

THE INFLUENCE OF THE MARKETING MIX ON SHOPEE CUSTOMER SATISFACTION IN 2018 UINSU COMMUNICATIONS STUDENTS

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Abstract:

The purpose of this study is to determine and describe the impact of marketing mix, product, pricing, distribution, and advertising on Shopee consumer satisfaction among UINSU Communication course students. This type of research is deductive with a quantitative approach. The survey respondent is her 45 consumers who have shopped on Shopee and are communication major students at UINSU. The analysis is multiple regression analysis. The results of this study show that the marketing mix, product, price, distribution and promotional factors have a positive impact on consumer satisfaction. However, price has the greatest impact on consumer satisfaction. From this, we can conclude that the four independent variables have a positive and significant impact on customer satisfaction, marketing mix, products, pricing, sales, and promotions.

Keywords: *Marketing Mix, Customer Satisfaction, Purchase Intention*

Introduction

In the era of globalization, competition in the business world is becoming increasingly stringent. Companies compete with each other to gain market share. This encourages the company to push forward to improve its marketing strategy¹. Companies seeking a response from the market can use a marketing mix that includes product management, pricing, strategic placement, and the use of campaigns in presenting the merchandise being marketed².

In the corporate world, consumers are the only reason companies live and thrive. Therefore, customer satisfaction is the company's top priority. Consumer satisfaction, which makes consumers demand not only good quality products at relatively low prices, but also easy access to products³.

Consumer satisfaction and dissatisfaction is the difference between their expectations and the reality they experience. Feelings of pleasure and disappointment arise from comparing impressions and product performance results based on product quality, price offered and form of advertisement offered.

¹ Wijaya, Andy, et al. *Ilmu Manajemen Pemasaran: Analisis dan Strategi*. Yayasan Kita Menulis, 2021.

² Suci Ramdhani, Riska. *Pengaruh Kualitas Pelayanan Dan Bauran Pemasaran Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Pengguna Layanan Aplikasi Grab Di Makassar*. Diss. Universitas Hasanuddin, 2020.

³ Indrasari, Meithiana. *Pemasaran Dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan*. Unitomo Press, 2019.

Consumer satisfaction is the desire of the company. Companies know that the goods they produce are well received in the market and consumers are expected to make repeat purchases⁴.

Therefore, companies must be observant in running their business and developing their marketing systems in order to survive in the midst of very fast market competition. If a company does not pay attention to aspects of marketing and customer satisfaction, then the company cannot function properly. Shopee is one of the most visited online stores, or for that matter, the most users. Therefore, Shopee also needs to have a good marketing mix to meet customer satisfaction. Based on the description above, the author wants to investigate how the marketing mix affects Shopee customer satisfaction.

Online Marketing Communication

Rapid developments in the field of technology, information and communication have led to the emergence of various online media, which has led to the emergence of online marketing communications. Thus, online marketing communications can be said to be marketing communications carried out using online media as intermediaries.

There are several reasons why companies do business through *e-commerce*, namely⁵:

1. Can reach consumers around the world.
2. Able to handle interactive communication with efficient cost
3. Can reach certain target consumers.
4. Information such as price changes or other information is easier to convey.
5. Improve customer service because access is available 24 hours a day, seven days a week.
6. You get instant feedback from consumers.
7. It is an alternative distribution channel.
8. Provide cost-effective and efficient dissemination of brand information.

Component Integrated Marketing Communications (IMC)

According to Four as (The American Association Of Advertising Agencies), IMC is a marketing communications planning concept that recognizes the value of a comprehensive plan that examines the strategic role of each form of communication, such as advertising, public relations, and sales promotion. and integrate them to achieve clarity, consistency and maximum communication impact through news integration⁶. In short, *Integrated Marketing Communications* (IMC) incorporates planning, operations, and coordination in all aspects of

⁴ Indrasari, Meithiana. *Pemasaran Dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan*. Unitomo Press, 2019.

