

Original Research Article

The Analysis of Repurchase Intention in Online Transaction of A Marketplace, Shopee (A Case study: Customers of Fashion Products in Indonesia)

ABSTRACT

The emergence of shopping online promotes the development of a marketplace in Indonesia. Shopee is one of the biggest marketplaces which always develops its features to increase its customer satisfaction, keeping in mind that many competitors are offering similar services. The variables of e-service quality, engagement, and e-trust are used to examine the repurchase intention of the customers. The method used in this research is a quantitative method with purposive sampling. The testing used in this research is hypothesis testing, which is done by Goodness of Fit Testing using AMOS 26. The result obtained shows that the quality of e-service influence the engagement, the quality of e-service also influence the e-trust, engagement influence the e-trust, engagement influence the repurchase intention, and e-trust influence the repurchase intention.

Keywords: Repurchase Intention; Online Transaction; Customer; Marketplace.

1. INTRODUCTION

The development of internet technology has driven the shift of the customer's behavior in purchasing. The development of internet technology allows customers to purchase online. All online transactions do not need direct communication. In online purchasing, the customer could only see the type and the variety of things to buy through the internet. The customer's desire to do the purchasing quickly and easily is one reason for the marketplace to develop in Indonesia.

Indonesia has become the county with the highest percentages of marketplace development in the world compared to Mexico, the Philippines, Colombia, and other countries in the world. Indonesia is also one of the countries with high percentages of internet usage for online

purchasing. This is proved by the percentage of internet usage for online purchasing in Indonesia with a number of 88,1% or around 179 million people (Lidwina, 2021). This information shows that Indonesia is one country that has the potential for marketplace development.

A marketplace is defined as an online market that facilitates trading through the internet (Mourtzis, et al., 2020). Different from e-commerce which is an online retail that promotes products or services through the website, whereas a marketplace consists of several online retailers which promote a variety of products and services. The marketplace is an online market that focuses to attract certain consumers' desires and offers a variety of conveniences to online retailers to promote their products or services. These conveniences ease online retailers to promote their products in the marketplace.

As the marketplace developed in Indonesia, there is an increase in the number of online purchases in the marketplace. However, there are inconsistencies between the perceived performances of the customer and the customers' expectations related to the quality of the service when purchasing online in the marketplace. (Kominfo, 2013) explained that the quality of the product is not following the customer's expectations and the product delivery is either taking a long time or even delayed, this is a big problem faced by customers in online purchasing, and the percentage of such problems is up to 46% and 39%. This problem influences the repurchase intention.

Repurchase intention is one of the indicators used to measure the customer's desire for one product or service. Kusmita et al. (2022) explained that repurchase intention is influenced by e-service and e-trust. Hikmah dan Riptiono (2020) added that repurchase intention is also influenced by the customer's engagement. To maintain the existence of the market, the marketplace must understand the customer's needs precisely. This understanding helps the marketplace to improve service quality, trust, and customer engagement so that customer satisfaction increases and encourages the desire to purchase higher.

The products with the highest transaction in the marketplace are fashion products. Laporan Ekonomi dan Keuangan Syariah (LEKSI) reported that fashion products become one of the most favorable products in the marketplace compared to other products, such as; health products, beauty products, household products, credits, and other products. The proportion level of the fashion products transaction is up to 88,63% (Rizaty, 2021).

Several kinds of research show that the customer's repurchase intention on fashion products online purchasing is still low. Zikra dan Yusra (2016) compared the customer's satisfaction when purchasing fashion products online with the satisfaction when purchasing fashion products in a traditional retail shop and the result shows that the customer's satisfaction when purchasing fashion products online is lower than when purchasing fashion products in

traditional retail shops. Hikmah dan Riptiono (2020) explained that when customer satisfaction is low, this will influence the repurchase intention which will also be low. When the repurchase intention is low, the sales rate and the profit gained will also decrease (Nuraini dan Evianah, 2019).

Renewable energy resources: These are energy derived from natural resources that are replenished at a higher rate than they are consumed. For instance, sunlight, wind, and water are such sources that are constantly being replenished. Wind energy is utilized by wind gauges, solar energy is utilized by solar panels and the kinetic energy derived from motion in water is utilized by dams.

