

The Effect of Content Marketing Instagram Sociolla on Customer Engagement, Customer Decision, Customer Satisfaction, and Customer Loyalty

Widi Sriwahyuni Pasaribu and AMA Suyanto

Department of Faculty of Economics and Business

Telkom University, Bandung, Indonesia

widisriwahyunip@student.telkomuniversity.ac.id, amasuyanto@telkomuniversity.ac.id

Abstract

The growth in the use of the internet and social media is increasing every year which brings consumers to an era of more interactive communication. This has also led to growth in the world of e-commerce, especially in the beauty industry that is Sociolla. Through the use of social media Instagram, Sociolla creates content marketing as an effective digital marketing strategy to create customer engagement, customer decisions, customer satisfaction, and customer loyalty. This study aims to determine the responses of respondents regarding the effect of Sociolla's Instagram content marketing on customer engagement, customer decisions, customer satisfaction, and customer loyalty. It is measured by four dimensions of content marketing, the format of the post, the timeframe of the post, the interactivity of the message, and the attractiveness of the topic to find out whether there is an effect of these four dimensions on the four dependent variables. In this study, quantitative methods were used with data collected through the distribution of online questionnaires using google form media using a Likert measurement scale to 385 respondents. The criteria for these respondents are people who have seen Sociolla's Instagram content marketing and have made purchases at Sociolla. After collecting the data, it was processed and analyzed using the Structural Equation Models (SEM) analysis with Smart PLS software. This study was analyzed using Structural Equation Models (SEM) with Smart PLS software. The result shows that there is a significant effect between all research variables.

Keywords

Content marketing, Customer Decision, Customer Engagement, Customer Loyalty, Customer Satisfaction

1. Introduction

Seeing the growth of e-commerce that continues to have the potential to develop business. The whole industry started transforming to implement a digital-based business, the same thing done by the beauty industry. It is proven by Sociolla being ranked 12th, which is the only beauty and body care e-commerce (Figure 1).

Filter berdasarkan Model Bisnis Store Type Asal Toko Pilih Data per Kuartal Q2 2021

Toko Online	Penjualan Web Bukanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	147.790.000	#2	#4	353.000	3.028.300	6.525.650	4.944
2 Shopee	126.996.700	#1	#1	6.038.000	17.757.940	21.855.970	12.192
3 Bukalapak	25.460.000	#6	#5	215.600	1.661.140	2.518.990	2.316
4 Lazada	27.670.000	#3	#2	430.000	2.975.370	31.964.410	4.125
5 Bibii	18.440.000	#8	#7	529.600	1.622.480	8.198.260	1.979
6 Bhinneka	6.996.700	#21	#13	67.100	42.280	1.036.230	487
7 Orami	6.260.000	n/a	n/a	5.820	6.040	351.770	211
8 Ralali	5.123.300	#26	n/a	2.880	41.160	91.390	176
9 JD ID	3.763.300	#7	#6	42.000	590.670	939.770	1.185
10 Zalora	3.366.700	#5	#6	n/a	720.090	7.989.080	580
11 Sociolla	2.486.700	#4	#3	5.560	1.008.850	16.570	561
12 Matahari	1.175.800	#10	n/a	92.800	1.700.000	1.571.370	512

Figure 1. E-commerce Ranking in Indonesia Q2 2021

This is inseparable from the presence of social media which is used for digital marketing. One of the social media that has high effectiveness in marketing is Instagram because Instagram can share photos with high quality and easily. If the uploaded photo is interesting to consumers' attention, it will make the post quickly spread (Kompasiana.com 2018). During the quarantine Covid-19 period there was a 31.5% increase in organic traffic on Sociolla's social media platform. The biggest enthusiastic followers of Sociolla's social media account fell to Instagram with 1.011.176 followers. The development of advertising on Instagram become one of the ways used by beauty companies, especially Sociolla. In obtaining and retaining their customers, companies must increase the marketing of the products they sell.

Currently, the content provided to the consumers is also one of the competitions in marketing, the term content marketing appears in the marketing world (Dharmayanti and Juventino 2020). Sociolla's content marketing on Instagram does not focus on concept-like fling. But, they focus like in a beauty journal, like consumers can make comparisons between different brand's beauty products on the other, the suitability of the product with their skin condition, the use of the product or style of makeup according to the shape of the consumer's face and the benefits of each product. According to influencers Aldolita (2015) Sociolla's content on Instagram provides many useful beauty tips for women. She judges that the layout of the Instagram feeds has good and looks very attractive, to the point, and strongly illustrates the identity of Sociolla as a beauty and body care E-commerce.