Monica Naomi, Julyana Banjarnahor. *Pengaruh Harga Dan Kemudahan Pembelian Pada Ecommerce Tokopedia Terhadap Kepuasan Konsumen Di Masa Pandemi Covid-19 (Studi Kasus Pada Konsumen E-Commerce Tokopedia Di Jakarta Timur)*. Diss. Unsada, 2021.

⁵ Wirapraja, Alexander, and Handy Aribowo. "Pemanfaatan E-Commerce Sebagai Solusi Inovasi Dalam Menjaga Sustainability Bisnis." *Teknika* 7.1 (2018): 66-72.

⁶ Banjarnahor, Astri Rumondang, et al. *Manajemen Komunikasi Pemasaran*. Yayasan Kita Menulis, 2021.

marketing communications and understanding consumer concern for consumer response⁷.

The IMC approach helps companies identify the most appropriate and effective ways to communicate and build relationships with customers and other stakeholders.

Marketing

Mix The marketing mix is a good marketing tool that combines product, price, promotion and distribution to get the response desired by the target market⁸.

The marketing mix is a device or tool used by marketers consisting of various elements of marketing programs that must be considered in order to successfully implement marketing strategies and determine established positions⁹. In the marketing mix, it is necessary to implement a marketing strategy to increase the number of product sales. According to Kotler and Keller, the four variables in the marketing mix are product, distribution channel, price and promotion¹⁰.

a. Product

Product is something that can be offered in the market to attract attention so that the product being sold will be purchased, used or consumed to satisfy the wants or needs of consumers.

Silitonga et al argues that a product is anything that can be offered to the market to meet consumer needs and wants. The product has an important meaning for the company because without the product the company cannot do anything for its business. Consumers buy products when it feels right, so to successfully market products, products must be adjusted to the wants or needs of buyers. In other words, product creation is more oriented to market or consumer desires¹¹. Some of the features that follow and complement the product are¹²:

- 1) Product quality Product, quality is the product's ability to perform its product property duties.
- 2) Product, product features are competitive tools that differentiate a company's products from similar competing products.
- 3) Product style and design, style only describes the appearance of a particular product. Good style and design can attract attention, improve product performance, reduce production costs and provide a competitive advantage in target markets.

b. Price

⁷ Silviani, Irene, and Prabudi Darus. *Strategi Komunikasi Pemasaran Menggunakan Teknik Integrated Marketing Communication (IMC)*. Scopindo Media Pustaka, 2021.

⁸ Kotler, Philip. "Kotler & Armstrong, Principles of Marketing| Pearson." (2018).

⁹ Valentina, Edsa, and Rambat Lupiyoadi. "The Implementation of Promotion through Social Media in Increasing Consumer Awareness and Purchase Intention." *Proceedings of the 1st International Conference on Islam, Science and Technology, ICONISTECH 2019, 11-12 July 2019, Bandung, Indonesia..* 2021.

¹⁰ Kotler, Philip, et al. *Marketing management: an Asian perspective*. Harlow: Pearson, 2018.

¹¹ Silitonga, Hery Pandapotan, et al. *PEMASARAN" Hasil pemikiran dari Para Dosen Berbagai Perguruan Tinggi di Indonesia (Book Chapter-)*". No. h7p6v. Center for Open Science, 2020.

¹² Khofifah, Rohmatul. *Pemanfaatan Marketplace Shopee Sebagai Media Komunikasi Pemasaran Online Shop Jr. Id4*. Diss. Iain Ponorogo, 2022.

Price is the value of goods expressed in money. Price is the value (usually expressed in terms of money) that must be sacrificed to own, use, or consume goods and services to obtain satisfaction¹³. From this it can be concluded that the average consumer expects high quality at a very high price and this expectation influences his actual perception. If the price is too high, the organization is considered careless or fraudulent customers. Conversely, if the price is too low, customers may doubt the company's ability to provide quality service.

