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CONSUMER BEHAVIOR IN USING ONLINE SHOP ON NATIONAL CYBER AND CRYPTO AGENCY (NCCA) TRAINING CENTRE EMPLOYEE

Fariza Anggraini

Institute of Social and Political Sciences Jakarta, Indonesia

fariza.anggraini@gmail.com

Asrul Mustaqim

Institute of Social and Political Sciences Jakarta, Indonesia

asrul.mustaqim@gmail.com

Abstract

Information technology has changed the way of human life, especially in internet-based technology. The use of internet-based facilities lately is in great demand because it can make communication more effective and efficient. For example, the activities based on online nowadays are shopping through online shops. Database research shows that in 2018, the number of e-commerce transactions in Indonesia has reached around 144 trillion Rupiah. It means that Indonesian people tend to shop through online media. As many as 86% of Indonesian internet users shopping online through any device. Online shop is one of the innovations in shopping activities. One of the online buyers is the NCCA Training Centre employee. This research is a qualitative study using the Division of Innovation Theory. This research aims to see how the consumer behavior in using online shop among NCCA Training Centre Staff, from the perspective of diffusion innovation theory. This research is phenomenological. The population was all employees of the NCCA Training Centre. Samples were taken using a purposive sampling technique. The results showed that the diffusion of innovation of consumer behavior in using online shop among NCCA Training Centre employees was widespread, as evidenced by changes in

how shopping at NCCA Training Centre employees who have now utilized online shop as one of the buying and selling media. However, even though the existence of an online shop can be well received, all informants are of the opinion that an offline shop is still needed.

Keywords

Diffusion of Innovation, Internet, Online Buyer, Online Shop

1. Introduction

Communication is an absolute necessity for every individual to be able to interact with each other. The development of technology reduces communication problems so that it becomes easier, people can communicate whenever and wherever using internet technology. More and more people are using information technology, one of which is the phenomenon of using various internet-based or online facilities. The use of internet-based facilities lately is in great demand because it can reduce the use of space and time in various activities that were previously conventionally carried out. One example is shopping online through an online shop.

The online shop can be interpreted as a place for trading or buying and selling of goods through the internet (Kurniawan, 2010: 38). Online shop is one of the facilities that emerged along with the development of communication technology that can provide buying and selling services to the public without having to leave the house. Simply use a computer or gadget with an adequate internet network so that the online buying and selling process can take place.

Buying and selling is a reciprocal agreement in which one party (the seller) promises to surrender ownership rights to an item, while the other party (the buyer) promises to pay a price consisting of a sum of money in return for the acquisition of ownership rights (Subekti 1995: 1). The online shop makes the process of exchanging between sellers and buyers easier and faster. This has become a special attraction for the community, especially those who have limitations in time so that it can solve their problem.

Databoks' research (2018) shows that the number of e-commerce transactions in Indonesia has reached around 144 trillion Rupiah. The data shows that Indonesian people tend to shop through online media. Based on data compiled by the Global Web Index summarized by We Are Social and Hootsuite, Indonesian internet users are listed as the most citizens who buy goods online in December 2018. As many as 86% of Indonesian internet users shop online through any device. One of the online buyers is an NCCA Training Centre employee.

The NCCA Training Centre is a part of NCCA which led by the Head of NCCA Training Centre. Demographically, the NCCA Training Centre is located in the Sawangan, Depok, which is

about 15 km from the City Center, that making it difficult for its employees to mobilize to the central area shopping because of time constraints. This makes the motivation to use online shop for NCCA Pusdiklat employees tends to be high.

NCCA Training Centre employees amount to 76 people, 9% of employees aged between 21 to 30 years, 38% of employees aged between 31 to 40 years, 34% of employees aged between 41 to 50 years, and 18% of employees aged between 51 up to 58 years. Based on age distribution, it appears that the majority of NCCA Pusdiklat employees are in the productive age, namely in the age range between 30 to 50 years. This affects their shopping behavior because of the necessities of life that need to be met. Based on the data of goods receipt, every day there is an average of 25 incoming package shipments, the majority of which come from online shops.

