

### The Influence of Online Sales Person Presence and Sales Person E-Service Quality Online Purchase Decisions at YH Store Palopo City

<sup>1</sup>Ade Mutia

Management, Faculty of Economics, STIE Makassar Maju

[Ademutiaa200@gmail.com](mailto:Ademutiaa200@gmail.com)

<sup>2</sup>Azlan Azhari

Management, Faculty of Economics, Universitas Negeri Makassar

[azlanazhari@gmail.com](mailto:azlanazhari@gmail.com)

<sup>3</sup>Andi Muhammad Irwan

Management, Faculty of Economics, STIE Makassar Maju

[andiirwan10@yahoo.co.id](mailto:andiirwan10@yahoo.co.id)

**Received:** 18 November 2024

**Revised:** 26 November 2024

**Accepted:** 01 December 2024

**DOI:** <https://doi.org/10.3926/jsiems.xxxx>

#### **Abstract**

*The This study aims to find out 1) The Influence of Sales Person Online Presence on Online Purchase Decisions at YH Store, 2) The Influence of Sales Person E-Service Quality on Online Purchase Decisions at YH Store, and 3) The Simultaneous Influence of Sales Person Online Presence and Sales Person E Service Quality on Online Purchase Decisions at YH Store. This research was conducted at YH Store Palopo City, South Sulawesi. The research sample was 100 respondents who were selected using random sampling techniques. The data collection method used in this study is by observation and questionnaire. Tested using SPSS software. The tests used in the study to prove the hypothesis include, validity, reliability test, classical assumption test, multiple linear regression, t test and F test. The results of the study show that X1 (Sales Person Online Presence) and X2 (Sales Person E-Service Quality) simultaneously have a significant positive effect on purchase decisions at YH Store in Palopo City. This can be seen from the F-count value of  $136.963 > F\text{-table } 6.90$ . X2 partially had a positive and insignificant effect on purchase decisions at YH Store in Palopo City. This can be seen from the t-count value of  $1.082 > t\text{-table } 0.677$  and has a significance value of  $0.282 > 0.05$  which means that the online salesperson presence variable has a positive and insignificant influence on purchase decisions. X2 partially had a significant positive effect on purchase decisions at YH Store in Palopo City. This can be seen from the t-calculated value of  $32.705 > t\text{-table } 2.079$  and has a significance value of  $0.000 < 0.05$*

*which means that the salesperson e-service quality variable has a positive and significant influence on purchase decisions.*

**Keywords:** *Sales Person Online Presence, Sales Person E-Service Quality, Purchase Decision*

### Abstrak

Penelitian ini bertujuan untuk mengetahui 1) Pengaruh Sales Person Online Presence terhadap keputusan pembelian online di YH Store, 2) Pengaruh Sales Person E-Service Quality terhadap keputusan pembelian online di YH Store, dan 3) Pengaruh Sales Person Online Presence dan Sales Person E-Service Quality secara simultan terhadap keputusan pembelian online di YH Store. Penelitian ini dilakukan di YH Store Kota Palopo, Sulawesi Selatan. Sampel penelitian adalah 100 responden yang dipilih menggunakan teknik random sampling. Metode pengumpulan data yang digunakan dalam penelitian ini yaitu dengan observasi dan kuesioner. Diuji dengan menggunakan software SPSS. Uji yang digunakan dalam penelitian untuk membuktikan hipotesis diantaranya, validitas, uji reabilitas, uji asumsi klasik, regresi linear berganda, uji t dan uji F. Hasil penelitian menunjukkan bahwa X1 (Sales Person Online Presence) dan X2 (Sales Person E-Service Quality) secara simultan berpengaruh positif signifikan terhadap keputusan pembelian pada YH Store di Kota Palopo. Hal ini dapat dilihat dari nilai F-hitung sebesar  $136,963 > F\text{-tabel } 6,90$ . X2 secara parsial berpengaruh positif tidak signifikan terhadap keputusan pembelian pada YH Store di Kota Palopo. Hal ini dapat dilihat dari nilai t-hitung sebesar  $1,082 > t\text{-tabel } 0,677$  serta memiliki nilai signifikansi sebesar  $0,282 > 0,05$  yang artinya variabel salesperson online presence memiliki pengaruh positif tidak signifikan terhadap keputusan pembelian. X2 secara parsial berpengaruh positif signifikan terhadap keputusan pembelian pada YH Store di Kota Palopo. Hal ini dapat dilihat dari nilai t-hitung sebesar  $32,705 > t\text{-tabel } 2,079$  serta memiliki nilai signifikansi sebesar  $0,000 < 0,05$  yang artinya variabel salesperson e-service quality memiliki pengaruh positif dan signifikan terhadap keputusan pembelian..

