

The Influence of Social Media Promotion and Marketplace Website Design Quality on Purchasing Decisions with Consumer Trust (Shopee) as a Mediation Variable (Case Study on Uniska Kediri Students)

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ARTICLE INFO

Keywords: Social Media Promotion, Website Design Quality, Consumer Trust, Purchasing Decisions

Received : 20, March

Revised : 21, April

Accepted: 22, May

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ABSTRACT

This research aims to analyze the influence of social media promotions and the quality of Shopee website design on UNISKA Kediri students purchasing decisions with the mediation of consumer trust variables. The research method used was quantitative with data collection techniques through questionnaires distributed to 160 UNISKA Kediri students. The data analysis technique used is PLS (Partial Least Squares) using SmartPLS 4.0 software. The research results show that social media promotion and the quality of the Shopee website design have a significant positive influence on UNISKA Kediri students' purchasing decisions. The consumer trust variable is proven to mediate the relationship between social media promotions, website design quality, and purchasing decisions. The implication of this research is that Shopee needs to improve its social media promotion strategy and website design quality to increase consumer confidence and purchasing decisions for UNISKA Kediri students

INTRODUCTION

The development of information and communication technology (ICT) has brought significant changes in various aspects of life, including in the world of commerce. The emergence of e-commerce platforms like Shopee has changed the way consumers shop. Consumers can now easily search, compare and buy products online without having to visit a physical store. This change in consumer behavior certainly brings opportunities and challenges for online business people. To attract consumer interest and increase sales, online businesses need to implement effective marketing strategies. One strategy that is widely used is utilizing social media and marketplace websites. According to the journal (Ayuni et al., 2019), the Indonesian Internet Service Providers Association stated that in 2017, there were 143.26 million internet users, or around 54.68% of the entire population of Indonesia. Daily life is greatly influenced by internet use, which belongs to various areas of economics. Socializing in the modern era really requires the internet, just like communication. E-commerce is a type of internet-based economic activity.

Social media such as Facebook, Instagram, and Twitter have become popular platforms for marketing products and services. This platform allows business people to reach a wide target audience and build relationships with consumers. Social media can also be used to increase brand awareness, promote new products, and build a positive brand image. Marketplace websites such as Shopee, Tokopedia, and Lazada are also important platforms for online business people. This platform provides a space for sellers to display their products and reach potential consumers. The marketplace website also offers various features that can help sellers increase sales, such as a safe and easy payment system, product review features, and promotional programs. By looking at the reviews displayed on each market, customers can find out whether the market offers good service or not. If an online shopping website offers reverse service to customers, customers will have more confidence in making purchases there (Novitasari, 2016). Customer satisfaction when they purchase goods and the services they receive in the store creates customer trust.

It is this customer satisfaction that will enable further marketing of this product. Social media plays an important role in promoting a website to customers apart from providing attractive designs and complete information. This helps attract customers to visit the website. Social media, according to Nasrullah (2015) in the journal (Setiadi, 2014) forms internet communication that allows people to interact, collaborate, share, communicate and form virtual social bonds with other people. Nowadays, people still use social media to see life. This will have a positive impact on the economy. Companies can easily promote their products via social media (Puspitarini & Nuraleni, 2019). As a result, customers will be easily attracted to the product. Apart from that, marketing products via social media does not require expensive costs. It will be easier to attract customers by using unique and innovative product promotion methods. The number of social media users continues to increase every year. People of all ages are using social media. Therefore, it will be easier for customers to find out about product advertisements on social media.