The existence of an online shop is one of the innovations in purchasing. Onlineshop is a new service based on internet technology that occurs in social systems. Therefore, online stores are one example of the diffusion of innovation. The diffusion of innovation is a macro process that addresses the acceptance of innovation: new products, new services, new ideas, or new practices, occur among members of the social system or market segments. In the process of dissemination, several factors support and hinder the process of innovation diffusion, this also applies to the NCCA Training Centre environment. Therefore, the author is interested in discussing the following matters: 1) How is the diffusion of innovation of online buyers in the consumer's behavior in the NCCA Training Centre Staff? 2) What factors support the diffusion of innovation of online buyers in the consumer's behavior in the NCCA Training Centre Staff? 3) What factors are hampering the use of the diffusion of innovation of online buyers in the consumer's behavior in the NCCA Training Centre Staff? And 4) With the existence of an online shop, is an offline store still needed?

2. Literature Review

2.1. Consumer Decision-Making Model

There are three components in the consumer decision-making model (Schiffman, 2015:368):

- 1) Input. The input components of the consumer decision-making model include three types of external influences, namely:
 - a. A marketing mix consisting of strategies designed to reach out, inform and persuade consumers to buy marketers' products repeatedly. They include products, advertisements and other promotional efforts, pricing policies, and distribution channels that move products from producers to consumers.

- b. Sociocultural influences include the family of consumers, peers, social class, reference groups, culture, and also sub-culture.
- c. Inputs also include communication, which is a mechanism that provides marketing mix and sociocultural influences to consumers.

The impact of the marketing mix and sociocultural influence are the inputs that determine what consumers buy and how they use what they buy. Because this influence can be directed to individuals or actively sought by individuals, therefore double-headed arrows are used to connect inputs and process model segments.

2) Process

The process of the model relates to how consumers make decisions. To understand this process, we must consider the influence of psychological concepts. The psychological field of the model consists of internal influences (motivation, perception, learning, personality, and attitude) that influence the consumer's decision-making process.

Decision-making rules are procedures that use by consumers to facilitate brands and other consumption-related choices. These rules reduce the burden of making complex decisions by providing guidelines or routines that make the tax process reduced. Several types of consumer decision rule, namely the rules of compensatory, conjunctive, disjunctive, lexicographic, and affect referral decisions.

The compensatory type always considers the positive and negative sides of the product to be chosen to convince him to decide on the purchase of a product. Conjunctive type, in following the rules, the consumer sets a separate level, which can be accepted at a minimum as a boundary point for each attribute. If a particular brand or model falls below the cutoff point on one of the attributes, then the option is removed from further consideration.

Lexicographic, in this type, consumers first rank attributes in terms of perceived relevance or importance. The consumer then compares various alternatives in terms of the single attribute that is considered the most important. If one option scores high enough in this case the top-ranking attribute (apart from the score on the other attributes), then the option is selected and the process ends. When there are two or more alternatives that persist, the process is repeated with the second-highest ranking attribute (and so on), until the consumer reaches the point one of the options is chosen because it exceeds the others on certain attributes.

3) Output

The output of the consumer decision-making model consists of buying behavior and evaluating purchases after purchase. Consumers make three types of purchases. When a consumer

buys a product (or brand) for the first time and purchases it in a smaller amount than usual, purchasing is a trial. Thus, the experiment is an exploratory phase of purchasing behavior where consumers try to evaluate a product through direct use.

The stages, inputs, processes and outputs in the consumer decision-making process are described as follows:

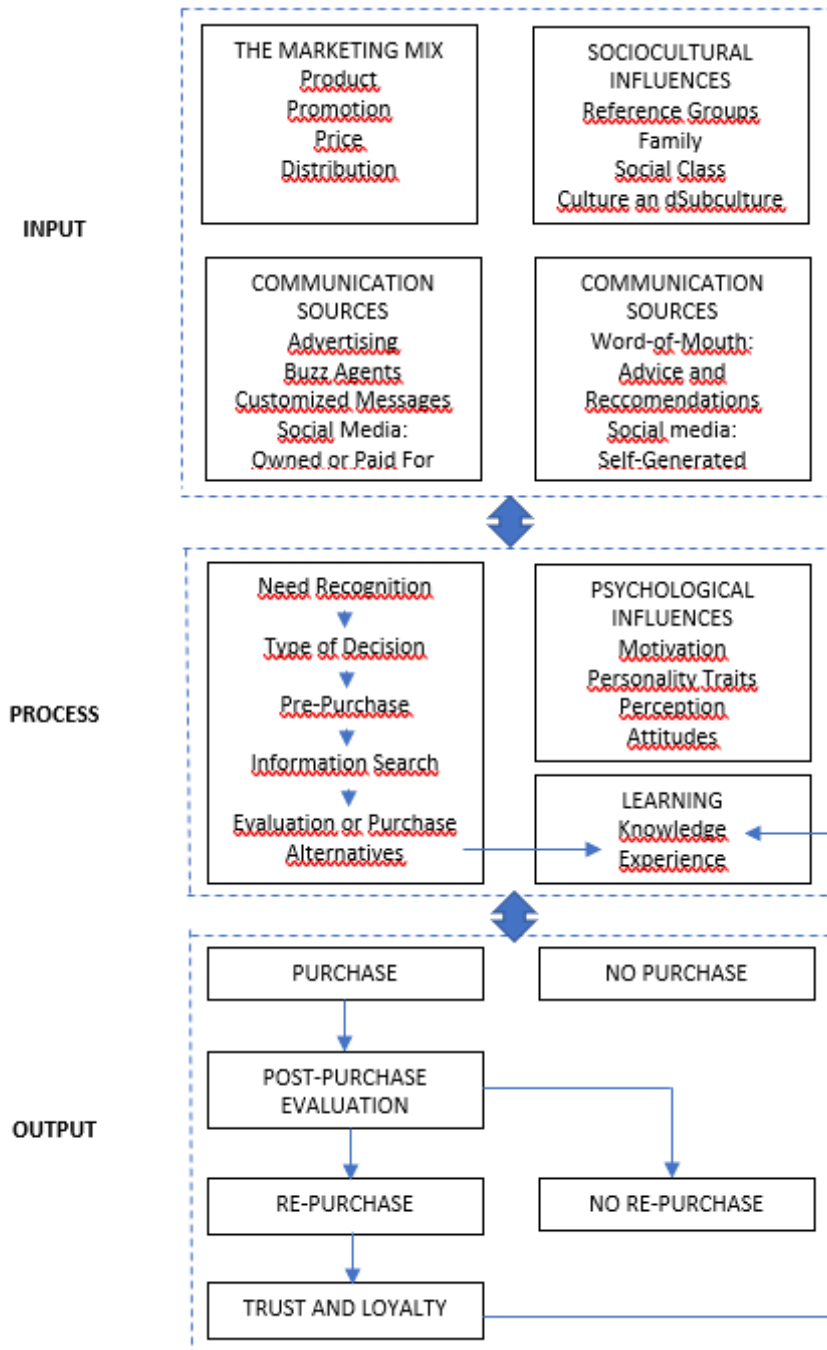


Figure 1: The Consumer Decision-Making Process
 (Source: Consumer Behavior, Schiffman & Wisenblit)

2.2. Diffusion of Innovations

The diffusion of innovation is a macro process by which acceptance of innovation such as: new products, new services, new ideas, or new practices, takes place among members of the social system or market segments (Schiffman, 2015:376). In the process of diffusion of innovation there are 4 main elements:

- 1) Innovation is an idea, practice, or object that is considered new by another individual or adoption unit.
- 2) Communication through certain channels, communication are means by which messages are obtained from one to another individual.
- 3) Over time, time is a clear aspect of every communication process, but most communication studies do not deal explicitly with time.
- 4) Among a member of a social system, the social system is defined as an interrelated unit involved in solving common problems to achieve common goals.

