

Impact of Event Marketing, Promotions, and Brand Image on User Loyalty: A Study on Bukalapak Marketplace

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ABSTRACT

Competition in Indonesia's e-commerce sector is increasing, leading Bukalapak to revise its operational strategies due to declining competitiveness. This study investigates the effects of event marketing, promotions, and brand image on user loyalty. Using a quantitative method, data were collected via questionnaires from 180 respondents and analyzed through multiple linear regression in SPSS. Event marketing had a negative effect ($t = -2.127$, $p = 0.035$), promotions had a significant positive effect ($t = 6.347$, $p = 0.000$), while brand image showed no significant influence ($t = 0.376$, $p = 0.707$). The F-test indicated a joint significant effect ($p = 0.000$). The coefficient of determination (R^2) was 20.1%, implying that other variables also influence user loyalty.

INTRODUCTION

Electronic commerce is a result of the rapid advancement of information technology. Electronic commerce refers to the process of purchasing without the need to physically visit a location. It can be accessed using electronic devices such as gadgets, personal computers, and others (Yerizal, 2024).

The development of electronic commerce began with the introduction of the internet in Indonesia in the late 1990s to early 2000s. Indosat initiated the digital era in 1994, followed by the emergence of Kaskus in 1999, which served as a precursor to electronic commerce in Indonesia by providing forums and online transactions. Then in 2009, Tokopedia was established, and since its emergence, electronic commerce in Indonesia has experienced rapid growth (Wardhana, 2024).

The impact of electronic commerce growth on Indonesian civilization has led to many innovations, one of which is instant and fast shopping (Anggraeni and Budiati, 2020). Therefore, electronic commerce must provide the best service to satisfy customers, as customer loyalty originates from the satisfaction they receive (Maulidian et al., 2022).

According to Widnyani (2020), promotion affects customer loyalty in Gojek. In practice, promotion strategies integrate various elements such as advertising, direct sales, sales promotion, and publicity into a holistic communication program. This program aims to reach prospective buyers and other parties who can influence consumer loyalty levels. It is important to understand that no matter how good the quality of a product is, if consumers are unfamiliar with it or doubt it, the potential purchase from prospective customers will be very low (Farisi and Siregar, 2020). Meanwhile, Wiza and Suryawardani (2020) state that events contribute significantly to customer loyalty. Similarly, according to Apriliani (2019), brand image influences customer loyalty. Brand image includes a series of associations related to the brand embedded in consumers' memories, shaping positive or negative perceptions of it (Marlius and Anwar, 2023).

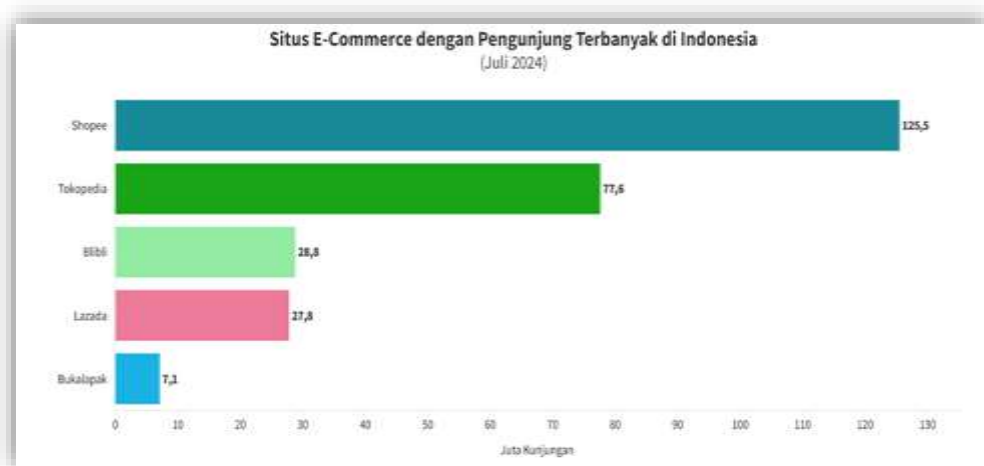


Figure 1. brand image influences customer loyalty
Source from the Indonesia Data website (2024).