Source:<https://databoks.katadata.co.id/datapublish/2023/05/03/5-ecommerce-dengan-pengunjung-terbesar-kuartal-i-2023>

Figure.1 List of Social Media User Visits

The figure shows the curve of the number of visits on various social media in 2023. The greater the number of visits, it shows that the social media is increasingly popular and has the potential to be used as a product marketing platform. Choosing the right social media platform to market products is very important. This is because each social media has a different user base. Understanding target consumers and product suitability with the platform is the main key to an effective marketing strategy. Platforms such as Instagram and Facebook have proven effective in attracting consumers to marketplace sites. The ease of access and popularity of social media makes it a powerful tool for reaching a wider target consumer. Utilizing social media as a product marketing platform is an easy and effective way to increase brand awareness and encourage sales. With the right strategy, your product can reach a wider audience and achieve success in the market.

Many studies have been conducted to examine the influence of social media promotions and the quality of marketplace website design on purchasing decisions. In research (Fipit Y, 2023) research shows that effective social media promotion can increase consumer trust and encourage purchasing decisions. Other research shows that good quality marketplace website design can improve user experience and increase the likelihood of purchase. Several studies also show that consumer trust can mediate the relationship between social media promotions and the quality of marketplace website design and purchasing decisions. This means that social media promotion and the quality of marketplace website design can increase consumer trust, and high consumer trust can increase the likelihood of purchasing. Social media is not only used to share personal stories, but is also used to introduce products to the market. With content uploaded on social media, it will be easier for people to recognize and trust the items they buy. In addition, research (Sanjaya & Budiono, 2021) found that social media influences consumer purchasing decisions by increasing trust. According to research (Humairah & Haryanti, 2021), the more sales are made via social media, the greater consumer confidence in their purchasing choices, and this research concludes that the use of social media has a positive impact on consumer confidence. In research (Dwiningtyas, 2021), social media promotion of

trust has a positive impact on consumer purchasing decisions. Formulation of the problem :

1. The Influence of Social Media on Purchasing Decisions
2. Effect of Promotion on Consumer Trust
3. The Influence of Marketplace Website Design Quality on Trust Consumer
4. Influence of Marketplace Website Design Quality on Purchasing Decisions
5. The Influence of Consumer Trust on Purchasing Decisions.

LITERATURE REVIEW

Social Media Promotion

According to Nasrullah (2015) in the journal (Setiadi, 2014) social media is a communication tool used by users during social processes. There is no doubt that social media is used as a means of communication between people in modern times. According to Soeparno and Sandra (2011) in the journal (Mulawarman & Nurfitri, 2017), social media is a major revolution that has the ability to change human behavior by using new media operated through social networking sites. The world of marketing will be greatly affected by this revolution.

Its influence is unique because of its rapid growth. Human relationships have experienced many changes as a result of the emergence of social media (Wirakusumah & Padjadjaran, 2021). The marketing department is one of those positive changes. Businesses can easily market their goods using social media. Consumers will be more interested in products that have an attractive social media appearance, have complete information, and are always updated. So, social media is very important for product marketing. Many people think social media is just a place to upload personal images to the public, but they actually do a lot to market products. According to Nainggolan, Grace, and Waleleng (2017), social media does several things, including helping people interact with each other near and far.

Social Media Promotion Indicators

Social Media Promotion Indicators: According to Narottama (2022) there are four indicators that can be used to improve your social media promotion. They are as follows:

1. Content Creation, namely creating content related to your own business.
2. Share content, Make sure the content shows the brand, is informative, and appeals to the target market and potential customers. Especially, share content related to your business with your target market or potential customers whenever possible to reach a larger potential market.
3. Connecting, Increase credibility and customer loyalty by conveying our content to audiences on the internet and other social networks.
4. Community Building, by creating social communities where you can meet other people who have similar interests can help grow your company network and reach new audiences.

Marketplaces

According to the journal (Wahyuni, Irman, & Gunawan, 2018), the electronic market is a place where many sellers and buyers interact with each other. With a marketplace, it is very easy for sellers and buyers to interact online. More and more people using the internet have an impact on the growth of e-commerce in Indonesia, especially online buying and selling forums. In facing the era of globalization, markets in Indonesia function as a tool to drive the economy. The existence of markets facilitates economic activities, improving the country's economy (Wahyuni et al., 2018). Therefore, an effective and easily accessible marketplace must be created. Market is just a platform, sellers have to improve their services and provide promotions to make their sales more. Each seller is responsible for marketing the various types of goods sold, even though they are all packaged in one container. Consumers who visit a market will look for high quality goods at affordable prices. Therefore, as a seller, you must be clever at attracting customers.