The process of adopting innovation is a micro process that focuses on the stage where individual consumers experience a period when they decide to accept or reject a new product (Schiffman, 2015:377). According to Schiffman's book *Consumer Behaviors* states that the adoption process that is passed by consumers at the stage of deciding to accept or reject a product innovation consists of five stages, namely:

- 1) Awareness: Consumers become aware that there is innovation.
- 2) Interests: Consumers become interested in innovative products or services.
- 3) Evaluation: Consumers carry out "mental experiments" of innovation.
- 4) Experiment: Consumers try the innovation.
- 5) Adoption: If satisfied, consumers decide to use innovation repeatedly.

One's actions in using or accepting innovations or behaviors that have been learned are influenced by several factors as follows:

- 1) Degree of Benefits. Research shows that the greater benefits derived from these innovations the stronger the drive to accept the innovations concerned.
- 2) Self-Effectiveness. Belief in one's ability influences acceptance of innovation because before someone decides to try something new, he will ask himself whether he can use it, if he believes it will succeed, then it is more likely for him to try and accept the innovation.
- 3) Status Incentives. Status incentives are one of the most powerful motivating factors for accepting something new.

- 4) Individual Value. If the innovation or new behavior conflicts with the value or perception they have, then there is little chance that the person will accept it.
- 5) Trial. Research also shows that innovations that can be tested before are more likely and quickly to be accepted and used.

As for the inhibiting factors, it depends on the location, the condition of the community and the quality of the innovations that will be disseminated to the community.

2.3. Online Store

An online shop is a place of selling which most of the activities take place online on the internet (Creative Project, 2010). Transactions in online stores take place between buyers and sellers by utilizing an internet connection as a facilitator, referred to as an online shop. Broadly speaking, the flow of transactions that occur in online stores as follows (Kurniawan, 2010):

- 1) First of all, the buyer is looking at the products in the online store's display. Each product usually has a special link that displays additional information about the product. If interested in knowing product details, the buyer will click on the link.
- 2) After finding the desired product, the buyer will select the product by clicking on the buy button. The online shop system will record purchases made, and store them in the shopping cart feature. From the shopping basket, the buyer can find out the products that have been purchased, the price of each product, and the total price to be paid for all products purchased.
- 3) Then, the buyer can proceed by filling out the order form, by inputting the requested information such as name, shipping address, e-mail address, telephone number, and so on.
- 4) Buyers make payments both online and offline.
- 5) The seller will send the items purchased after confirmation of payment is received.

The benefits of online shops are felt by both buyers and sellers. For buyers, online stores are a pleasant alternative to shopping. The following are some of the reasons underlying people's decisions to shop at online stores:

- 1) Save more time. The buyers do not need to come to the store, which means it will save the time needed.
- 2) More cost-effective. Because there is no need to go to the store, the buyer does not need to pay for transportation to and from the store. They only need to pay relatively cheaper shipping costs.
- 3) Easier to find products.
- 4) Products offered are cheaper. There are times when the products offered at online stores are offered at lower prices compared to prices at ordinary stores.

5) It is easier for buyers to compare prices.

3. Research Methods

This research is phenomenological research, which tries to explain the meaning of concepts or phenomena in experiences that are based on the awareness of several individuals. The phenomenon examined in this study is the phenomenon of the use of online stores in consumer behavior among NCCA Training Center employees.

The population in this study were all employees of the NCCA Training Centre. Samples were taken using a purposive sampling technique. Purposive sampling is a technique for determining research samples with certain considerations aimed at making the data obtained later more representative (Sugiyono, 2018).

Samples taken by researchers are some Training Centre employees who are accustomed to shopping in an online shop. The author took a sample of eight people to be interviewed regarding online shop usage activities that the informants did. Data collection techniques through interviews, thus the informants will be able to explain the phenomenon of innovation that affects consumer behavior with the use of online shops.

4. Findings and Discussion Results

4.1 Diffusion of Innovation of Consumer Behavior in Using Online Shop

The diffusion of innovation is a macro process by which acceptance of an innovation. One element of the diffusion of innovation is innovation itself, where innovation can be interpreted as an idea, practice, or object that is considered new by another individual or adoption unit. In this study, the innovations that will be discussed are online sales innovation through online stores or online shops in the buying and selling process.