According to Sa'adah and Lailatus, the price variable has several elements of the main price function which include price levels, price discounts, price discounts and payments as well as credit terms. There are also 4 indicators that describe price, namely¹⁴:

- 1) Price affordability, Consumers can reach the price set by the company. A brand usually has several different products, also the prices vary from the cheapest to the most expensive. Once the price is set, many consumers will buy the product.
- 2) Conformity of price with product quality, Price is often used as an indicator of quality for consumers, people often choose the higher price between the two products because they see the difference in quality. If the price is higher, people tend to assume that the quality is better.
- 3) Price according to benefits, Consumers decide on the product whether the benefits they experience are greater or equal to what they spend to get them. When consumers value the usefulness of a product less than the money spent, consumers consider the product expensive and consumers think twice about buying it again.
- 4) Price competitiveness
- 5) Consumers often compare the price of a product with other products, so that consumers consider product prices when buying these products.

c. Distribution

According to Gitosudarmo, distribution is an activity that must be carried out by entrepreneurs to distribute, distribute, send and deliver goods that are marketed to consumers¹⁵. That is why being an entrepreneur requires *resellers* who are forced to have a business while marketing goods, but there are also many *resellers* who do not have a business. Therefore, in carrying out sales activities, entrepreneurs must cooperate with sales channels.

According to Kotler, the following indicators can be used to measure distribution¹⁶:

¹³ Novita Chaerunnisa, Lola. *Pengaruh Diferensiasi Produk, Harga, Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Kasus pada Nominomi Delight Cabang Pemuda)*. Diss. Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta, 2019.

¹⁴ Sa'adah, Lailatus. *Kualitas Layanan, Harga, Citra Merk serta Pengaruhnya terhadap Kepuasan Konsumen*. LPPM Universitas KH. A. Wahab Hasbullah, 2020.

¹⁵ Gitosudarmo, Indriyo. "Manajemen Pemasaran, BPFE, Yogyakarta." *Journal (On line)*. <http://ejournal.adbisnis.fisip-unmul.ac.id>. Di akses tanggal 7 (2018).

¹⁶ Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. *Marketing 4.0: Bergerak dari Tradisional ke Digital*. Gramedia Pustaka Utama, 2019.

- 1) Traffic system: in relation to the way a product is delivered or distributed.
- 2) Availability of products: the number of products available to the company's consumers.
- 3) Waiting period: the waiting time for the product that consumers want.

d. Promotion / Advertising

Advertising is an activity that communicates the superiority of a product and encourages consumers to buy the product¹⁷. According to Putra and Rakasiwi Permana, advertising objectives are simply divided into three types¹⁸:

- 1) Offer information to customers about new products or features.
- 2) Remind customers about the company's brand
- 3) Influence customers to buy. According to Amin et al, the promotion mix consists of five (five) promotional tools, namely¹⁹:
 1. Advertising, which is any impersonal presentation and advertisement paid by the sponsor to display ideas, goods or services.
 2. Promotional services, namely, short-term incentives to promote the purchase or sale of products or services.
 3. Face-to-face sales, namely direct introduction by salespeople to generate sales and build relationships with consumers. PR, i.e. H. Maintaining good relations with the company's various audiences to gain positive publicity, build a good corporate image and address or correct unfavorable rumors, stories and events.
 4. Direct selling, namely selling directly to consumers with the aim of obtaining an immediate response and building lasting relationships with consumers.

Satisfaction

Rohaeni et al define satisfaction as a person's feelings of pleasure or disappointment as a result of comparing the perceived performance (or outcome) of a product with expectations²⁰. Consumers are very satisfied when product performance exceeds expectations. Consumers are satisfied when product performance meets their expectations. However, when product performance falls short of consumer expectations, consumers tend to be disappointed. Consumer satisfaction is the main concern of marketers because marketers know that maintaining old customers is far more profitable than acquiring new customers. Therefore, marketers make sure that existing customers are happy to buy and use their products. From the discussion of the experts above, it can be concluded that

¹⁷ Adam, Mochammad Riyadh Rizky, Tessa Handra, and Mohammad Annas. "Pengaruh Celebrity Endorser Dan Periklanan Terhadap Brand Image (Peran Digital Marketing)." *Technomedia Journal* 7.2 October (2022): 189-201.