Marketplace Website Design Quality

A network that can be accessed via the internet and can facilitate and speed up the dissemination of information widely is very important in the current technological era. Online shopping websites are one example. A website consists of a collection of interrelated pages that display information such as text, still or moving images, animation, sound, and/or a combination of these elements, both static and dynamic. Each page is connected to a building network that is interconnected with eighteen page networks. The website is a network that ensures that the application system functions properly. A website must be designed in a way that will attract visitors (Destiningrum & Adrian, 2017). Website design must start with an idea that attracts users. as stated by Carlos, Raquel, and Orus (2009:180) in the journal (Pratama, 2014) Four dimensions – appearance, navigation, content, and purchasing process – influence the success of e-web design commerce.

Marketplace Website Design Quality Indicators

There are four dimensions and metrics to measure consumer trust, according to Kotler and Keller (2016:225).

1. courage, also known as sincerity or sincerity, which shows one's confidence in a salesperson to behave well towards customers.
2. Ability: The most recent definition of a person's ability is called ability. Sellers can reassure buyers and provide security and satisfaction during transactions in this way.
3. Willingness to Depend – Willingness to depend is a person's belief in the seller's honesty to maintain and fulfill the agreement with the consumer.

Consumer Confidence Indicators

According to Kotler and Keller (2016:225), there are four dimensions and indicators to measure consumer trust.

1. **Courage (sincerity/sincerity)**, which shows a person's trust in the seller to behave well towards consumers.
2. **Ability (Ability)** Ability is the latest measure of a person's abilities. This way, sellers can reassure buyers and provide them with security and satisfaction during the transaction.
3. **Integrity (integrity)** – Integrity is how much confidence a person has in the seller's honesty to maintain and fulfill agreements with consumers
4. **Willingness to depend** – Willingness to depend is the willingness to depend on the seller to accept the risks or possible consequences.

Buying Decision

In the journal (Ria Yunita Dewi 1, Yulianeu2, Andi Tri Haryono3, 2013), Kotler and Armstrong (2008) state that "consumer purchasing decisions" are buyers' decisions about the most preferred brand. In determining purchasing decisions, consumers must make decisions about the product what they need during the purchasing process. During this process, consumers have goals that have been achieved or fulfilled. Purchasing decisions are based on consumer expectations about the products they will buy. According to Pakpahan M (2016), buyers' personality factors also influence their purchasing decisions, such as age, occupation and economic situation. Consumer behavior also influences their decision-making process when making purchases.

However, Buchari Alma (2013) states that consumer decisions about purchasing are influenced by many factors, including economics, politics, culture, technology, price, location, promotions, physical evidence, people, and processes. giving consumers a way to process all the information and generate relevant responses for the product they are about to purchase.

Purchasing Decision Indicators

According to Philip Kotler and Kevin Lane Keller in the book *Marketing Management* (Edition 12, 2012) translated by Andreas Tjiptono, the consumer's decision to buy a product:

1. **Product Quality:** Consumers are attracted to products with superior quality, durability and good performance. They look for products that meet expectations and provide value for money.
2. **Product Brand:** Reputation and brand recognition play an important role in influencing purchasing decisions. Consumers tend to trust and choose established brands with a proven track record of quality and reliability.
3. **Product Price:** Price is a sensitive factor that greatly influences consumer choice. Consumers look for products that offer the best value for their budget, taking into account price and perceived quality.