Based on the reasons above, research related to customers' online purchase intention in the marketplace in Indonesia is conducted. Fashion products are the object which has been examined because the market share of fashion products is wide and is one product that is favorable in online purchasing. The problem formulation of this research is; "How do e-service quality, engagement, and e-trust influence repurchase intention?". This research is expected to be able to help the marketplace understand which indicators should be improved to raise the purchase intention of the customer. This will help the marketplace to gain loyal customers and the sales rate will increase.

2. SELECTED EXISTING LITERATURE

2.1 E-Service Quality

Parasuraman (2005) defined e-service quality as the level of effectiveness and efficiency of the marketplace in giving the customer satisfaction when purchasing that involved the process of buying along with the product delivery. The indicators used in measuring e-service quality according to Parasuraman (2005) are as follows:

- a. Efficiency
- b. Fulfillment
- c. System availability
- d. Privacy
- e. Responsiveness
- f. Compensation
- g. Contact

Hikmah dan Riptiono (2020) explained that e-service quality on the customer's engagement which in the end influences the customer's trust. That is why the hypothesizes below are constructed:

H1: E-service quality influenced customer engagement when online purchasing in Shopee.

H2: E-service quality influenced e-trust when online purchasing in Shopee.

2.2 Customer Engagement

The Marketing Science Institute (MSI, 2010) cited in Hikmah dan Riptiono (2020) explained that customer engagement is the customer's behavior towards branding outside the purchasing or buying activity caused by the customer's individual motivation such as word of mouth, recommendation, interactions between customers, writing reviews, blogging, and other similar activities. Customer engagement indicators according to So, King, & Sparks (2014) cited in Hikmah dan Riptiono (2020), are:

- a. Enthusiasms.
- b. Attention.
- c. Absorption.
- d. Interaction.
- e. Identification.

According to Hikmah dan Riptiono (2020) the customer engagement indicators in the Shopee marketplace is that Shopee provides live chat, a variety of social sharing, and interesting gamification, such as Shopee shake-shake, Shopee quizzes, the golden rain shake, and other interesting games, customers feel happy when collecting as much as Shopee coins as they could, they have their own satisfaction. Based on this, the hypothesis below is created:

H3: Customer engagement influenced e-trust when online purchasing in Shopee.

2.3 Repurchase Intention

Chou and Hsu (2016) defined repurchase intention as one reusing online retail by a customer in purchasing a certain product.

Repurchase intention indicators according to Chou and Hsu (2016) are as follows:

1. Customers consider certain marketplace as their primary choice in the future when purchasing the same product.
2. Customers always use the same marketplace when purchasing.
3. Customers intended to repurchase the same product from the same marketplace.

Widodo and Febrianti (2021) explained that customers' engagement with an online retailer will increase their sales rate. Based on this, the hypothesis below is created:

H4: Customer engagement influenced the repurchase intention.

2.4 E-Trust

Ribbink et al. (2004) defined e-trust as the level of trust owned by customers in an online purchasing network and assess that retailer will keep their promises in online purchasing. The indicators used in measuring the e-trust according to Ribbink et al. (2004) are as follows:

1. Customers are willing to give data or information to the marketplace.
2. Customers have no problem doing advanced payments in purchasing.
3. The marketplace is a professional company.
4. Marketplace will always keep its promises to the customers in its payment, delivery, and service.

Several researchers namely; Ikhsan dan Lestari (2021) and Friambodo dan Farida (2020) explained that there is an influence on customer's trust to customer repurchasing because the tendency of the customer in purchasing from the same shop because the customer believed the quality and the service offered by the shop. Based on this, a hypothesis is built:

H5: E-trust influenced the repurchase intention on online purchasing in Shopee.

2.5 Fashion and Marketplace in Indonesia

Fashion in general is known as politeness value and the effort to cover the body which has its own beauty. Moeliono (1990) cited in Fatmawati (2010) defined fashion as various clothing or something to wear, such as clothes, shoes, and pieces of jewelry whose styles and shapes are following certain trends. Fashion products are designed in various colors, models, and shapes that are varied and according to the value that is expected to be presented in the fashion.