One way that Sociolla does to engage its consumers is with content marketing. But in the reality, Sociolla's Instagram engagement fluctuates every day. According to the Head of the Communications Technology and Media Industry in the Smart Women Talks, consumers are not only a window-shopping, within three months they have accessed and made transactions an average of five times. If divided into age groups, the older person the lower level of purchase. Because consumers are wiser in making decisions related about their beauty and body care (Widianti 2019). In addition, the level of consumer satisfaction is also shown through the high average likes value. Based on data it was found that there was an increase in consumer loyalty with a retention value of more than 40% in 2021 (Burhan, 2021). Through text mining, it is also proven that the level of consumer satisfaction with the positive label is 35%, the neutral label is 42%, and the negative label is 23%. Considering that fact of existing data and phenomenon, this study would be interested in conducting further research with the title "The Effect of Content Marketing Instagram Sociolla on Customer Engagement, Customer Decision, Customer Satisfaction, and Customer Loyalty".

2. Literature Review

2.1 Content Marketing

According to Kotler and Armstrong (2018:427), today's marketers describe themselves as content marketing manager, rather than just using and placing ads on TV or print ads. Nowadays content is not just a message, it is a process to start conversation with consumers whose goals will lead the customer engagement, purchase, loyalty, and advocacy. PHAN et al. (2020) explain there are four dimensions, namely (1) format of the post: this is important indicator in attracting consumers. Consumer will like the posts that are clear, informative, and provide the latest news related to brands and products; (2) timeframe of the post: posts in the different time will affect different engagement as well. Engagement value consumers will be different when posts are uploaded during busy hours, besides that with seasonal content it will increase engagement; (3) interactivity of the message: this is a measure of the extent to which consumers found that the communication between them and the company; (4) the attractiveness of the topics: a topic will affect the success of a communication.

2.2 Customer Engagement

Customer engagement is defined as consumer psychology that occur due to consumer interactive experiences and creative experiences with brands or companies in the marketing process (Bening and Kurniawati 2019). Butow et al. (2020:231) said that engagement is when a user or consumer decided to take an action on a posting such as liking, commenting, and sharing. Distribution this could be other people who want to give recommendations regarding content. According to Bening and Kurniawati (2019) there are five dimensions in customer engagement, namely (1) learning; (2) sharing; (3) advocating; (4) socializing; (5) co-developing.

2.3 Customer Decision

Firmansyah (2018:25) define that decision making is the result of a cognitive process as bridge between consumers in choose existing alternatives. The purchase decision is a series of in the process of selecting something. Tendency to give priority to the desire to fulfill satisfaction rather than the rationality derived from product knowledge. Thus, customer decisions are often driven by heuristic aspects (Elida et al., 2021). According to Kotler & Keller (2016:188)

there are six dimensions of customer decision namely, (1) product choice: consumer has the right to decide to buy a product by using the money for other purposes (2) brand choice: the more brands the company has will make many alternative choices by consumers (3) dealer choice: this is depends on the location of an outlet is strategic or not, complete inventory of goods, and the comfort provided; (4) purchase amount: The company must prepare the number of products or consumers demand estimates; (5) purchase timing: consumers have different decisions in deciding when to buy; (6) payment method: diversity in payments.

2.4 Customer Satisfaction

According to Firmansyah, (2018) consumers satisfaction is the level of consumer feelings after doing comparison of perceived outcomes against expectations. Gan & Wang (2017) said that in the context of social commerce, consumer get satisfaction based on positive emotional reactions from experience in purchasing or shopping services. Another definition comes from Putra et al. (2021) which states that customer satisfaction is the difference between expectations and perceptions of the actual performance result. The customer satisfaction is the soul of the company's sustainability, because it can create a harmonious relationship with the company. This research using two dimensions was modified from research conducted by Gan and Wang, (2017) and refer to the theory of Tjiptono (2009) in (Indrasari 2019) to show customer satisfaction, namely (1) satisfied with the shopping experience; (2) conformity of expectations; (3) interested in making repeat purchases.