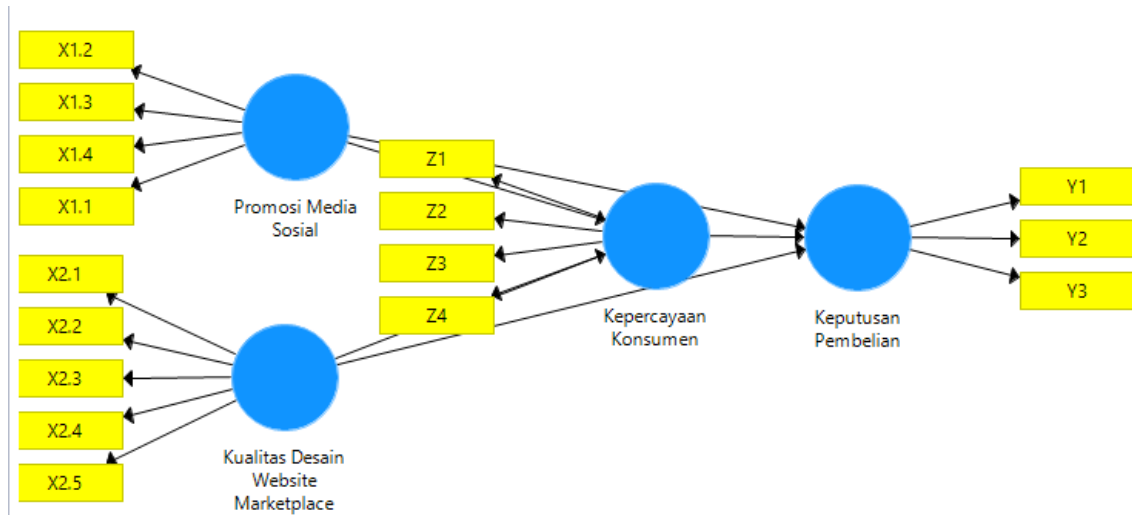


Figure.2 Theoretical Framework

METHODOLOGY

The research method used is a quantitative approach using a questionnaire and Structural Equation Modeling Partial Least Square SEM -PLS analysis. This research uses SEM - PLS because this research is in the marketing field so it will be difficult to get normally distributed data to use the Best linear unbiased Estimate (BLUE) regression equation. This research method consists of three stages, namely:

1. Identification Stage: This stage consists of literature study, field study, problem identification, determining research objectives, determining problem solving methods, and developing research instruments.
2. Data collection
 - 1) Consists of two types of data, namely Primary and Secondary data. Primary data was obtained from an initial questionnaire with a minimum of 30, and this research used a sample of 35 respondents to develop research instruments. The minimum sample size for the SEM - PLS method is 100 or more than 100 (Ikhsani et al., 2021). As a general rule, the minimum sample size is at least five times larger than the number of question items to be analyzed, and the sample size will be more acceptable if it has a ratio of 10: 1. In this study there are 16 of the most question indicators, so the required sample size is at least $16 \times 10 = 160$ respondents. This research targets UNISKA Faculty of Economics students from January to April 2024 who use online shopping applications such as Shopee. Secondary data is obtained from company data, previous journals and the internet.
 - 2) Data processing

The data processing stages were carried out after recapitulating the respondent data including gender, age, occupation, domicile, who has a shopee account. There are two stages of data processing, namely:

 - a. Instrument Test data processing
 - a) The validity test aims to find out whether the statements in the research questionnaire deviate from the variables or not so that they are said to be valid or not.

b) Reliability Test aims to determine the value of consistency in collecting research data. The coefficient used in the Reliability Test uses Cronbach's Alpha (Yusup et al., 2018).