In a trading activity, the main elements that must exist are: the seller, the buyer, and the goods to be traded. Buying and selling can be done directly or with an intermediary. Nowadays the development of technology makes communication easier, including in buying and selling. Buying and selling can be done more quickly and easily using the internet. Based on the results of interviews with eight NCCA Training Centre employees as informants, it is known that all informants have utilized the existence of an online shop to buy and sell daily necessities. Informant purchasing activities at an online shop are generally described as follows:

Table 1: Informant Purchasing Activities at an Online Shop

No	Informant	Goods Purchased	Online Store	Quantity of Online Shopping every Month
1	AS	Toys Perfume Cosmetics Health Products Household equipment Clothes	Tokopedia Shopee	15 times
2	HS	Fishing Equipment Household equipment Food	Buka Lapak	16 times
3	AK	Clothes Cosmetics Children toys Electronic devices Accessories	Instagram Shopee	12 times
4	AY	Cosmetics Books Clothes Veil Baby Pospaks	Shopee Website Instagram	10 times
5	WUP	Breastfeeding Equipment Baby gears Clothes	Tokopedia	8 times
6	AF	Clothes Cosmetics Foods Accessories	Instagram Shopee	18 times
7	N	Cosmetics Clothes Pulse Ticket Foods	Tokopedia Shopee Instagram	15 times
8	I	Gadget Accessories Drugs Footwear Electronic devices Health Care	Tokopedia Shopee	20 times

Source: Research Result in NCCA Training Centre Employee

According to Schiffman's book Consumer Behaviors, the adoption process that is passed by consumers at the stage of deciding to accept or reject a product innovation consists of five stages, namely:

1) **Awareness:** Consumers become aware that there is innovation.

Results of interviews with eight informants, known that the stages of awareness building traversed by the informants occurred through different media. The first informant stated that she knew the online store through social media in the form of advertisements that appeared on social media. Also, she also deliberately browse the internet to find the product she wants, which then through a search engine on the internet will show online shops that provide the product she is looking for.

Other informants in general are also familiar with online stores through search engines and social media. The second informant and the seventh informant found an online store based on recommendations from friends who had shopped at the online store before.

Awareness of this innovation is inseparable from the new knowledge possessed by informants. Departing from the needs of certain products, as well as knowledge of services that provide products, there arises interest in knowing in-depth how these services can meet the needs of the desired product.

From the eight informants, it was concluded that the process of awareness of the existence of innovation, in this case, is the online shop on the majority of informants obtained through social media, search engines on the internet, also on the recommendation of friends.

2) **Interest:** Customers become interested in innovative products or services.

The interest of informants as consumers arises from various backgrounds. The interest itself comes from an interest in something new or innovation. A very diverse online store has a special strategy in capturing consumers who are not limited to the virtual world. To make the strategy to take the target precisely, we must pay attention to the consumer behaviours who will be the marketing target.

All informants have an interest in online stores for the same reason, which can meet the needs of the product. Because of the limited time required to make the informant generally need alternative sellers who can provide the products needed without having to come to the offline store that quite far from the location of the informant. The location of the informant's office in Bojongsari is around 15 km from the city of Depok, so to fulfill certain products that can be purchased in the city, it must go through a considerable distance with the use of roads that are more often congested. Therefore an online store is very easy in terms of distance and time.

Also, interest in online shops arises because in online shops consumers can freely compare one product to another comprehensively. Comparison can be seen from the specialization of goods, price, quality, and availability of goods. Comparison of goods made in an offline store will

consume more energy, time, and limitations on the availability of goods in a single store, while in an online store consumers can compare products with other products in one store, or with other products in other stores easily.

Another reason that supports the interest in online stores is that with an online store the product search activity will be more focused, not easily tempted by other products that are outside the list of consumer needs.

In terms of online stores, consumer interest can be influenced by the status held by online stores, which are symbolized by various signs such as: number of stars owned, seller status, number of followers, number of likes, number of items sold, testimonials, and number of items available.

3) **Evaluation:** Consumers carry out "mental experiments" of innovation.

The evaluation phase is characterized by consumer behavior as a prospective buyer who tries to convince himself of the innovation he knows, is it reliable enough to be used or should not be used. Informants conduct an evaluation through screening the profile of the intended seller or online store, by analyzing all information that may be obtained from the display outside the online store.