2.5 Customer Loyalty

Referring to the opinion of Kotler and Armstrong (2018) a high level of satisfaction will cause consumer loyalty. A good customer relationship management will create customer satisfaction, if there is little dissatisfaction can make a decrease in the level of consumer loyalty. there are three customer loyalty dimensions according to Firmansyah (2018) namely, repeated purchases, purchases of other products, and recommending to others customers.

The framework is described in a chart, it is consist of a series of basic concepts in a systematics way that describes the relationship between variables (Firdaus and Zamzam 2018). This research consists of eight from previous studies (Figure 2).

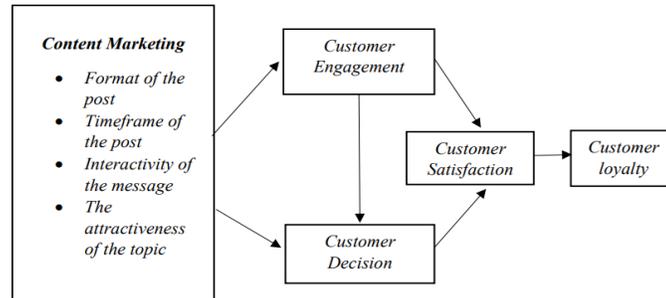


Figure 2. Research Framework (PHAN et al. (2020); Bening dan Kurniawati (2019); Puspayani et al. (2021); Tsaanii dan Ardini (2016); Khandelwal et al. (2018); Darmadi et al. (2021); Noor et al, (2020); dan Haeruddin dan Haeruddin (2020).

Based on our explanation above, we proposed the following hypotheses:

- H₁: There is a positive effect of Sociolla's Instagram content marketing on customer engagement.
- H₂: There is a positive effect of Sociolla's Instagram content marketing on customer decision.
- H₃: There is a positive effect of customer engagement on customer decision.
- H₄: There is a positive effect of customer decision on customer satisfaction.
- H₅: There is a positive effect of customer engagement on customer satisfaction.
- H₆: There is a positive effect of customer satisfaction on customer loyalty.

3. Methods

3.1 Study Procedure and Measures

This research is based on a quantitative method, based on the purpose of this study it is associative causal with the type or research is correlational with the time of research conducted by cross section. Data for this research were gathered by primary data collection method through structured questionnaires. The questionnaires were distributed in

media social such as Whatts App, Line, Facebook, and Instagram. Respondents were filled the statements via google form, the measurement item contained 56 questions. All items intended to measure the variables in this research were derived from the previous research. The itemdata collection is carried out by means of ordinal distribution with the 5-scale likert.

3.2 Sample

The population is Indonesian people who have seen the content marketing of Sociolla’s Instagram and purchase the product of Sociolla. It is not know for sure so the sampling technique used in this research is non-probability sampling with purposive sampling method. This research uses the Bernoulli formula as a determinant of the number of samples, which is 385 respondents. Based on the results of cross tabulation using SPSS software, the dominant respondent is gender a woman with a profession as a student and an income of IDR 1.000.000- IDR 2.000.000 and aged 21-25 years.

3.3 Analysis Technique

Structural Equation Model (SEM) known as the causal model allows complex modeling, to look for relationships between observed variable with latent variable (Ramlall 2017). According to Indrawati (2015) SEM is divided into two types, CB-SEM and VB-SEM. In this research we used VB-SEM that a model an equation that predicts and relates the independent variable and dependent. One of the analyzes including Partial Least Square (PLS). The data technique analysis used in this studies is Partial Least Squares Structural Equation Modeling (PLS-SEM) using Smart PLS software. PLS is a multivariate technique that used to make comparisons between the dependent variable and independent variable (Abdillah and Hartono, 2015). This is the PLS output criteria in Table 1:

Table 1. Output PLS

Model Testing	Output	Criteria	Source
Outer Model	Convergent Validity	Factor Loading Value >0.5	Indrawati (2015:151)
	Discriminant Validity		Indrawati (2015:153)
Inner Model	Composite Reliability	CR >0.7 dan CA >0.6	Ghozali dan Latan (2015:75)
	Path Coefficient dan T-value	t-value >1.96 (level signifikansi 0.05)	Abdillah & Hartono (2015:179)
	R-Square	Skor 0.75, 0.50, dan 0.25 menunjukkan model kuat, moderat, dan lemah	Ghozali & Latan (2015:81)
	Predictive Relevance	Q-square > 0	Ghozali & Latan (2015:81)

4. Results and Discussion

The result of search data analysis using Structural Equation Modeling (SEM) with SMART PLS software. There are two model produced, namely the outer model and the inner model. Outer model is a specification the relationship of the variable studied with the indicators. Meanwhile, the inner model is used to evaluate relationship between latent constructs.