The data above shows that the Bukalapak marketplace ranks lowest among e-commerce platforms. Competition in Indonesia's e-commerce sector is very intense, as indicated by the increasing Gross Merchandise Value (GMV). GMV measures the total sales value of goods within a certain period, commonly used in marketplaces. Research by Google, Temasek, and Bain & Company estimates that Indonesia's e-commerce GMV will reach \$65 billion in 2024, the largest in Southeast Asia. This value represents a 10.17 percent growth from \$59 billion in 2023 (Javier, 2025). Due to this fierce competition, Bukalapak has shut down services on its app and website.

According to Javier (2025), in an interview with Bukalapak's Head of Media and Communication, Dimas Bayu, the decision to stop selling physical products was made to achieve a positive Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA). Physical product sales on the Bukalapak platform only contributed about 3 percent of the company's total revenue. This statement indicates that Bukalapak faced problems that led to the closure of services on its web and app platforms.



Figure 2. Bukalapak platform
Source from Tempo (2025).

The data above shows a negative EBITDA growth from 2024 until now. Due to these issues, the researcher aims to determine whether Bukalapak's users remain loyal and whether event marketing, promotions, and brand image, as found in previous studies, also affect user loyalty on Bukalapak.

In the era of intense digital competition, e-commerce platforms in Indonesia face continuous pressure to sustain user loyalty amidst rapid technological advancements and shifting consumer behaviors. Bukalapak, once one of the leading platforms, has experienced a decline in competitiveness, making it crucial to investigate the effectiveness of event marketing, promotional strategies, and brand image in fostering user loyalty. Understanding these factors is not only essential for Bukalapak but also provides strategic insights for other

marketplaces navigating similar challenges in Southeast Asia's largest digital economy. By integrating both consumer behavior theories and empirical analysis, this study contributes to the broader discourse on how e-commerce firms can balance aggressive promotional tactics with long-term brand-building efforts to remain relevant in an increasingly saturated market.

LITERATURE REVIEW

Event Marketing

Event marketing is an experience-based marketing tool focused on consumer experience and driven by both emotional and rational factors to create a complete experience for consumers (Setiawan et al., 2022). Event marketing has an extraordinary ability to create memorable experiences for its target market because it can shape emotions and memories (Satriya et al., n.d.). According to Wood and Masterman in Maharani and Mustikasari (2020), the dimensions of event marketing are as follows: involvement, which is the company's ability to make the audience feel the atmosphere of the event; interaction, which is the communication process between consumers and service or product providers; impression, the impression felt by consumers during the event; intensity, referring to memorable and impactful experiences; personalization, which is a unique and memorable experience for the individual; innovation, the organizer's ability to create unique events; and integrity, which concerns the authenticity of the event and the organizer's ability to contribute.

Promotion

Promotion is an effort made by companies to highlight product advantages while convincing consumers to make purchases (Farisi & Siregar, 2020). Promotion is one of the factors that can lead to customer satisfaction (Indriani, 2024). According to Kotler and Armstrong in Hasanawi and Imsyar (2022), the dimensions of promotion are as follows: advertising, which involves using media to promote products; personal selling, the direct interaction between sellers and prospective buyers; sales promotion, activities that encourage short-term sales; publicity and public relations, which build a positive company image through press releases, events, and other activities; and word-of-mouth information, recommendations from consumers to others about products or services.

Brand Image

Brand image can be defined as the perception formed in the minds of consumers based on how a brand reflects itself in consumer memory during interactions with the brand (Marlius & Anwar, 2023). According to Lassar in Mashuri (2020), the dimensions of brand image are as follows: good name, which refers to the status held by a particular brand; recognition, the consumer's awareness of the brand; emotional attachment, the emotional bond experienced between consumers and producers; and brand loyalty, which is the consumer's long-term use and recognition of the brand.

Customer Loyalty

Customer loyalty is defined as the customer's commitment to a brand, store, or service provider, based on a strong positive attitude and manifested through consistency in repeat purchases (Arianto & Kurniawan, 2021). According to Kotler in Mashuri (2020), the dimensions of customer loyalty are as follows: repeat purchase, where consumers buy products again due to satisfaction or loyalty; recommending to others, where consumers suggest products to others based on positive experiences; and resistance to influence, where consumers remain loyal to the brand despite the presence of competitors.