b. SEM -PLS data processing

Structural Equation Modeling Partial Least Square (SEM -PLS) is a statistical analysis for evaluating models consisting of linear relationships between variables which are usually variables that cannot be observed directly. There are 2 model evaluations, namely

a) Evaluation of the Measurement Model (Outer Model) This evaluation aims to prove that the measurement model is valid and reliable. In the evaluation of this measurement model there are three evaluations, namely Convergent Validity by looking at the loading factor value which is expected to be > 0.7 , Discriminate Validity by looking at the cross loading value > 0.7 and Internal Consistency seen from the composite Reliability value which must be > 0.7 . It can be seen from the Cronbach Alpha coefficient (Saputra, 2018).

b) Evaluation of the Structural Model (Inner Model) aims to predict the relationship between latent variables based on substantive theory using R-square for endogenous constructs and t-statistic values from path coefficient testing. In this evaluation, there are several indicators that need to be considered, namely: Coefficient of Determination (R^2), Path Coefficient, T-Statistic, Predictive Relevance (Q^2), and F-square (Mardiana & Ahmad Faqih, 2019)

3) Analysis and Conclusion Stage

After processing the data, an analysis of the data processing results was carried out to determine the influence of social media promotion variables and the quality of marketplace website design on purchasing decisions with consumer trust as a mediating variable. And conclude from the results of the analysis according to the problem formulation.

RESEARCH RESULT AND DISCUSSION

The characteristics of the respondents are described regarding gender, age, occupation, domicile, who has a Shopee account. The influence of social media promotion and the quality of marketplace website design on purchasing decisions with consumer trust (shopee) as a mediating variable (case study of UNISKA Kediri students). Based on the results of distributing questionnaires to respondents, 160 questionnaires were collected which can be processed into research data.

Partial Least Square (PLS) Analysis

PLS analysis is used to determine the relationship between latent variables and their construct indicators. In this research, the PLS model was created based on UNISKA student sample data.

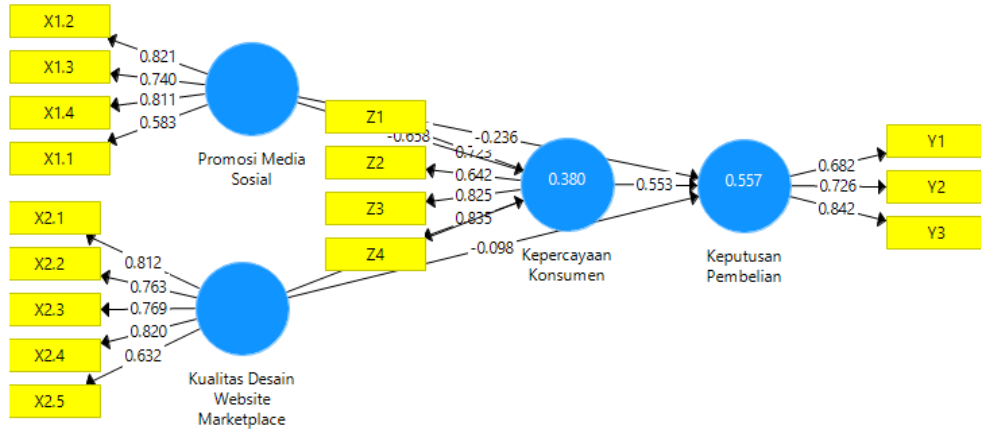
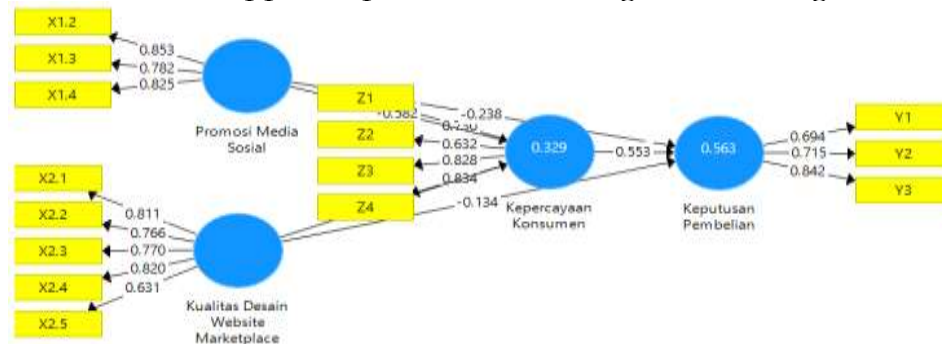


Figure 2. Initial PLS algorithm model.

