



The Effect of E-Wom and Free Shipping on Purchase Decisions at Tokopedia UKM Products in Palangka Raya City

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ABSTRACT

Marketing management to improve purchasing decisions for SME products with e-commerce support. SME products in the city of Palangka Raya, need a breakthrough to maintain business stability, so this research adopts the e-WOM variable in Tokopedia as a form of e-commerce and free shipping bundling marketing business strategy. The research used quantitative methods and was carried out using questionnaires for 110 customers. The results show a very important role of e-WOM and free shipping by 74% of purchasing decisions. The implications of the results can increase purchasing decisions with e-WOM and free shipping on SME products in Palangka Raya City, in future research it can be seen from the innovation capability side.

INTRODUCTION

Business in the field of food and beverages is a promising business, because food and beverages are one of the basic needs for society (Srimulyani & Hermanto, 2022). The food and beverage business is growing more and more in the community, especially in the coffee shop sector, triggering market competition with an increasingly competitive level. Given this, coffee shop owners must be more careful in responding to competition, one of which is by paying attention to marketing strategies (Mardjuni et al., 2022). Today marketing information can quickly spread widely using the internet, especially social media by applying the Electronic Word of Mouth (e-WOM) strategy. Some factors that can influence purchasing decisions are Electronic Word of Mouth and product quality (Dewi Puspita et al., 2022).

Advances in modern technology in the era of globalization have the potential to change people's lives. Advances in technology, especially in the field of the internet is a change that occurs very quickly and is much needed (Bae et al., 2023). The internet is a network that can connect computer system/feature devices and networks to send news, obtain information and transfer data. At present it is easier for entrepreneurs to market the goods and services they produce because of the development of internet technology. One of the visible benefits of the development of the internet is the presence of various E-commerce sites or applications such as social media which provide various types of products online (Fernández-Bonilla et al., 2022).

The development of the E-commerce business in Indonesia is getting bigger and faster, making many new E-commerce companies appear by offering profitable advantages and advantages for users and giving rise to increasingly fierce competition (Rahayu & Day, 2017) between large E-commerce companies in Indonesia in fighting for first place in various aspects. Social media became the most visited E-commerce in Indonesia in the second quarter of 2023 which was released by the Central Kalimantan Provincial Office of Cooperatives and SMEs in 2023. According to the data released, the website visited the most with 317.51 million visits.

Many SME products (small and medium enterprises) already use online marketing methods in e-commerce (Bhatti et al., 2020). In order to strengthen the national economy in the future, SMEs must be able to properly anticipate economic globalization, because under these conditions the Indonesian economy will be increasingly integrated into the global economic system which is characterized by a strong will to reduce various forms of protection and encourage deregulation and de-bureaucratization processes towards economic system that is open and more oriented to market mechanisms.

Business actors in the Tokopedia area (e-commerce) for SME products are categorized as many, namely 83 business actors. So in this study, testing visitors is evidence for business actors in making online business opportunities (Rybackowska & Sparks, 2022). Increasing E-commerce activities can make it easier for consumers to make transactions without being limited to places, besides that because there are still national-scale social restrictions imposed by the government aimed at tackling the spread of the Covid-19 virus so that it does not spread and result in all offline activities having to be carried out online.

The existence of this phenomenon shows that consumers who shop online begin with a need that must be met. When consumers make a purchase of a product, they will consider the positive side and the negative side of a local brand or look for the best choice of free shipping after consumers have felt and re-evaluated (Amornkitvikai et al., 2022). One of the company's online marketing strategies that consumers can use as a tool to find information is Electronic Word of Mouth (E-Wom). Electronic word of mouth (E-Wom) is the activity of spreading information via the internet or the online world (Lamba & Aggarwal, 2014). Free shipping promos will save costs, time and no need to make direct or offline purchases. With E-Wom and free shipping (as one of the business strategies) consumers are interested and will make purchasing decisions. Consumers will be more confident about shopping without having to be burdened by shipping costs and consumers will often make online purchases.

LITERATURE REVIEW

E-Wom is still considered an important aspect for business, especially E-Commerce in the field of marketing for effectiveness and efficiency. Electronic word of mouth (E-Wom) is an important forum used by customers to obtain information about services provided and product quality.