METHODOLOGY

According to Suharyadi and Porwanto in Nurmanah (2021), population is a collection of all possible people, objects, or other measures of the study's focus. In this research, the population consists of Bukalapak users, with the exact population size unknown. A sample is a subset of the population's quantity and characteristics. Samples taken from the population must be truly representative (Sugiyono, 2017).

The sample size determination uses the theory by Hair and Black (2010) in the book *Multivariate Data Analysis*, which states that sampling is calculated by multiplying the number of dimensions by 5, 10, or 20. The researcher chooses to multiply by 10, as recommended by Hair. This study has 18 dimensions, so the sample size is 18 times 10, resulting in 180 samples.

Sampling technique used is Nonprobability Sampling. According to Sugiyono (2017), Nonprobability Sampling is a method that does not provide equal opportunity for each member of the population to be selected as a sample. The specific technique used is Purposive Sampling, which selects samples based on certain criteria. The criteria include users who have made at least five purchases or are active in providing reviews about Bukalapak. The detailed sampling process is as follows:

1. Researchers identify buyers on the Bukalapak app with a purchase frequency of five times by asking sellers or checking comments after purchases.
2. Researchers search marketplace groups such as Facebook or online discussion forums where Bukalapak is reviewed or discussed.
3. Researchers contact observed respondents to request consent for completing questionnaires on Event Marketing, Promotion, Brand Image, and Loyalty.

The operational variables in this study are event marketing, promotion, brand image, and loyalty. Event marketing refers to consumers feeling involved and interacting with a brand or product that is memorable, unique, innovative, non-disruptive, and authentic. Promotion includes advertising, personal selling, sales promotion, publicity and public relations, and word-of-mouth information. Brand image is the consumer's trust and reliance on a brand or product because it provides a sense of security and suitability for the consumer. Loyalty is defined as repeat purchases made by consumers, recommending the brand to others, and consumers' firmness in their choice.

RESEARCH RESULTS

Validity testing was conducted using Pearson correlation analysis with p-value as the decision-making basis. The results showed that all statement items had p-values less than 0.05, with most items showing p-values < 0.01 . These values indicate a significant relationship between each item and the measured variable, confirming that each item validly contributes to measuring the research construct. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, indicating that all questionnaire items are valid. This validity confirms that the instrument meets the requirements as a measurement tool to collect accurate and relevant data, allowing the questionnaire to proceed to the reliability analysis stage to ensure internal consistency.

Table 1. Validity and reliability

Variable	Alpha Score	Criteria
Event Marketing	0.807	Reliable
Promo	0.657	Reliable
Brand Image	0.716	Reliable
Loyalty	0.719	Reliable

The analysis results show that the Cronbach's Alpha values for each variable are as follows: Event Marketing (0.807), Promotion (0.657), Brand Image (0.716), and Loyalty (0.719). Based on reliability standards, an instrument is considered reliable if the Cronbach's Alpha value is ≥ 0.6 . In this test, all variables scored above the threshold, indicating that the instrument has an adequate to strong level of internal consistency. Thus, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, meaning all variables in the questionnaire are declared reliable. This indicates that the research instrument can be consistently used to measure the intended constructs in this study.

Normality

In the normality test, the hypothesis states that if the significance value (Sig) is greater than 0.05, the residual data are normally distributed; conversely, if the Sig value is less than 0.05, the residual data are not normally distributed. The test result using the One-Sample Kolmogorov-Smirnov method produced a Sig value of 0.200, indicating that the residual data are normally distributed, and thus the null hypothesis (H_0 : data are normal) is accepted.

Linearity Test

In the linearity test, the hypothesis states that if the Sig value from the deviation from linearity is greater than 0.05, the relationship between the independent and dependent variables is considered linear (H_0 : linear relationship). Conversely, if the Sig value is less than 0.05, it indicates a deviation suggesting a non-linear relationship (H_1 : non-linear relationship). In this study, the Event Marketing variable obtained a Sig value of 0.842, the Promotion variable 0.654, and the Brand Image variable 0.748. Since all values are greater

than 0.05, the null hypothesis (that the relationship is linear) is accepted, indicating that there is no deviation from the linear pattern between each variable and user loyalty.