Evaluation of Measurement Model (Outer Model)

Convergent validity of the measurement model with reflexive indicators can be seen from correlation between item/indicator scores and construct scores. An indicator is considered reliable if it has a correlation value above 0.70, but is acceptable if the loading scale is between 0.50-0.60 (Ghozali, 2008). In this study, the loading value was set at 0.6. So it is known that there are several indicators that have a value of less than 0.6, namely the X1.1 Content Creator indicator, so that the indicator is dropped to produce something like the image below.



Source: Primary Data Analysis, 2024

Figure.3 PLS Algorithm Model After Dropping

Discriminant validity of reflexive indicators can be seen in the cross loading between the indicator and its construct following the SmartPLS output. Discriminant validity is used to ensure that each concept of a latent variable/construct is different from other latent variables. The model has good discriminant validity if each loading value of each indicator for each latent variable has the largest loading value compared to the other loading values of the latent variable.

So it can be concluded that the indicators in the social media promotion construct, marketplace website quality, purchase satisfaction, consumer trust have a good level of discriminant validity. This shows that the indicator has good validity. Another test to assess the validity of the construct is by looking at the AVE value. A good model if the AVE of each construct is greater than 0.50, namely.

Table 1. Average Variance Extracted (AVE) Value

Variable	AVE	Ket
Social Media Promotion	0.555	Valid
Market place website design quality	0.581	Valid
Consumer Decisions	0.567	Valid
Consumer Confidence	0.579	Valid

Source: Primary Data Analysis, 2024

The table above shows that the AVE results for each variable are more than 0.5, which shows that this research data is valid because it meets the minimum AVE value (Ghozali, 2014). The cross-loading results show that each indicator has a greater value for the latent variable compared to the other variables. Next, analysis of Cronbach's alpha and composite reliability values was carried out. Besides the construct validity test, a construct reliability test was carried out which was measured using 2 criteria, namely composite reliability and Cronbach alpha from the indicator block that measures the construct. A construct is declared reliable if the composite reliability and Cronbach alpha values are above 0.70.

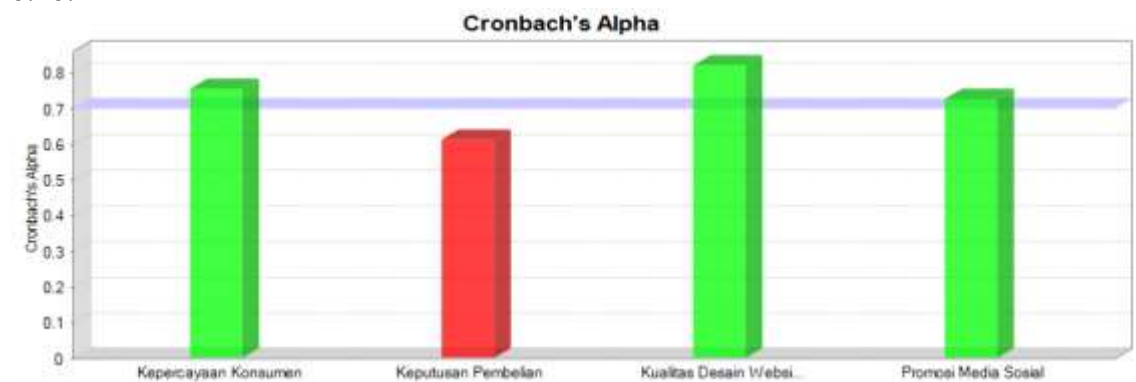


Figure.4 Cronbach's Alpha graph.