Informants generally see how online stores start from their status, in the form of a market place, then the status of online stores will be more easily identified. One of them can be seen by the number of stars owned, it also can be seen by the online store's status (star seller, trusted seller, official seller, etc.). For example, stores that have the 'trusted' baggage at Tokopedia, or 'star seller' and 'official seller' at the Shopee will indirectly increase consumer confidence in the online store.

For online stores outside the market place, or who use websites and social media, an evaluation of online stores can be seen by examining comments, testimonials from previous buyers of the products sold and the services they can. The more positive comments and testimonials will further increase trust in the online store.

4) **Experiment:** Consumers try innovation.

After screening the online store, the consumer decides to try the initial purchase at the online store. Consumers will be more confident making purchases at online stores that can pass screening in the evaluation stage even for purchases in large parties. However, if there are still doubts about the online store, consumers will conduct an experiment by buying a limited number of products first, to ensure that the online store's services are as expected and can be trusted.

5) **Adoption:** If satisfied, consumers decide to use innovation repeatedly.

After the trial stage, where the informant as a consumer has tried an innovation, then the value of innovation can be measured by customer satisfaction with the products and services provided by the online store. Consumer satisfaction is usually documented in the provision of rewards in the form of stars, or testimonials from consumers, which will then increase the status of the seller to be a trusted seller.

Based on the results of interviews with informants, while using online stores, the average informant was satisfied with the choice of online store services. Some informants have dissatisfaction experienced, such as: the product does not match the picture display, the product taste is not delicious (for food), the delivery is too long, the goods sent are not in accordance with the order, or the order is canceled because out of stock. If the informant experiences dissatisfaction, then all information ensures that they will not buy the same product in the same online store. However, if the respondent's response is satisfied with the online store service, then it is certain that the online store will be stored in the address book and will make a purchase at that online store again in the future. This shows that the informant has accepted the existence of this online shop.

4.2 Consumer Decision-Making Model

In making decisions, informants as consumers go through three phases in decision-making, namely input, process, and output. The three phases of decision-making need to be understood by sellers to identify consumer behavior, to determine marketing strategies that are in accordance with predetermined marketing targets.

1) Input

The input of the consumer decision-making model based on interviews with informants includes three types of external influences, namely:

- a) Strategies designed to reach out, inform, and persuade consumers to buy marketers' products repeatedly. In this research, informants were more able to receive a product through input such as endorse products by celebrities, advertisements and other promotional efforts like pricing and shipping costs.
- b) Sociocultural influences include recommendations of friends who have to use it first, advice from family, or the brand is already a family subscription.
- c) Communication, the role of communication is very important in this stage. Good communication will be more able to convince consumers to try new products.

2) Process

The process component of the model relates to how consumers make decisions. Based on interview results, respondents make a decision not only based on what products they need, but also on how online stores are able to display an image that can convince consumers, which can be seen from the seller's status, availability, completeness and quality of goods, acceptable price range, number of followers, online store display, and easy access to online stores.

Additional facilities such as the ease of payment and the diversity of payment methods also affect the decision-making process for consumers. Other facilities such as the availability of expedition services and discounts also become one of the inputs in the consumer decision-making process.

In the decision-making process, most informants stated that recommendations from friends were quite effective in convincing informants to purchase a product at a particular online store. This is because the informant feels more confident because the seller has been tested by his friend, while others feel that the product has been used by his friend satisfactorily so that the desire to use the same product appears.

One informant explained that he prefers shopping at online stores, because in online stores he feels free to see and compare goods with other one, in various online stores, things that if we do in an offline store will cause a sense of discomfort and need to spend more time and energy.

3) Output

The output stages of the consumer decision-making model consist of purchasing behavior and purchasing evaluation after purchase. When you first get to know an online store or product, the informant is more careful in selecting the online store's profile. Furthermore, the respondent will purchase if it is felt that he is sure of the seller's status, but if there are still doubts, then the informant decides to purchase a limited amount just to see or test whether the store can be trusted or not. If the purchase trial results are satisfactory, the respondent tends to repeat the purchase at the same online store.