1. E-WOM

Electronic word of mouth is an online information intermediary that companies can use to promote products sold on social media. (Rahayu & Day, 2017) said that word of mouth communication is personal communication between customers and between members of a group. From the views of some of the experts above, it can be concluded that E-Wom is a means that consumers have to obtain information about a product. This includes providing convenience in product information, payment instruments and product variants sold (Al-Tit, 2020). Quality in E-Wom is described as a guide to make sure the customer about the information described. If the information described is clear and easy to understand and is felt to provide benefits so that the customer can make a purchasing decision.

In e-Wom, credibility refers to the extent to which the customer feels that the advice given can be relied upon. If the customer feels that the comments, recommendations or suggestions are reliable, the customer wants to make a purchase (Mustafa et al., 2022). In E-Wom the customer searches for information about the product he is interested in, so that he can avoid mistakes and risks. The amount of information received by the customer can convince the customer to make a purchase.

The E-Wom indicator can be obtained in this study according to Rahayu, Estiyanti & Purba in the journal (Haryanti & Subriadi, 2022) as follows: 1. Content, there is information described on social media about products, services and brands. 2. Intensity, there are abundant comments or responses displayed by customers on social media. 3. Valence of Opinion, there are positive or negative opinions made by customers on social media about products, services and brands.

2. Free Shipping

Free shipping is one of the promos that consumers look for when shopping online, as is the case with an application that has offered free shipping promos from the start (Han et al., 2022). Some expert opinions regarding the definition of free shipping is, Free shipping can be a service that can strengthen customer behavior to make purchases (Shehu et al., 2020). In some time, SME products marketed on e-commerce (Tokopedia) can provide maximum service with free shipping from minimum order requirements, can give consumers a sense of pleasure, so that they can influence consumers in purchasing decisions. Free shipping promotions are a form of sales marketing that uses various impulses to stimulate product purchases as quickly as possible in order to increase the quantity of products that customers buy. From several expert opinions it can be concluded that free shipping is a form of promotion or offer to increase purchases.

The indicators of free shipping are as follows: 1. Give Attention, to lure consumers to use free shipping. 2. The desire to buy, the desire arises and is tempted to want to make a purchase. 3. Attraction, there is a sense of interest in buying products because of free shipping promos 4. Make purchases, use and purchase using free shipping.

3. Buying decision

Purchasing decision is a process in which the consumer knows the problem, searches for information on a particular product or brand and ascertains how well each of these choices can solve the problem, then leads to a purchase decision (Salam et al., 2019). Purchasing decisions are activities carried out by consumers to buy and use a product or service to meet their needs and desires (Modikeng, 2018). The decision-making process includes: 1. Searching for information, after the consumer feels a need for an item or service, then the consumer will search for information that is either stored in memory (internal) or information obtained from the environment (external). Sources of consumer information consist of: personal sources: friends, neighbors, family and acquaintances, public sources: social media and consumer forums, commercial/commercial sources: advertisements, packaging, salesmen and displays. Source of experience (Zaim et al., 2012): product use. Recognition of needs, the buying process begins with the existence of a need that is felt by consumers. Consumers assume differences between situations and desires to generate and activate decision processes. Evaluation of alternatives, after obtaining information and needs, consumers will evaluate several alternative options to meet these needs. In order to assess alternative consumer choices, there are three basic concepts that can be used, namely: importance value, product characteristics, level of preference.

Factors that influence consumer purchasing decisions as follows: Social factors influence consumer behavior. Product choice is strongly influenced by the consumer's family, friends and social status (Saunders et al., 2017). The e-wom factor based on consumer behavior varies from one to another because there is no homogeneity in the e-woman. Psychological factors are a set of psychological combination processes with certain consumer characteristics to produce a buying decision process. Psychological characteristics such as free

shipping, motivation, beliefs, learning and attitudes. Personal factors are influenced by the consumer's personal characteristics such as lifestyle, work, economic situation, age and consumer personality.

Purchasing decision indicators, namely, information search, search for information from social media or friends (Chen, 2021). Needs and wants for products, making purchasing decisions because of needs and wants for a product, stability of the quality of a product, confident to make a purchase because of the quality of an item or product needed and desired, making repeat purchases of a product.