	Rata-rata Varia...
Kepercayaan Konsumen	0.579
Keputusan Pembelian	0.567
Kualitas Desain Website Marketplace	0.581
Promosi Media Sosial	0.555

Source: SEM PLS 3 data processed in 2024

Source: SEM PLS 3 data processed in 2024

The table above shows that each variable has an AVE result that exceeds 0.5, which means the data in this research is declared valid because it meets the minimum AVE value criteria (Ghozali, 2014). If you look at the cross loading results, each indicator also has a greater value for the latent variable than the indicators for the other variables. Testing continued by observing the results of Cornbach's alpha values and composite reliability.

Reliability Test

Table.2 Reliability Test

	Cronbach's Al...	Reliabilitas Komposit
Kepercayaan Konsumen	0.755	0.845
Keputusan Pembelian	0.613	0.796
Kualitas Desain Website Marketplace	0.820	0.873
Promosi Media Sosial	0.727	0.830

Source: Primary Data Analysis, 2024

The Cornbach's alpha value for each variable is the social media promotion value 0.727, the quality of the marketplace website design 0.820, consumer trust 0.755 and the purchase decision value below 0.7, namely 0.613. Each variable also has a composite reliability value above 0.6. According to Devi et al. (2015), the indicators for each variable are considered to meet the criteria and have a high level of consistency.

Structural Model Evaluation

The testing process is determined by paying attention to the R-square results and paying attention to the results of the Q-square predictive relevance. It can be seen that the R-square results obtained are 0.557 or 56%, which means that the latent variable shows its contribution in explaining the purchasing decision variable is 56%. Apart from paying attention to the R-square value, you also need to look at the Q Square results which have a result of 0.380, which means the four variables in the marketing mix have high predictive relevance for purchasing decisions (Sari and Yasa, 2020).

Hypothesis Test

Observing the t-statistic value and P-value are things that need to be considered when testing hypotheses. The table below presents the results of hypothesis testing that was carried out in this research.

Table.3 Results of Bootstrapping Path Coefficient Analysis

	Sampel Asli (O)	Standar Deviasi (STDEV)	T Statistik (O /...	P Values
Kepercayaan Konsumen -> Keputusan Pembelian	0.553	0.068	8.071	0.000
Kualitas Desain Website Marketplace -> Kepercayaan Konsumen	0.146	0.079	1.858	0.064
Kualitas Desain Website Marketplace -> Keputusan Pembelian	-0.098	0.080	1.221	0.223
Promosi Media Sosial -> Kepercayaan Konsumen	-0.658	0.051	12.971	0.000
Promosi Media Sosial -> Keputusan Pembelian	-0.236	0.069	3.398	0.001

Source: Primary Data Analysis, 2024

From the table above, it can be stated that in this research, not all hypotheses can be accepted. The t-statistic results that exceed 1.96 are the consumer trust variable on purchasing decisions with a value of 8,071, the marketplace website design quality variable on consumer trust 1,858, the social media promotion variable on consumer trust with a value of 12,971, the social media promotion variable on purchasing decisions with a value 10.202 and the variable quality of website design for the marketplace on purchasing decisions is below 1.96, namely 0.214. In the table above, several variables have a p-value below 0.5 or equal to 0.05, proving that the variables have a significant influence, namely the consumer trust variable on purchasing decisions, the social media promotion variable on consumer trust and purchasing decisions. For example, the variable quality of marketplace website design on consumer decisions and consumer trust shows that there is no significant influence.