4.1 Outer Model

Based on the Smart PLS estimation method, the path diagram for the measurement model is obtained as follows in Figure 3:

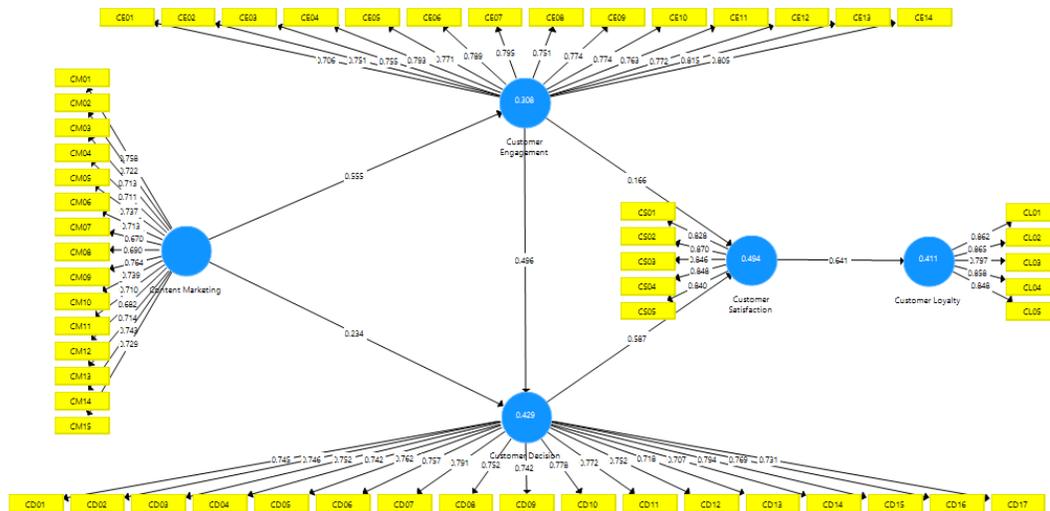


Figure 3. Outer Model

Based on the picture above, it can be seen that value of the loading factor is $>0,5$. This is in line with the opinion of Ghozali & Latan, (2015:74) which states that the indicator or manifest variable is said to be valid if has a weight loading factor $>0,5$. The following is the measurement model used in this study:

a. Convergent Validity

Convergent validity can be seen from the value of average variant extracted (AVE) with the condition that AVE $>0,5$. Based on result of calculations using SMART PLS the AVE score for each variable in this study $>0,5$. This questionnaire met the criteria for convergent validity (Table 2).

Table 2. Construct Validity

Variable	AVE	Nilai Kritis	Evaluasi Model
Content Marketing	0,519		Valid
Customer Engagement	0,597		Valid
Customer Decision	0,568	$>0,5$	Valid
Customer Satisfaction	0,717		Valid
Customer Loyalty	0,716		Valid

b. Composite Reability

According to Ghozali and Latan (2015) the composite reliability value is used $>0,7$ while for cronbach's alpha value $>0,6$. The following are the result of CA and CR in this research after perform calculations using SMART PLS (Table 3).

Table 3. Construct Reliability

Variable	Composite Reliability	Critical Value	Cronbach's Alpha	Critical Value	Evaluasi Model
Content Marketing	0,942		0,934		Reliabel
Customer Engagement	0,954		0,948		Reliabel
Customer Decision	0,957	$>0,7$	0,952	$>0,6$	Reliabel
Customer Satisfaction	0,927		0,901		Reliabel
Customer Loyalty	0,927		0,901		Reliabel

4.2 Inner Model

This test was conducted to see the direction of the relationship (positive or negative) and the magnitude of the influence of the independent variable on the dependent variable. To get the value of the t-value, it is done by bootstrapping. The following Figure 4 is the result of the path diagram in the inner model of this research:

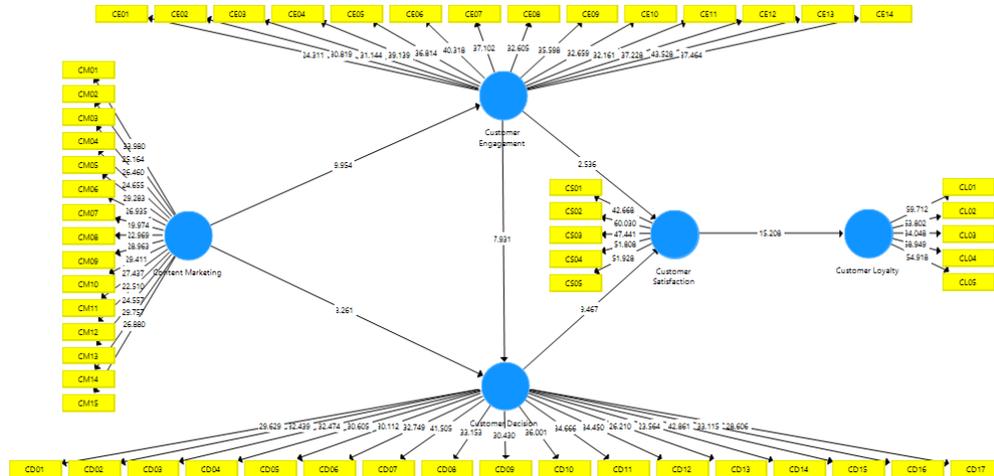


Figure 4. Inner Model

Based on the inner model above, it can be explained more in the Table 4. Output Inner Model with the result of a direct influence between the variable relationships describe the following:

Tabel 4. Output Inner Model

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
CM-CE	0.555	0.558	0.056	9.954	0.000
CM-CD	0.234	0.242	0.072	3.261	0.001
CE-CD	0.496	0.494	0.062	7.931	0.000
CE-CS	0.166	0.168	0.066	2.536	0.012
CD-CS	0.587	0.586	0.062	9.467	0.000
CS-CL	0.641	0.642	0.042	15.208	0.000

Based on the Tabel above, The T-statistics shows the overall the variables in this model have values with positive numbers. Therefore, if the value of one independent variable is greater than the dependen variable, the stronger the effect. Significant assessment of the inner model can be seen through the t-statistic between the independent variables on dependent variable. The following is the measurement model used in this research.

a. Path Coefficient and T-Value

Based on the calculation of t-statistics shows that all variables in this model have a value of with positive numbers. Therefore, if the value of one independent variable, the stronger the effect.

b. R-Square

R-Square is a coefficient of determination on the endogenous construct. Therefore, if the value of the higher the R-Square, the better the prediction model will be as well as the research model that submitted. The following (Table 5) is the effect of the dependent variable (customer engagement, customer decision, customer satisfaction, customer loyalty) displayed by R-Square:

Table 5. R-Square Value

Variable	R-Square
Customer Engagement	0.308
Customer Decision	0.429
Customer Satisfaction	0.494
Customer Loyalty	0.411

It can be seen that the R-square on the Table above, that is the customer engagement has an effect on the content marketing by 30.8%, for the remaining 69.2% influenced by the other variables. Customer decision affects the content marketing by 42.9%, for the remaining 57.1% influenced by the other variables. Customer satisfaction has an effect on the content marketing by 49.4%, for the remaining 51.6% is influenced by the other variables. And the customer loyalty affect the content marketing by 41.1%, for the rest 58.9% influenced by the other variables.

c. Predictive Relevance

If the R-Square value is <0, then the model is less has predictive relevance, whereas if the Q-Square value is >0, then the model has predictive value relevance. To measure predictive relevance in the inner model, the following formula is used:

$$Q^2 = \sqrt{1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2)(1 - R_4^2)}$$

$$Q^2 = \sqrt{1 - (1 - 0,308^2)(1 - 0,429^2)(1 - 0,494^2)(1 - 0,411^2)}$$

$$Q^2 = 0,536$$

Based on the result, this model has a predictive relevant value, because it is greater than 0.

4.3 Hypotheses Testing

This hypothesis test or t test is carried out based on the results of testing the inner model which includes output, R-Square, Coefficient Parameters, and T-Statistics. Further to find out if the hypothesis is accepted or rejected by showing the significance value between the T-statistic and P-Values constructs (Table 6).