**Kata kunci:** *Sales Person Online Presence, Sales Person E-Service Quality, Keputusan Pembelian*

### 1. INTRODUCTION

In today's modern era, economic and technological developments growing rapidly. In Indonesia, technological developments are marked by There are many aspects that can be easily reached through the internet. Active consumers using mobile apps and social networks is a form of consumer behavior in collecting information that will give rise to buying interest and online purchasing decisions. Because of this, now consumers have been facilitated in efforts to meet

their daily needs, So that consumer behavior has changed from direct purchases that being in a store becomes an online purchase.

According to Herhausen et al. (2020) cited by Putri (2023), a study Large-scale field and several experimental studies show that The digital presence of employees, company website services, improves perception the quality of the website's services is current and positively shapes the memory of the related to the perception of employee service quality from previous meetings. Purchasing goods via the internet is one of the service facilities of Online Store. The internet in this case is defined as a buying and selling transaction that occurs on the company's website (e-commerce), social media, and online platforms Other. As with offline stores, in this online store sellers and buyers make transactions directly through online media without any party third. There are many factors in online stores that consumers consider to making a purchase decision, not only features, but also quality of service electronics and employee presence in e-commerce, providing services with high quality to customers being the main predictor of satisfaction customers, which then increases online purchase intent..

The quality of electronic services is a facility in a website that Designed to be effective and efficient in making online purchases. Philip Kotler says that consumer surveys show that The most significant thing that prevents a person from shopping online is Absence of pleasant experiences, social interactions, and consultations personal with company representatives. Dissatisfaction occurs when consumers get a negative response from the intended Online Store service. This dissatisfaction can lead to negative attitudes towards the brand and manufacturer, reduced likelihood of repurchases, brand switching, and various other complaints.

YH Store is a store that sells various fashion items in the form of bags, clothes, sandals, and other fashion items. YH Store sells products online by uploading photos of their products on their media accounts social. Because the purchase transaction is carried out online, the interaction between Sellers and buyers/customers do not take place face-to-face.

Consumers who shop at YH Store stores are mostly women from 18-21 years old because they are motivated by promos and discounts on 3 products that are considered interesting. In addition to making it easier for consumers to find products sought-after, online shopping offers easy payment methods carried out by consumers.

Online buying and selling is usually done in several online media facilities One is social media. As recently The use of social media as a means of buying and selling online is in great demand by Some business actors, because of the ease of using social media, and can It can be carried out anywhere and anytime without any limitations of space and time. Online shopping is free from both geographical and temporal restrictions, thus Consumers benefit from increased convenience through online shopping. The downside is that they can't directly touching, feeling, the physical products they buy online.

The disadvantage of shopping at the YH Store store is that the store does not use COD method which means that payment can be made on the spot., by consumer goods will be received first and then paid for in cash through courier because some consumers do not have Atm.

The development of e-commerce businesses makes business actors compete In improving the quality of sales, one of them is the quality of service. In the great Indonesian dictionary, it is stated that the meaning of service is an effort to help prepare (take care of) what people need other. According to Umar, service in general is a sense of pleasure that given to others with facilities and fulfilling all their needs. Leverage the digital presence of digital employees on websites is a way to bring out the quality of service.

Ease of use in online sales affects purchase intent. Excellent service can create customer satisfaction, consumer satisfaction can cause repurchase intentions. Shopping experience in e-commerce Shoope, an online store that has information four days ago compared with an online store that had information four hours ago. It is shaping consumer perceptions in making purchase decisions on The two online stores. Consumers form the perception that It is possible that an online store that had information four days ago did not professional compared to an online store with four hours of information that then.

Consumer perception has an impact on the services provided online store. If the consumer sees that the salesperson on the online store not being online for a few days will create a bad perception of customer. So indirectly, the effect of the presence of employee services can affect customer perception. The decision-making process is not It just happens, but with stimuli from beyond the control of consumers. Decision Purchasing is the consumer's understanding of the wants and needs of a product by assessing from existing sources by determining purchase objectives as well as identifying alternatives so that decision makers to buy that is accompanied by behavior after making a purchase.

The definition of service quality or service quality is centered on efforts fulfillment of customer needs and desires and accuracy of delivery to keep up with customer expectations. The quality of service or service is Excellence desired by customers is a goal achieved from an excellence and quality of service. Quality of service influenced by two main factors, the first is the quality of service that expected salary then the second is to perceive the service or (perceived service) (Tjiptono and Chandra 2019). Dissatisfaction situations occurs when consumers get a negative response from online services The intended store. Dissatisfaction can lead to a negative attitude towards brands, as well as manufacturers or service providers, are less likely to repurchases, brand switching, and various kinds complaint behavior (Tjiptono, 2019).