4. Research Concept Framework

The research concept framework is a way of thinking based on a logical flow of thinking to solve research problems, containing steps or a problem-solving framework that will be used in research (Kristinae et al., 2019). The research framework describes the relationship between the independent variables, namely E-Wom and Free Shipping with the dependent variable, namely Purchase Decision. Based on this description, the following is an overview of the research concept framework that will be proposed:

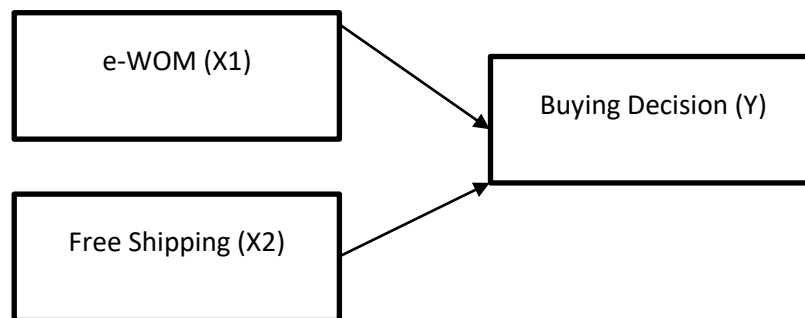


Figure 1. Conceptual Framework

Based on previous theories and empirical studies, the hypotheses put forward in this study are:

H1: E-Wom has a significant effect on purchasing decisions on SME products through e-commerce (Tokopedia) in Palangka Raya City.

H2: Free shipping is significant for purchasing decisions for SME products through e-commerce (Tokopedia) in Palangka Raya City.

H3: E-Wom and Free Shipping are significant for Purchase Decisions on SME Products through e-commerce (Tokopedia) in Palangka Raya City.

METHODOLOGY

In this study, using a quantitative assessment method. The quantitative method can be interpreted as a research method based on the philosophy of positivism, used to examine certain samples or populations (Nahan et al., 2019). Data collection uses research instruments, and quantitative data analysis aims to test the hypotheses that have been determined. The type of research that will be used is descriptive quantitative research, namely research conducted to determine the value of a variable, either one or more variables without making comparisons or connecting with other variables (Kristinae et al., 2020). Research

on the Effect of E-Wom and Free Shipping on Purchase Decisions for UKM Products at Tokopedia by the Community in Palangka Raya City was carried out using non-probability sampling (random sampling) using a purposive sampling technique. In this study, researchers only took samples from all Tokopedia E-Commerce users in the community in Palangka Raya City. The sample that will be taken in this study is 110 people as respondents who are Tokopedia customers in the city of Palangka Raya. In the process of calculating the researcher uses the help of the IBM Statistics SPSS program.

RESULT AND DISCUSSION

Validity test is used to test the validity or not of each variable studied in this study. The variables in this study amounted to 3 variables consisting of 2 independent variables (free) and 1 dependent variable (tied) with a total of 11 statements in the questionnaire. The statement was then filled in by the respondent who was the target of the researcher (Kristinae et al., 2023). Validity testing in this study was carried out by correlating the score of each statement item with the total score of a variable by comparing rcount with rtable for degree of freedom (df) = n -k, in this case N is a sample of 110, so the magnitude of df can be calculated with 110 - 3 = 107 and a significant level = 0.05 obtained rtable = 0.417 (rtable with two-way test). The questionnaire will be considered valid, if rcount ≥ rtable or significance value ≤ 0.05 then the questionnaire statement can be declared valid. In this study to test the validity of the SPSS version 25 program aids were used. The following are the results of the validity test which can be seen in the following table.

Table 1. Validity Test Results

Item	r-statistic	rtable	significant	results
1 X _{1.1}	0,812	0,417	0,000	Valid
2 X _{1.2}	0,781	0,417	0,000	Valid
3 X _{1.3}	0,722	0,417	0,000	Valid
4 X _{2.1}	0,714	0,417	0,000	Valid
5 X _{2.2}	0,793	0,417	0,000	Valid
6 X _{2.3}	0,765	0,417	0,000	Valid
7 X _{2.4}	0,743	0,417	0,000	Valid
8 Y ₁	0,768	0,417	0,000	Valid
9 Y ₂	0,766	0,417	0,000	Valid
10 Y ₃	0,743	0,417	0,000	Valid
11 Y ₄	0,775	0,417	0,000	Valid

Source: Processed Primary Data (2023)

Based on the results above, it can be seen that rcount > rtable value and significance value <0.05. Thus, it can be stated that all statement items for each variable in this study are valid. The reliability test is used to measure a questionnaire which is an indicator of a variable or construct. A questionnaire can be said to be reliable or reliable if one's answers to statements are consistent or stable from time to time (Kristinae, 2021). To find out the results of the reliability test in this study, the Cronbach Alpha coefficient was used as a comparison value. If the results ≥ Cronbach Alpha 0.6 then the questionnaire is reliable, which means the questions or statements of the questionnaire are consistent (stable).

