
- d. With a t-score of -4.932, which is less than the critical t-value of 1.985, and a significance level of 0.000, which is less than  $\alpha$  (0.05), it can be concluded that the variable "Online Advertising" has a significant partial effect on the variable "Impulse Buying."

#### F Statistic Test

The F-test is used to determine whether there is a simultaneous (together) influence of all independent variables on the dependent variable. The F-test is conducted to see if the independent variables collectively have a significant impact on the dependent variable.

**Table 4. F Statistic Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	466.151	3	155.384	<b>40.959</b>	<.001 <sup>b</sup>
	Residual	360.395	95	3.794		
	Total	826.545	98			
a. Dependent Variable: TOTAL						
b. Predictors: (Constant), TOTALX3, TOTALX2, TOTALX1						

Source: Data Processed, 2023

Based on the table above, the calculated F-value is 79.442. Additionally, it is known that the regression degrees of freedom are 4, the residual degrees of freedom are 95, and the significance level  $\alpha = 0.05$ . In this case, the obtained F-table value is 2.70. From this comparison, it can be concluded that the calculated F-value (79.442) is greater than the F-table value (2.70), indicating a simultaneous influence of the independent variables on the dependent variable.

**Coefficient of Determination (R-squared)****Table 5. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,877 <sup>a</sup>	,770	,760	,71631
a. Predictors: (Constant), x4, x1, x2, x3				

Source: Data Processed, 2023

Based on the SPSS analysis results in the table above, the R-square value is 0.770 or 77%. This indicates that approximately 77% of the variation in the Impulsive Buying variable can be explained by the variables User Interface Design (X1), Perceived Ease Of Use (X2), Electronic Word Of Mouth (X3), and Online Advertising (X4) used in this study. The remaining 23% is influenced by other factors not included in this research.

**Discussion**

- a. The User Interface (UI) design has a significant influence on impulsive buying by Shopee users.

The user interface is a crucial component of a website, and if not designed correctly, it can lead users to feel bored and quickly leave the site. The user interface is not just about colors and visual appearance but also involves presenting tools that make it easy for users to make purchase decisions. The user interface of the Shopee application can influence the buying interest of the public, as the role of the user interface is essential in the success of online transactions in e-commerce.

Japarianto & Stephanie (2020) explained that the appearance is one of the factors that can increase visits and sales because users can only interact with a company through the website. A good user interface can attract someone to visit and explore the application. With a good user interface, users can easily navigate the application. Furthermore, the user interface should also be designed with appropriate guidelines and thorough planning. If the user interface is difficult to understand, it can reduce the interest in making purchases, and transactions may fail to occur.

- b. Perceived Ease of Use has a significant influence on impulsive buying by Shopee users.

This means that as the ease of using the Shopee application increases, the likelihood of impulsive buying also increases. An increase in ease of use leads to an increase in impulsive buying by users of the Shopee application.

The ease of using technology, especially in this case, the ease of using the application and access to Shopee, helps consumers in making transactions. With ease in finding information and the transaction process, consumers tend to make impulsive purchases (Wells, Parboteeah, & Valacich, 2011).

Perceived ease of use in accepting technology is an individual's level of belief that using a system does not require much effort (Davis, 1989). E-commerce systems offer services that provide convenience for customers to shop online, such as higher flexibility as it can be done anytime and anywhere as long as there is an internet connection.

One of the conveniences offered by Shopee is the ability for users to easily make financial transactions through the integrated Shopee Pay feature in all transaction services within the Shopee application using Shopee Pay balance. This allows users to not use cash and features that are easily understood by respondents as well as a hassle-free payment system. This indicates that respondents believe that ease of use can encourage users' interest in using the technology and making impulsive purchases.

- c. The analysis results indicate that the E-WOM variable has a significant influence.

This indicates that respondents consider E-WOM information, both in the comment column and public information about a product. The more positive reviews or comments, the higher the impulsive buying behavior in the Shopee marketplace. E-WOM on the Shopee marketplace allows consumers to provide ratings and comments on the products sold. Consumers can rate from 1 to 5 stars, where 1 star indicates a poor product and 5 stars indicate an excellent product. In addition, consumers can also share photos of the products they have received to prove the authenticity and quality of the products.

Electronic word of mouth can have a significant impact on consumers who are interested in recommendations from people who have experience with the product. The internet has empowered consumers to easily seek information, and most consumers can share their experiences through electronic word of mouth, influencing other consumers through electronic word of mouth. Research by Sisca and I Made (2016) on the influence of electronic word of mouth on purchase decision-making shows that electronic word of mouth has a significant impact on purchase decisions. Research by Adeliastari et al. (2014) on the influence of electronic word of mouth on purchase decisions in restaurants and cafes in Surabaya also shows that electronic word of mouth has a significant impact on purchase decisions. With electronic word of mouth communication, someone will be more easily convinced by a product, which can shape purchasing decisions.

- d. In this study, it is evident that Online Advertising (X4) on its own does not contribute to the Impulse Buying variable.

The negative t-value indicates that Online Advertising has an opposite relationship with Impulse Buying. This can be interpreted as follows: the higher the value of Online Advertising, the lower the level of Impulse Buying among students at the Faculty of Economics, Universitas Negeri Makassar. This study shows that students are not easily influenced by various information, offers, or promotions on social media related to online shopping. Students tend to be critical in processing information on social media, so this does not trigger impulsive buying behavior in them.

## CONCLUSION

Based on the research results, Shopee was proven to be the most visited e-commerce platform in Indonesia, with a monthly visit count of 157.9 million. The majority of Shopee users came from the Generation Z demographic. Among the students at the Faculty of Economics, Universitas Negeri Makassar, Shopee users frequently engaged in impulsive buying. The Shopee application and website kept them interested and were easy to use, both before and after transactions. Additionally, another factor that influenced students to make impulsive purchases was their ease in obtaining product information through online reviews and ratings from other users who had made transactions. Online advertising did not affect the interest of students in online shopping because they tended to be critical of advertisements and required more detailed information about the products displayed in online media.

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