¹⁸ Putra, Rakasiwi Permana. "Programmatic: strategi efektif pemasangan iklan di era digital." *Jurnal Studi Komunikasi* 5.3 (2021): 812-838.

¹⁹ Amin, Muhammad Syauqi, and Sri Widaningsih. "Pengaruh Bauran Promosi Terhadap Keputusan Pembelian (studi Pada Bisnis Jasa Bimbingan Belajar Privat Expert Course Bandung 2020)." *eProceedings of Applied Science* 7.4 (2021).

²⁰ Rohaeni, Heni, and Nisa Marwa. "Kualitas Pelayanan Terhadap Kepuasan Pelanggan." *Jurnal Ecodemica* 2.2 (2018): 312-318.

customer satisfaction measures the success or failure of objectives related to selling a company's products or services.

The consumer satisfaction mentioned by Alvian consists of²¹:

a. As expected

Is the conformity level of product performance expected and felt by consumers, including:

- 1) Products received meet or exceed expectations.
- 2) Employee performance meets or exceeds expectations.
- 3) The support received meets or exceeds expectations.

b. Interested in returning and repeat purchases

Are consumers willing to revisit and repurchase related products, including:

- 1) I am interested in visiting again because the personal service is satisfying.
- 2) Interested in repurchasing the product because of its post-consumer value and benefits.
- 3) Interesting to visit again, because the care services offered are quite adequate.

c. Courage to recommend

Consumers' willingness to recommend the product they are experiencing to friends or family, including:

- 1) Recommending friends or relatives to buy the proposed product because of satisfactory service.
- 2) Recommend friends or relatives to buy the products offered, because the service support provided is quite adequate.

Research Method

Research This research is a quantitative study using a questionnaire as a data collection tool. Quantitative research is a research method based on the philosophy of positivism, used to study certain populations or samples, research tools are used in data collection, data analysis is quantitative or statistical, the purpose of which is to test established hypotheses²². This research model is deductive in nature, used in theory-based research and then proven through fact finding.

The method used by researchers is descriptive research, which can be interpreted as a method of data analysis that depicts or describes the data that has just been collected, without making general conclusions or generalizations²³.

In his book *Research Methods*, Bahartiar and Fajar Arwadi says that population is a generalization domain consisting of; Objects/subjects that exhibit certain traits and characteristics that are determined based on the research being studied and the conclusions drawn from it²⁴. In this study, the research population referred to UINSU Communication Studies students class of 2018.

²¹ Alvian, I. G. P. K. "Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen "Masalah."." *Performa: Jurnal Manajemen Dan Start-Up Bisnis* 5.4 (2020): 295-302.

²² Anshori, Muslich, and Sri Iswati. *Metodologi penelitian kuantitatif: edisi 1*. Airlangga University Press, 2019.

²³ Lubis, Mayang Sari. *Metodologi penelitian*. Deepublish, 2018.

²⁴ Bahartiar, Bahartiar, and Fajar Arwadi. "Analisa Data Penelitian Kualitatif: Konsep, Teknik, Prosedur Analisis (2020)." (2020).

In determining the sample, Roflin et al stated that if the number of subjects was less than 100, the entire study should be taken as a population study. If the number of subjects is large or more than 100, it can be assumed that 10-15% or 20-25% or more²⁵. In this study, not less than 15% of the population, ie. no less than 27 female students who are Shopee consumers were determined as samples.

In accordance with the topics and objectives to be discussed in this study, the criteria for sampling and selecting respondents are as follows:

- a. The selected respondents are those who shop through the *online* Shopee.
- b. Age of respondents 21-25 years.
- c. Respondents were students of Communication Studies at the Islamic University of North Sumatra class of 2018.

The data collection technique used a questionnaire with one measurement on a Likert scale. Data analysis was carried out using multiple linear regression analysis using SPSS version 23.