Based on the table you provided, there are several important findings related to the influence of social media, promotions, quality of marketplace websites, and consumer confidence in purchasing decisions:

1. The Influence of Social Media on Purchasing Decisions with a regression coefficient value of -0.236, t value: 3.398, p value: 0.001 The results of the analysis show that social media has a significant negative influence on purchasing decisions. This means that the more consumers are exposed to social media promotions, the less likely they are to purchase the promoted product or service. Research in line with S. Singh, A. Singh, and S. Kumar entitled "The Impact of Social Media on Consumer Purchase Decisions: A Meta-Analysis" (2020) Findings This article conducted a meta-analysis of 42 studies and found that social media has a significant positive influence on purchasing decisions. This shows that consumers who are exposed to social media are more likely to purchase the product or service being promoted.
2. Effect of Promotion on Consumer Trust with regression coefficient value: -0.658, t value: 12.971, p value: 0.000. The analysis results show that promotions have a significant negative influence on consumer trust. This means that the more consumers are exposed to a promotion, the less likely they are to trust the product or service being promoted. In line with research by J. Meyer-Waite, A. Evans, and M. Sharma entitled "The Effects of Advertising on Consumer Trust" (2018). The findings in this article examine

the effects of promotions on consumer trust and find that excessive promotions can damage trust. consumer. This shows that companies need to be careful in using promotions to market their products or services.

3. Influence of Marketplace Website Design Quality on Consumer Trust with regression coefficient value: 0.146, t value: 1.858, p value: 0.064. The analysis results show that the quality of marketplace website design has a weak positive influence on consumer trust. This means that consumers who consider marketplace websites to be high quality tend to trust the products or services offered on the marketplace more. However, this effect is not statistically significant at the 0.05 level. In line with the article with the title "The Impact of Website Design Quality on Consumer Trust" (2016) Authors H. Kim, S. Lee, and Y. Kim with the findings in this article examined the influence of marketplace website design quality on consumer trust and found that the website A well-designed marketplace can increase consumer trust. This shows that companies need to invest in the design of their marketplace websites to increase consumer trust.
4. Influence of Marketplace Website Design Quality on Purchasing Decisions with regression coefficient value: -0.098, t value: 1.221, p value: 0.223. The analysis results show that the quality of the marketplace website design does not have a significant influence on purchasing decisions. This means that the quality of the marketplace website does not have a significant impact on consumers' decisions to purchase products or services offered in the marketplace. in line with the research of A. Parasuraman, A. Malhotra, and E. Jayachandran with the title "The Effect of Website Design on Consumer Purchase Decisions" (2014). This article examines the influence of the quality of marketplace website design on purchasing decisions and finds that marketplace websites are designed with both can improve consumer purchasing decisions. This shows that companies need to invest in their marketplace website design to increase sales.
5. Influence of Consumer Trust on Purchasing Decisions with regression coefficient value: 0.553, t value: 8.071, p value: 0.000. The analysis results show that consumer trust has a strong positive influence on purchasing decisions. This means that consumers who have higher trust in a product or service are more likely to buy it. This research is in line with JB Sweeney, ER Goldsmith, and BL Grappi with the title "The Role of Consumer Trust in Purchase Decisions" (2012). This article examines the influence of consumer trust on purchasing decisions and finds that consumer trust is an important factor in influencing purchasing decisions. This shows that companies need to focus on building consumer trust to increase sales.

CONCLUSIONS AND RECOMMENDATIONS

1. Social media and promotions have a negative influence on purchasing decisions.
2. The quality of marketplace website design has a weak positive influence on consumer trust, but does not have a significant influence on purchasing decisions.
3. Consumer trust has a strong positive influence on purchasing decisions.
4. Companies need to be careful in using social media and promotions to market their products or services.
5. Companies need to focus on building consumer trust by providing high-quality products or services and providing good customer service.
6. Companies need to improve the quality of their marketplace website design to increase consumer trust.

It is important to note that this analysis is based on only a limited sample of data. To get more accurate results, further research is needed with a larger and more representative data sample.

ADVANCED RESEARCH

Considering the researchers' own limited knowledge and skills, the researcher has come to the realization while producing this article that there are still numerous deficiencies in language, writing, and presentation style. As a result, the researcher anticipates helpful critiques and recommendations from a range of sources to ensure the piece is flawless.

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