Multicollinearity Test

The multicollinearity test is used to check whether there is a strong correlation among the independent variables in the regression model. High correlation among independent variables can lead to inaccurate or biased model estimates. Therefore, a good regression model should have independent variables that are not correlated or multicollinear. This test is typically performed by measuring the Variance Inflation Factor (VIF) and tolerance coefficient to assess the level of collinearity between variables. The hypothesis for this test is as follows: if the tolerance value > 0.10 , no multicollinearity occurs; if the tolerance value < 0.10 , multicollinearity occurs. For the tolerance test, the obtained values were Service Quality: $0.630 > 0.10$, Product Quality: $0.620 > 0.10$, Timeliness: $0.980 > 0.10$

For the VIF hypothesis test, the following applies: if the VIF value < 10 , no multicollinearity occurs; if the VIF value > 10 , multicollinearity occurs. The VIF values obtained were Service Quality: $1.587 < 10$, Product Quality: $1.612 < 10$, Timeliness: $1.021 < 10$. Since the obtained values meet the hypothesis requirements, it can be concluded that no multicollinearity exists.

Heteroscedasticity Test

The heteroscedasticity test is used to check whether the residual variance in the regression model is constant or varies. If the residual variance is constant, the model is said to experience homoscedasticity, while if it varies, the model experiences heteroscedasticity. Heteroscedasticity can reduce the accuracy of model estimates, so this test is important to perform.

The hypothesis for this test is as follows: if the Sig value > 0.05 , heteroscedasticity does not occur; if the Sig value < 0.05 , heteroscedasticity occurs. The obtained Sig values were Service Quality: $0.087 < 0.05$, Product Quality: $0.087 < 0.05$, Timeliness: $0.351 > 0.05$. Since the points do not follow any pattern in the spread, it can be concluded that no heteroscedasticity is present. Since all classical assumption tests have met the requirements, the data in this study can proceed to the next test, which is multiple linear regression.

DISCUSSION

Multiple Linear Regression

Table 2. Multiple Linear Regression Results

Variable	Regression Coefficients	Sig.
(Constant)	8,361	.000
Event Marketing	-0,153	.035
Promotion	0,458	.000
Brand Image	0,029	.707

Based on the table above, the constant value is 8.361, with coefficients for Event Marketing (X1) at -0.153, Promotion (X2) at 0.458, and Brand Image (X3) at 0.029. Thus, the multiple linear regression model can be written as:

$$Y = 8.361 - 0.153X_1 + 0.458X_2 + 0.029X_3$$

The interpretation of the regression result is as follows: the constant value of 8.361 indicates that when all independent variables (Event Marketing, Promotion, and Brand Image) are equal to zero, user loyalty is expected to be at the level of 8.361. The coefficient of -0.153 for the Event Marketing variable suggests that for every one-unit increase in event marketing intensity, user loyalty is expected to decrease by 0.153 units, assuming other variables remain constant. In contrast, the coefficient of 0.458 for the Promotion variable indicates that every one-unit increase in promotional activities contributes to an increase in user loyalty by 0.458 units. The very small coefficient of 0.029 for the Brand Image variable suggests that its effect on user loyalty is not significant in this model.

Overall, the model shows that promotional activities are the key factor in increasing user loyalty, while event marketing tends to have a negative impact, and brand image does not contribute significantly. Additionally, the significance value (Sig) for the Brand Image variable is 0.707, indicating that there is no statistically significant effect.

T-Test (Partial Test)

For the t-test, the test hypothesis states that if the significance value (Sig) is less than 0.05, then the independent variable has a significant effect on user loyalty; conversely, if the Sig value is greater than 0.05, the effect is not significant. Based on the results, the Event Marketing variable has a Sig value of 0.035 with a coefficient of -0.153, indicating a significant negative effect on user loyalty. The Promotion variable shows a highly significant value ($p < 0.001$) with a coefficient of 0.458, meaning it has a significant positive effect on loyalty. Meanwhile, the Brand Image variable has a Sig value of 0.707, indicating no significant effect.