Results and Discussion

Description of research object

Shopee is one of the largest online stores in Indonesia, an e-commerce platform based in Singapore under the SEA Group (formerly Garena). Shopee is also active in Brazil since 2019, making it the first Shopee outside of Asia. Built with a global e-commerce concept in mind, Shopee is one of the "5 most disruptive e-commerce startups" published by *Tech In Asia* thanks to its mobile element. Shopee Indonesia is not only online, but also offers consumers an online that is fast, safe and comfortable. Shopee is a *online* B2C (*business to consumer*)

Test Results for the Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ^a	.856	.830	.70881

a. Predictors: (Constant), Promosi (X4), Produk (X1), Distribusi (X3), Harga (X2)

This correlation test is used to determine whether the relationship between marketing mix variables and Shopee customer satisfaction is strong. From the SPSS calculation results it is known that the correlation coefficient (R) or the level of closeness of the relationship between marketing mix variables on consumer satisfaction is 0.925. From these figures it can be concluded that the influence of product, price, distribution and advertising variables on consumer satisfaction is very large.

Results of Multiple Linear Regression Test Marketing Mix on Consumer Satisfaction

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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²⁵ Roflin, Eddy, and Iche Andriyani Liberty. *Populasi, Sampel, Variabel dalam Penelitian*. Penerbit NEM, 2021.

	B	Std. Error	Beta		
1 (Constant)	1,922	,685		2,806	,010
Produk (X1)	,143	,062	,238	2,290	,032
Harga (X2)	,256	,097	,332	2,650	,015
Distribusi (X3)	,206	,088	,249	2,350	,028
Promosi (X4)	,253	,088	,312	2,881	,009

a. Dependent Variable: Kepuasan Konsumen (Y)

Table 2. T test results

Based on the table above the results of the multiple linear regression test, the variable beta values derived from the variable correlation equation are as follows:

$$Y = 1,922 + 0,143P + 0,256H + 0,206D + 0,253P$$

Based on the calculation results in Table 2 it can be seen that the regression of the production variable (X1) is 0.143, the price variable coefficient (X2) is 0.256, the distribution variable coefficient (X3) is 0.206. The advertising variable coefficient (X4) is 0.253 and the default value is 1.922.

The table also shows that the most dominant variable in this study is the price variable as seen in the standardized coefficient beta column, which is equal to 0.256. While the Adjusted R-Square is 0.830 (83.0%) above 80%, which means that 83.0% the variation in consumer satisfaction is quite large and can be explained by four independent variables namely product, price, distribution and promotion. The remaining 17.0% can be explained by other factors outside this research model.

F Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	65,613	4	16,403	32,649	.000 ^b
	Residual	11,053	22	,502		
	Total	76,667	26			

a. Dependent Variable: Kepuasan Konsumen (Y)

b. Predictors: (Constant), Promosi (X4), Produk (X1), Distribusi (X3), Harga (X2)

Based on the results of the F test, the Fcount value is 32.649, while the table value is 2.73 and the significance level is 0.000, so that Fcount > Ftable and its significance is much smaller than 0.05, so H0 is rejected and Hα is accepted. Thus it can be concluded that product, price, sales and promotion variables simultaneously have a positive effect on Shopee customer satisfaction.

Conclusion

Based on the results of a survey on UINSU Shopee 2018 Communication Science students concerning the effect of the marketing mix on consumer satisfaction, it can be concluded:

UINSU Communication Science students as Shopee consumers care about the marketing mix. Marketing mix in which all the elements are connected and able to meet the corresponding expectations of the customers. Therefore, a good marketing mix has the opportunity to satisfy consumers to make *online* from Shopee. Based on the results of the multiple linear regression equation and the

results of the t test, it can be concluded that the four independent variables, namely product (X1), price (X2), distribution (X3), promotion (X4) have a significant positive effect. . effect on customer satisfaction. . The most dominant variable is the price variable with a constant value of 0.256.

Overall, the marketing mix that Shopee offers may differ from other online shopping and selling sites. Shopee products, prices, distribution and offers can create a sense of satisfaction. If these four variables can be increased together, it can increase consumer confidence to repeatedly buy at Shopee.

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