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Keterangan
e-WOM	0,741	Reliabel
Free Shipping	0,753	Reliabel
Buying Decisions	0,767	Reliabel

Source: Processed primary data (2023)

The normality test aims to test whether in the regression model, the dependent or independent variables are normally distributed. Furthermore, the test was carried out using multicollinearity, heteroscedasticity and linearity. The research results have met the classical assumption test. Next is the following partial test (t-test).

Table 3. T test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,149	,271		3,168	,001
	E-WOM	,369	,073	,319	5,893	,000
	Free Shipping	,459	,049	,418	7,261	,000

a. Dependent Variable: Y

Based on Table 3 above, the regression equation can be obtained as follows:

$$Y = 0.149 + 0.369X_1 + 0.459X_2$$

Where:

Y = Purchase decision

X₁ = E-wom

X₂ = Free shipping

Where the results:

1. The influence of the e-wom variable (X₁) shows a positive value of 0.369. This means that if e-wom increases by 1 unit, then the value of e-wom will increase by 0.369 so that the better the consumer's evaluation of e-wom, the higher the purchase decision will be.
2. The influence of the free shipping variable (X₂) shows a positive value of 0.459. This means that if free shipping increases by 1 unit, the value of free shipping will increase by 0.459 so that the better the consumer's assessment of free shipping, the more purchasing decisions will increase.

The results of the hypothesis testing carried out in this study aim to determine whether there is an effect of the independent variable on the dependent variable. The hypothesis test consists of t test (partial test) and F test (simultaneous test). The t test is used to show the significance of the effect of the e-wom variable (X₁) and free shipping (X₂) on the purchase decision variable (Y) partially or individually by obtaining ttable = 1.67 (ttable at df = 107 with two tests side) follows.

1. The effect of the e-wom variable on purchasing decisions (Y) shows a tcount = 5.893 > ttable = 1.67 or a significance value of 0.00 < 0.05. Then Ho is

rejected and H_a is accepted, meaning that the e-wom variable (X1) partially has a significant effect on the purchasing decision variable (Y). From the results of the t test in this study it can be seen that the e-wom variable has a partial effect on purchasing decisions. This is shown in $t_{count} = 5.893 > t_{table} = 1.67$ or a significance value of $0.00 < 0.05$. Then H_0 is rejected and H_a is accepted, meaning that the e-WOM variable (X1) partially has a significant effect on the purchasing decision variable (Y).

2. The effect of the free shipping variable on purchasing decisions (Y) shows a $t_{count} = 7.261 > t_{table} = 1.67$ or a significance value of $0.00 < 0.05$. Then H_0 is rejected and H_a is accepted, meaning that the free shipping variable (X2) partially has a significant effect on the purchasing decision variable (Y).

The F test is used to determine whether the e-wom variable (X1) and free shipping (X2) simultaneously or together influence the purchase decision variable (Y). Based on the results to determine the level of significance simultaneously or together, the variable consists of e-wom and free shipping variables on the purchase decision variable using multiple linear regression, the F test is used which can be proven as follows:

Table 4. F test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,146	3	2,235	22,473	,000 ^b
	Residual	1,332	110	,045		
	Total	7,478	107			

a. Dependent Variable: Buying Decisions

b. Predictors: (Constant), e-WOM, Free Shipping

Based on Table 4, the results of $F_{count} = 22.473$, F_{table} obtained based on $df_1 = (k-1)$ so that $df_1 = (3-1) = 2$, $df_2 = (n-k)$ so that $df_2 = (110-3) = 107$ with a significant level 0.05, so we get $F_{table} = 3.12$. This states that $F_{count} = 22.473 > F_{table} 3.12$ or a significance value of $0.00 < 0.05$. Then H_0 is rejected and H_a is accepted, meaning that the e-wom variable (X1) and free shipping (X2) simultaneously or together influence the purchasing decision variable (Y).

The coefficient of determination (R^2) is used to determine how far the ability of the independent variables, namely the e-wom variable (X1) and free shipping (X2) in explaining the variation of the dependent variable, namely the purchase decision (Y).