F-Test (Simultant Test)

The F-test hypothesis states that if the significance value is less than 0.05, the independent variables namely Event Marketing, Promotion, and Brand Image simultaneously have a significant effect on user loyalty; conversely, if the significance value is greater than 0.05, their combined effect is not significant. Based on the analysis results, the significance value obtained is well below the 0.05 threshold, indicating that the combined effect of these three variables has a significant impact on user loyalty. This means that when these independent variables are included in the model, together they are able to explain the variation in user loyalty significantly.

Coefficient of Determination (R²) Test

The coefficient of determination (R²) indicates the proportion of variance in the dependent variable (user loyalty) that can be explained by the independent variables in the model. An R² value of 0.201 means that the model consisting of Event Marketing, Promotion, and Brand Image explains approximately 20.1% of

the variation in user loyalty. In other words, considering only these variables, the model accounts for just 20.1% of the differences in loyalty among users. The remaining 79.9% of the variation suggests the presence of other factors beyond these three variables, or random variability, that also influence user loyalty. This indicates that although the variables in the model contribute significantly in combination, the model does not fully capture the entire dynamics affecting user loyalty. Other factors such as user experience, price, service quality, and external influences may also play crucial roles and should be considered in future research.

CONCLUSIONS AND RECOMMENDATIONS

Event Marketing

The research findings indicate that event marketing has a significant negative effect on user loyalty on Bukalapak. Although event marketing is generally regarded as a tool capable of creating memorable experiences and enhancing consumer engagement (Setiawan et al., 2022), this study's results suggest that an increase in event marketing intensity is associated with a decline in user loyalty. This aligns with the perspective of Nurochman & Suryawardani (2020), who also noted an influence of event marketing on loyalty, implying that not all event marketing efforts translate positively in this context.

Promotion

Promotion shows a significant positive contribution to user loyalty, as evidenced by a regression coefficient of 0.458. This result confirms that increased promotional activities such as advertising strategies, personal selling, sales promotions, and public relations effectively boost consumer trust and purchase interest. These findings are consistent with Farisi & Siregar (2020), who emphasized the impact of promotion on consumer loyalty.

Brand Image

This study found that the influence of brand image on user loyalty is not significant. This suggests that, within the Bukalapak context, the brand image may not yet be strong or consistent enough to directly drive loyalty. Therefore, other factors like promotion play a more dominant role. This outcome opens opportunities for further research to explore additional external factors that might have a greater impact on determining user loyalty in the highly competitive e-commerce market.

Recommendations

Based on the findings, e-commerce platforms, especially Bukalapak, are advised to optimize promotional strategies as the strongest driver of loyalty, while reevaluating event marketing approaches that may unintentionally reduce user commitment. Strengthening brand image requires consistent communication, trust-building initiatives, and improved user experiences that extend beyond price-based promotions. Future strategies should incorporate personalized marketing, gamification, and loyalty reward systems to enhance engagement. Additionally, collaboration with data-driven tools such as AI-

powered recommendation engines and big data analytics can help platforms identify customer preferences more accurately, thereby improving retention. For long-term sustainability, companies should not rely solely on aggressive discounting but invest in building emotional connections with users through transparency, customer service excellence, and community-driven initiatives.

ADVANCED RESEARCH

Future research on e-commerce user loyalty should move beyond linear models by exploring mediating and moderating variables such as user experience quality, trust, perceived value, and digital engagement to better capture the dynamics of loyalty formation. Cross-platform comparative studies between leading and declining marketplaces can provide richer insights into why certain strategies succeed or fail under competitive pressure. Moreover, incorporating advanced analytical methods such as structural equation modeling, sentiment analysis from user-generated content, and big data analytics can enhance the robustness of findings. These approaches will allow for a more comprehensive understanding of how promotional strategies, brand positioning, and experiential marketing interact in shaping sustainable loyalty within Indonesia's rapidly evolving digital economy.

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