A marketplace is a website that consists of more than one online retailer to sell products or services (Mourtzis, et al., 2020). The marketplace is an online market for online retailers that wanted to reach more customers with cheaper management costs. An online market is a place for more effective online trading (Mourtzis, et al., 2020). Marketplace aims to create a closer relationship between retailers and customers and also to facilitate more efficient product or service trading.

Even though Tokopedia has a large number of visitors, Shopee is more frequently used for fashion product purchasing in Indonesia, which is why for this research the customers of fashion products in Shopee are used for the research subject.

3. METHODOLOGY

3.1 Measurements

This research is a testing hypothesis research. This research is categorized as quantitative research. The data for this research is primary data which were obtained from an online questionnaire that was spread using Google form to respondents with certain criteria which have been decided to test the research model and the hypothesis (Ferdinand, 2014). The method of collecting the samples is non-probability sampling, where not everyone or not every population has the same chance to become a respondent. The technique in obtaining the sample is by purposive sampling technique, where identifying the respondent according to the

criteria that have been made by the researcher (Ferdinand, 2014).

3.2 Sampling and Collecting Data

The total sample obtained and examined in this research is 271 respondents. The samples involved are consumers who have ever purchased online in the Shopee marketplace. The location of obtaining samples is spread to several cities in Indonesia, such as; Jakarta, Bandung, Medan, Surabaya, Semarang, Samarinda, Banjarmasin, Makassar, Pontianak, and several other cities in Indonesia through an online questionnaire.

3.3 Data Analysis

This research also used the Structural Equation Modeling (SEM) with statistic supporting tool AMOS 26 to analyze and evaluate the measurement model and structural model from the research construct that has been built. The fit test model is scored according to the goodness of fit index parameters such as; χ^2 , CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root means squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI).

The validity evaluation is based on the standardized loading factor (SLF) which score must be ≥ 0.50 (Hair et al, 2014) and the reliability construct is based on the construct reliability (CR) score of the tabulation result and the average variance extracted (AVE). The SEM analysis that has been done is a structural analysis model to score whether the research hypothesis which has been built is accepted or rejected. The SEM analysis shows the t0count score for every coefficient. The hypothesis is considered to have a causal relation if the t-count score $\geq t$ table (1,96) with a significant level of α (normally $\alpha = 0,05$).

3.4 Empirical Result and Interpretation

Respondent Characteristics

The summary of the respondents' profiles in this research is shown in the following table:

Table 1. Characteristics of Respondents

Variables	Categories	F	%
Age	< 21 years old	62	22,9%
	21 - 30 years old	196	72,3%
	31 - 40 years old	12	4,4%
	41 - 50 years old	1	0,4%
Gender	Male	100	36,9%
	Female	171	63,1%
Latest Education	Junior High School Graduate	8	3%
	Senior High School Graduate	147	54,2%
	D1/D2/D3/D4	17	6,3%
	Graduate School (S1)	88	32,5%
	Master/Doctoral Degree (S2/S3)	11	4,1%
Occupation	Students	3	1,1%
	Graduate Students	131	48,3%
	Civil-Servants	8	3%
	Entrepreneur	22	8,1%
	Private Sector Employee	69	25,5%
	Police/Soldier	2	0,7%
	State-Owned Enterprises	10	3,7%
	Others	26	9,6%
Salary (Workers)	< 2.000.000	18	6,6%
	2.000.000 - 4.000.000	42	15,5%
	4.000.001 - 6.000.000	33	12,2%
	6.000.001 - 8.000.000	25	9,2%
	> 10.000.000	26	9,6%
Pocket Money (Students)	< 1.000.000	5	1,8%
	1.000.000 - 1.500.000	13	4,8%
	1.500.001 - 2.000.000	53	19,6%
	2.000.001 - 2.500.000	60	22,1%
	> 2.500.000	32	11,8%

(Source: Data processed by SPSS 25)

According to the table above, it can be seen that the respondents are mostly female with a total of 171 respondents (63,1%), the respondents are mostly aged 21-30 years old with a total of 196 respondents (72,3%), and respondents with the age of <21 years old is in the total of 62 respondents (22,9%), the majority of the respondents are senior high school graduate with a total of 147 respondents (54,2%) and graduate degree students with a total of 88 respondents (32,5%). The majority of the

respondents are university students with a total of 131 respondents (48,3%) and employees of the private sector with a total of 69 respondents (25,5%). Most respondents who have jobs have income in the average of 2.000.000 – 4.000.000 are in total of 42 respondents (15,5%), and the majority of the respondents who have not gotten any job have pocket money in the average of 2.000.001 – 2.500.000 with the total of 60 respondents (22,1%).