Table 5. Coefficient of Determination (R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,882 ^a	,745	,641	,15663	1,953

a. Predictors: (Constant), e-WOM, Free Shipping

b. Dependent Variable: Buying Decisions

Based on Table 5. it is known that from the calculation results the Adjusted R Square Coefficient of Determination is 0.766 or 76.6%. This shows that 76.6% of the purchasing decision variable can be explained by e-wom and free shipping variables. While the remaining 23.4% of the purchasing decision variable is influenced by other variables not examined in this study.

CONCLUSIONS

In this study, researchers involved 110 respondents to providing information regarding e-wom and free shipping for SME purchasing decisions at Tokopedia (e-commerce), Central Kalimantan. This information was obtained by researchers through the distribution of questionnaires that were given to respondents with the criteria of consumers who bought the most aged 25 years and over. After the questionnaire was distributed, data processing was carried out with the help of a computer program, namely SPSS version 24 which can provide an overview or description of how the effect of e-WOM and free shipping on purchasing decisions. In this study obtained from $F_{count} = 22.473 > F_{table} 3.12$ or a significance value of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted, meaning that the e-wom variable (X1) and free shipping (X2) simultaneously or together has the same effect on the purchasing decision variable (Y).

In addition, this study obtained an Adjusted R Square coefficient of determination of 0.641 or 64.1%. This shows that 64.1% of purchasing decision variables can be explained by e-wom and free shipping variables. While the remaining 35.9% of the purchasing decision variable is influenced by other variables not examined in this study. Explanation of each variable is explained as follows:

e-WOM is a way of life that develops and is shared by a group of people and passed down from generation to generation. e-WOM is the most basic determinant of desires and behavior to gain consumer trust from the ease of obtaining information about products, free shipping, preferences from consumer behavior. In general, starting from activities or thoughts that are considered normal to form habits that are difficult to change. e-WOM develops into a form of consumer behavior in deciding purchases from the public in the form of values, norms, free shipping, preferences and behaviors that are obtained by someone from the family or other important institutions.

Based on the results of the descriptive analysis of the e-wom variable, an average of 4.34 was obtained. This shows that the e-wom variable indicators have an influence on purchasing decisions. The 3rd statement item has the highest average of 4.46. This shows that consumers have conveyed information about brands, services and products sold on e-commerce (Tokopedia). While the 2nd statement item has the lowest average of 3.746 which states that opinions are positive or negative values made by consumers in e-commerce.

Based on the results of multiple linear regression analysis, it can be seen that the e-wom variable has a positive effect on purchasing decisions with an estimated value of 0.361. This means that if the consumer's evaluation of e-wom on consumer purchasing decisions has an influence of 36.1%. So that the better the consumer's evaluation of e-WOM, the more consumer purchasing decisions will increase.

Free shipping is Free Shipping, which is a promotion which is a form of sales marketing that uses various impulses to stimulate product purchases as quickly as possible in order to increase the quantity of products purchased by customers. The main point is that free shipping does not only depend on physical stimulation, but also aims to lure consumers to use free shipping. In

free shipping marketing, it can be a purchase lure within the marketing price tag on action direct promotions, because it is free shipping that influences the actual behavior of consumers.

Based on the results of the descriptive analysis of the free shipping variable, an average of 4.08 was obtained. This shows that the free shipping variable indicators have an influence on purchasing decisions. The 1st statement item has the highest average of 4.35. This shows paying attention to luring consumers to use free shipping. While the 4th statement item has the lowest average of 3.71 which states that starting using the free shipping promo and making purchases.

Based on the results of multiple linear regression analysis, it can be seen that the free shipping variable has a positive and significant effect on purchasing decisions with an estimated value of 0.236. This means that the consumer's assessment of free shipping on consumer purchasing decisions is getting better, the consumer purchasing decisions are also increasing.

Based on the results of the descriptive analysis of the trust variable, an average of 4.02 was obtained. This shows that the indicators of the trust variable have an influence on purchasing decisions. The 1st statement item has the highest average of 4.09. This shows that first doing a search for information on SME products offered, then being sure to make a purchase because of the quality of SME products needed at Tokopedia.

The results of the study prove that e-WOM is very important with an e-commerce program that is easy, cheap and has previous customer reviews to make a purchase. In addition, it is important to have free shipping bundling marketing to give product confidence in accordance with consumer orders. so that SME business actors in Tokopedia (e-commerce) Palangka Raya City, the implications of this research can apply the results as a business strategy to improve consumer purchasing decisions. In marketing research, this can be used as a reference and can be considered to be implemented as a business strategy to increase purchasing decisions for SME products.

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