Table 6. Path Coefficient and T-Statistic Value

	Path Coefficient	T-Statistics	P-Values	Description
CM-CE	0.555	9.954	0.000	Accepted
CM-CD	0.234	3.261	0.001	Accepted
CE-CD	0.496	7.931	0.000	Accepted
CE-CS	0.166	2.536	0.012	Accepted
CD-CS	0.587	9.467	0.000	Accepted
CS-CL	0.641	15.208	0.000	Accepted

In this study, a significance level of 5% is used, which means it is accepted if p-values <0.05, and it means that the t-value is greater than 1.96, then there is a significant effect between variables independent and dependent variable and H1 is accepted. Judging from the results of calculations using Smart PLS in table 5 all hypotheses can be accepted.

4.4 Discussion

There is a positive and significant relationship between all variable, which means that Sociolla in it's content marketing by respondents is considered easy to understand, the results of the same relationship are also produced by research conducted by (PHAN et al. 2020). Respondents are willing to be involved in improving the performance of the Sociolla brand, are willing to develop Sociolla products, recommend others to view Sociolla's Instagram content, and share positive information that respondents get to others. In research conducted by Tsaanii and Ardini (2016) customer engagement has an effect on customer decisions. There is a positive and significant relationship in the relationship between customer decisions and customer satisfaction. According to research conducted by Noor et al, (2020) the increase and decrease in consumer satisfaction can be influenced by purchasing decisions. Sociolla was

able to meet respondents' expectations regarding products and brands of beauty and body care products as well as respondents getting the information matched with the facts they got.

Based on the results of the path diagram, it shows that to produce customer satisfaction, it can be through content marketing to customer engagement, and content marketing to customer decisions. So that further, to determine the greatest value in influencing customer satisfaction, it is seen from the value of the loading factor on each variable. In content marketing, the highest loading factor value is content that displays the latest products. Furthermore, on the variable customer engagement the highest loading factor value is, respondents are willing to be involved in improving the performance of the Sociolla brand. In the customer decision variable, the highest loading factor value is that respondents prefer Sociolla to shop for beauty or body care products. To increase customer loyalty, there is one variable that influences it is customer satisfaction with the highest loading factor value. Sociolla is able to meet respondent's expectations regarding the beauty or body care products they buy.

6. Conclusion

Based on the results of the research that has been carried out on 390 respondents with the criteria of respondents being dominated by women with professions as a student and earning IDR 1.000.000 - IDR 2.000.000 and aged 21-25 years. Therefore, Sociolla must pay more attention to content marketing in the form of Instagram video reels to respondents who have this background profile to increase customer engagement, customer decisions, customer satisfaction, and customer loyalty. Referring to the results of the hypothesis testing carried out using the SMART PLS software in the path coefficients table, all variables have a positive and significant influence. In content marketing, the highest loading factor value is content that displays the latest products. Therefore, Sociolla should pay attention to the novelty of content in the form of beauty or body care products that have just been launched. For example, there is a new local brand Sociolla that must be able to steal the start to post first compared to its competitors. To increase customer loyalty there is one variable that influences, namely customer satisfaction with the highest loading factor value. Sociolla is able to meet respondent's expectations regarding the beauty or body care products they buy. Therefore, Sociolla must be able to meet the expectations of consumers regarding the beauty or body care products they buy. Through products that can solve consumer problems, such as consumers who want bright skin, Sociolla provides whitening products or brands such as the Wardah Whitening brand.

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Biographies

Widi Sriwahyuni Pasaribu is a final student at Telkom University, Faculty of Economics and Business, Bachelor's Degree of Business Management in Telecommunication and Informatics with a concentration in Marketing and Consumer Studies (MCS). She is a person who is willing to learn business management especially in marketing or digital marketing. Currently, she is following the fast-track program by Telkom University for the Master of Management. Her research results have not been published in several conference papers. So, this is her first time.

AMA Suyanto is a lecture at Telkom University since in 2010. He graduated from Southern Cross University, Australia with a Doctor of Business Administration, Business Strategic, Marketing in 1999. Not only as a lecture, he is also as a consultant and researcher. His research interest in Marketing Management, Strategic Management, Business Strategic, Business Process Engineering, and Customer Services. His research result have been published in several conference papers as well as in accredited journals.