Measurement and Structural Models

The validity and reliability test results and also the goodness of fit index are shown below:

Table 2. Measurement Model Results

Variables	Items	SLF	AVE	CR	
E-Service Quality	Efficiency	I find it easy to access the Shopee application online.	0,799	0,755	0,984
		I find it easy to find the information I am looking for in the Shopee application.	0,837		
		I feel that the features provided by Shopee help me in purchasing in Shopee.	0,835		
		I don't need a long time to find the information on the product I want to buy.	0,833		
	Fulfillment	Shopee delivers the product according to the promised time.	0,792		
		Shopee is able to give the product I buy online the same as the product I receive.	0,801		
		Shopee is able to offer an accurate service to its customer.	0,852		
		Shopee guarantees the availability of the product I am looking for.	0,807		
	Privacy	I feel Shopee is able to protect the safety of my personal data.	0,793		
		Shopee will not misuse my personal data.	0,765		
		I feel safe in every transaction I purchased in Shopee.	0,812		
	Responsiveness	Shopee is quick and active in assisting its customer.	0,839		
		The live chat in the Shopee application facilitates me to gain quick responses from Shopee.	0,827		
	Compensation	Shopee handle the customer's complain quickly.	0,820		
Shopee is able to give me compensation so as a customer I won't feel aggrieved.		0,829			
Contact	Shopee is able to give firm compensation service. (such as: money refund, appropriate exchange of product)	0,812			
	I don't find difficulty in interacting with the retailer when using the Shopee application.	0,802			
	Shopee is willing to handle the customer's problem when interacting online.	0,773			

Engagement	System Availability	The Shopee application is updated regularly.	0,810		
		I don't find any difficulty in accessing information in the Shopee application.	0,797		
	Absorption	I read carefully the information contained in the Shopee application.	0,804		
		The information in the Shopee application is presented systematically so it is very easy for me to understand.	0,794		
	Dedication	I feel happy because the Shopee application until today is the solution for me to shop practically.	0,825		
		I feel happier shopping in the Shopee application compared to shopping on other e-commerce.	0,793		
	Vigor	I can spend so much time in the Shopee application.	0,825	0,758	0,966
		I enjoy the process of searching the product I want in the Shopee application.	0,836		
		Using the Shopee application inspire me to find other products according to what I like.	0,837		
		Interaction	I don't find difficulty when interacting for ordering and purchasing in the Shopee application.	0,824	
		I think Shopee could guarantee protection to the interaction between the retailer and me.	0,802		
E-trust		I believe that the marketplace Shopee is a reliable place for online shopping.	0,748		
	Ability	I believe Shopee could be professional when offering sales service to customers.	0,814		
		I believe that the existence of Shopee has been recognized by other parties, such as; suppliers, distributors, expeditions, and other parties.	0,732	0,727	0,955
		I believe that Shopee has the concern to give the best service to its customers.	0,774		
	Benevolence	I believe that Shopee has good faith in giving service that beneficial for its customers.	0,793		
		I believe that Shopee will run its business honestly.	0,839		

Repurchase Intention	Integrity	I believe that Shopee will not hide important information for its customers.	0,790		
		I believe that Shopee will always maintain its reputation.	0,743		
	Transactional Intention	I will keep purchasing from the marketplace Shopee in the future.	0,721		
	Referential Intention	I will recommend Shopee to other people.	0,723		
	Preferential Intention	I chose to shop in Shopee than in another marketplace.	0,741	0,675	0,912
	Explorative Intention	I am interested to keep looking for information on the Shopee marketplace from various sources.	0,734		
		I am interested to gain more information on the various things to shop in the Shopee marketplace.	0,723		

The standardized loading factor (SLF) of all the indicators on the full model has a score above 0,35. This shows that all the indicators of the four variables are considered valid. The reliability test also showed an appropriate result. The full construct model is confirmed to be reliable and able to make a consistent measurement. This can be seen from the Average Variance Extracted (AVE) which gained a score above 0,50 and the Construct Reliability (CR) which gained a score above 0,70.