4.3 Factors Supporting the Diffusion of Innovations of Consumer Behavior in Using Online Shop

There are several factors that influence the acceptance or rejection of an innovation or new behavior. The factors that occur in online store consumers based on interviews with the eight informants are as follows:

1) Degree of Benefits

The degree of benefit is intended if the innovation is beneficial to society, the innovation will quickly be accepted by the community. The results of this study indicate that online stores have a high degree of benefits because all of informants said that the existence of online stores is very helpful for them. The existence of an online store can make informants get the product they want easily, quickly, thus solving the problem of distance and time. The informants can buy product they want even from very distant seller locations.

2) Self-Effectiveness

For the diffusion of innovation of using an online shop requires confidence in oneself that the online store is trusted so that consumers will be brave in trying online shop. The thing done by the informants to be more convincing themselves in choosing a particular online store is by screening the profile of the online store such as its status, number of products sold, product prices, previous customer testimonials, service quality, percentage of chats answered, etc.

3) Status Incentives

This status incentive is the most influencing factor in receiving innovation. Of the eight informants interviewed, the most influential factor in online shopping activities was that their status as employees with office locations that far enough from shopping centers, made conventional shopping more difficult, so they switched to online shops. In addition, adequate internet facilities are also one of the main supporting factors in online shopping activities. This can be seen especially when purchasing train tickets in the time leading up to the holidays, two informants are even willing to stay overnight at the office to get unlimited connections to get the desired train or plane tickets through the office's internet connection facility.

4) Individual Value

Individual values are the value or perception of someone in looking at a thing. Starting from the success of someone else shopping at an online shop, then he will tell his experience when getting a product in a particular online shop, so that it can transmit the perceptions they have to other people they tell.

One informant said that he decided to shop at a website that sells hijab, because his friend always complained that he had difficulty getting the product because it was always out of stock. Then the informant tries to shop for products on the same website to prove his friend's perceptions about the website. Furthermore, the success of the informant in obtaining products from the same website will result in different perceptions of each individual.

5) Trial

In trials if an innovation can be tested it is likely that the innovation can be received quickly. In testing the online store the informant prefers the convenience provided by the online store. Most informants prefer to shop online through the marketplace because the marketplace already uses a systematic buying and selling mechanism. There are procedures for purchasing, payment, and even complaint procedures if the goods are not suitable. So it can be concluded that online stores such as marketplaces will be more easily accepted compared to online stores that stand independently.

4.4 Factors Inhibiting the Diffusion of Innovations of Consumer Behavior in Using Online Shop

Some factors inhibit the existence of diffusion of innovation of consumer behaviour in using the online shop. Based on the interviews with eight informants, it is known that several factors hinder the diffusion of innovations in using the online shop, as follows:

- Unstable internet connection;
- High shipping costs;
- The seller's response is not fast enough and unfriendly seller.

5. Conclusions

Based on the results of research and data collection from Informants, the following conclusions can be concluded:

- 1) The diffusion of innovation of consumer behaviour in using online shop among NCCA Training Centre Employees has been widespread, it showed by the changing in the way shopping at NCCA Training Centre employees who have now utilized online store as one of the buying and selling media. The diffusion of innovation in NCCA Training Centre Employees through five stages, namely: awareness, interest, evaluation, trial, and adoption. The five stages are passed in a structured manner with almost the same process and motivation from each informant.
- 2) Factors that support the diffusion of innovation of consumer behaviour in using the online shop in NCCA Training Center employees are the degree of benefit, self-effectiveness, status incentives, individual values, and trials.
- 3) The inhibiting factor of the diffusion of innovation of consumer behaviour in using online shop in NCCA Training Centre Employees turned out to be not only technical aspects such as unstable internet connections, but there are also other factors such as high shipping costs, seller's response which is not fast enough, and unfriendly sellers .

- 4) The existence of an online shop, although it is very useful and can be well received, however, all informants are of the opinion that an offline store is still needed, for example as a means of refreshing, free time with friends and family, and also as an event to show their existence and a means of socializing with other humans, because basically, humans are social creatures.

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