Table 3. The Goodness of Fit Index

Type of Measurement	Measurement	Score	Recommended Acceptance Limit	Conclusion
Absolute Fit Measures	P	0,000	$\geq 0,05$	<i>Poor Fit</i>
	GFI	0,793	$\geq 0,80$ or closer to 1	<i>Marginal Fit</i>
	RMSEA	0,056	$\leq 0,10$	<i>Goodness of Fit</i>
Incremental Fit Measures	AGFI	0,771	$\geq 0,90$ or closer to 1	<i>Poor Fit</i>
	NFI	0,865	$\geq 0,90$ or closer to 1	<i>Marginal Fit</i>
	TLI	0,929	$\geq 0,90$ or closer to 1	<i>Goodness of Fit</i>
	CFI	0,933	$\geq 0,90$ or closer to 1	<i>Goodness of Fit</i>
Parsimonious Fit Measures	CMIN/DF	1,729	Lower limit 1, Upper limit 5	<i>Goodness of Fit</i>

According to the table above, this research is considered Goodness of Fit by looking at the score of RMSEA, TLI, CFI, and CMIN/DF stated Goodness of Fit, and also with the support of GFI and NFI that is Marginal Fit. The conclusion is that the model of this research is affirmed to pass the Goodness of Fit test or succeeded and is feasible for further testing.

concluded that engagement influenced the e-trust.

The result of the fourth hypothesis testing shows a significant score or the p-value of 0.015 (< 0,05) and a CR score of 2,434 (> 1,96). It is concluded that the engagement influenced the repurchase intention.

4. CONCLUSION

This research discovered that e-service quality has both a positive and significant influence on Shopee's customer engagement. The service quality offered could increase customer engagement (Hikmah dan Riptiono, 2020). Shopee's ability to fulfill the customer's desire and ability to create shopping conditions that are; safe, practical, and cheap, good quality, and responsive causes the customer to have the willingness to write reviews on social media and to interact with online retailers in the purchasing process. The result of this research is in accordance with the research done by Hikmah dan Riptiono (2020).

E-service quality also has an influence on e-trust. The better the service quality provided by Shopee the more trust from the customer because of the safety and comfort the customer feels when doing online purchasing (Kusmita et. al., 2022). A good service quality proves that the e-trust also increases. Shopee's ability in providing guarantees, and handling complain properly, built the customer's e-trust to purchase from Shopee.

The research result shows that engagement also influenced the Shopee marketplace customer e-trust when purchasing online. The availability of the customer to write positive feedback about their purchasing experience proves that the customer has a high e-trust towards Shopee as the marketplace. The engagement built between the customer and the marketplace influence the customer's e-trust. The better the marketplace the higher the customer e-trust. This result is in accordance with the research result done by Widodo dan Febrianti (2021).

This research also presents that the engagement influenced the Shopee marketplace customer's repurchase intention when purchasing online.

The result of the fifth hypothesis testing shows a significant score of the p-value of 0.000 (< 0,05) and a CR score of 3,586 (> 1,96). It is concluded that the e-trust influenced the repurchase intention.

Zikra dan Yusra (2016) explained that the customer deciding to purchase online is influenced by the ability of the marketplace in creating relations with the customer. This research result is in accordance with research done by Hikmah dan Riptiono (2020) dan (Kusmita et. al., 2022).

The result also shows that e-trust influenced the repurchase intention when purchasing a product in the Shopee marketplace. The better the customer's e-trust in the online retailer the higher possibility for the customer to repurchase (Ikhsan dan Lestari, 2021). This result is in accordance with the research result done by Ikhsan dan Lestari (2021), Friambodo dan Farida (2020), and Muchlis et al. (2021).

REFERENCES

1. Chou, S. & Hsu, C., 2016. Understanding Online Repurchase Intention: Sosial Exchange Theory and Shopping Habit. *Information Systems and E-Business Management*, XIV(1), pp. 19-45.
2. Fatmawati, M. I. D., 2010. *Alasan-Alasan Pembelian Produk Fashion Secara Online*. Yogyakarta: Universitas Sanata Dharma.
3. Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate Data Analysis (7th Edition)* by Joseph F. Hair, William C. Black, Barry J. Babin, Rolph E. Anderson (z-lib.org).pdf (p. 761).
4. Hikmah, A. N. & Riptiono, S., 2020. Pengaruh Customer Engagement dan E-Service Quality Terhadap Repurchase Intention dengan Customer Satisfaction Sebagai Variabel Intervening pada Marketplace Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi*, II(1), pp. 89-100.
5. Ikhsan, Ikhsan dan Lestari, Rahayu, 2021. Pengaruh Promotion, Perceived Value, E-

- Service Quality, dan E-Trust Terhadap E-Repurchase Intention dan E-Loyalti Konsumen E-Commerce Tokopedia di Kota Banda Aceh. *Jurnal Ilmiah Magister Manajemen*. IV(2), pp. 205-215.
6. Kominfo, 2013. *Potret Belanja Online di Indonesia*. Jakarta: Pusat Data dan Sarana Informatika Kementerian Komunikasi dan Informatika.
 7. Kusmita, A. C., Farida, N. & Saryadi, 2022. Pengaruh E-Trust dan E-Service Quality Terhadap Online Repurchase Intention Melalui E-Satisfaction. *Jurnal Administrasi Bisnis*, X(3), pp. 1307-1318.
 8. Lidwina, A., 2021. <https://databoks.katadata.co.id>. [Online]
 9. Available at: <https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia>
 10. [Accessed 02 11 2021].
 11. Mourtzis, D., Angelopoulos, J. & Panopoulos, N., 2020. Survei Platform dan Pasar B2B Digital untuk Pembelian Sistem Layanan Produk Industri: Kerangka Kerja Konseptual. *Prociding CRP*, pp. 331-335.
 12. Muchlis, Wijayanto & Komita, Sri Endang, 2021. Pengaruh E-Satisfaction dan E-Trust Terhadap Repurchase Intention Melalui E-Word of Mouth (E-Wom) Sebagai Variabel Intervening E-Commerce Bukalapak pada Generasi Milenial. *Jurnal Ekonomi KIAT*. XXXII(1), pp. 1-12.
 13. Mulyadi, A. & Sutanto, E. M., 2018. Analisis Faktor Kepuasan Pelanggan Toko Fashion Online Zalora di Indonesia. *AGORA*, VI(2).
 14. Nuraini, D. & Evianah, 2019. Analisis Perbedaan Kepuasan Konsumen Terhadap Pembelian Produk Baju Secara Online dan Offline. *Jurnal Ekonomi Manajemen Akuntansi*, XV(2), pp. 231-239.
 15. Parasuraman, Zeithaml, A. & Malhotra, 2005. ASQUAL A Multiple Item Scale for Assessing Electronik Service Quality. *Journal of Serive Research*, VII(3), pp. 213-233.
 16. Priambodo, Damas Ade dan Faida, Naili, 2020. Pengaruh E-Website Quality dan E-Service Quality Terhadap E-Repurchase Intention Melalui E-Trust (Studi pada Konsumen Produk Fashion Lazada Mahasiswa Universitas Diponegoro). IX(3). Pp. 335-366.
 17. Ribbink, D., S., Van Riel & Liljander, 2004. Comfort Your Online Customer: Quality, Trust and Loyalti on the Internet. *Managing Service Quality: An International Journal*, XIV(6), pp. 446-456.
 18. Rizaty, M.A., 2021. <https://databoks.katadata.co.id>. [Online]
 19. Available at: <https://databoks.katadata.co.id/datapublish/2021/07/22/fesyen-jadi-produk-halal-paling-laku-di-e-commerce-pada-2020>
 20. [Accessed 10 11 2021].
 21. Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
 22. Widodo, Teguh dan Febrianti, Eka Vendhea, 2021. Pengaruh Customer Engagement Terhadap Brand Loyalty dengan Variabel Media Brand Attachmnet dan Customer Trust. *Jurnal Mitra Manajemen*, (V(5), pp.343-356.
 23. Zikra, R. & Yusra, Z., 2016. Kepuasan Wanita Berbelanja Produk Fashion Berdasarkan Cara Membeli. *Jurnal RAP UNP*, VII(1), pp. 55-56.