The purchasing decision-making process is a rational endeavor from administrators to achieve the goals that have been set on the the initial part of the planning function. The process starts and ends with Consideration. It requires creativity, quantitative skills and experience. Purchasing decisions are consumers' understanding of the desire and need for a product by

judging from sources by setting purchase goals and identifying alternatives so that the decision maker to buy is accompanied by behavior after making a purchase.

Based on the background described above, the researcher is interested to research on "The Influence of Salesperson Online Presence and Salesperson E-Service Quality for Online Purchase Decisions at YH Store Kota Palopo".

## 2. LITERATURE REVIEW

### **Purchase Decision**

According to Kotler, the purchase decision itself is an act of consumers to form a reference among brands in the selection group and buy the most preferred product. Consumers will reach a point where consumers will stop looking for products because there is confidence in a product called a purchase decision. At the heart of consumer decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice, which is presented cognitively as a behavioral desire.

### **Sales person Online Presence**

One of the marketing relationships that is a big concern for consumers is the selling relationship. This sales relationship leads to building a behavioral relationship from the salesperson, and is not solely a part of management, but can be applied to the large number of individual sales. Salespeople play a role in marketing strategies to meet the market needs of the products and services offered, besides that salespeople must also be able to convey the degree of importance of the company through its image, reputation and ability to satisfy its retail needs so that it can create a trust.

The service must be designed as attractive as possible and the information conveyed must be easily understood by potential consumers so that the feedback obtained can stimulate potential consumers to make a purchase. In an online store, services can motivate consumers to make purchases, besides that services can also foster good relationships with consumers. . Good service is carried out with responsiveness in the sense of being fast and responsive in listening to what consumers need. Salesperson Online Presence is the presence and response of salespeople to online marketing instruments when customers need them. (Nofri, 2020). Online presence means, on business platforms, both websites or social media, get attention for internet users in the form of traffic, visits, interactions, which are better than other sites.

Sales Person Online Presence has a function to acquire new consumers when consumers visit a website or business platform on the internet. A good response is a benchmark for customers to decide whether they will buy a product or not. In Salesperson Online Presence, it can help so that the services provided are consistent and always responsive. The presence of a Salesperson Online Presence makes sales targets met and even increases if the response given to customers can be

satisfactory. In addition, the existence of this service also enlarges customers to be loyal to the desired needs. Online Presence and its ongoing engagement with its customers add a certain value to the brand image that traditional media and marketing can't provide. Always ready to answer and respond to all questions, complaints, and various comments related to online stores.

### Sales person E-Service Quality

E-Service Quality was originally a development of service quality applied to an electronic device media. E-Service Quality or also known as e-servqual, is a new version of servicequality (ServQual). Service Quality is the extent of the difference between the expectations and reality of the customers for the services they receive. According to Tjiptono (2020) Service Quality is the fulfillment of customer needs and desires and the stipulation of its delivery to match customer expectations.

### 3. RESEARCH METHODOLOGY

The type of research used is quantitative research, which is a method to test certain theories by examining the relationship between variables. The population in this study is all visitors to the YH Store online store in Palopo City and the research sample is 100 respondents selected using random sampling techniques.

### 4. RESULTS AND DISCUSSION

#### Result

Of the 100 respondent data collected, all respondents were female. This data can be seen in the table below:

**Table 1 Characteristics of Respondents by Gender**

No	Gender	Sum	Percentase (%)
1	Woman	100	100
2	Man	0	0
Sum		100	100

**Source: Processed primary data, (2024)**

Based on table 1 of the results of this study, the number of respondents obtained was 0 (0%) and the number of female respondents was 100 (100). All respondents were female because the store sells a variety of women's fashion. In addition, the women who were used as respondents in this study were individuals Individuals who are more dominant in following fashion and their development are more than men.

Of the 100 questionnaires that were filled, 73 respondents were in the age interval of 15-25 years and 27 respondents were in the age interval of 26-35 years. This data can be seen in the table below:

**Table 2 Characteristics of Respondents by Age**

No	Age	Sum	Persentase (%)
1	15-25	73	73
2	26-35	27	27
Sum		100	100

**Source: Processed primary data, (2024)**

Based on table 4.2, the results of the study show that out of 100 respondents there are 73 people aged 15-25 years and 27 respondents aged 26-35 years. 15-25 year olds shop more online at YH Store because they consider that online shopping is one of the easy and practical shopping methods.

### Multiple Linear Regression Analysis Test Results

Multiple regression analysis is used to measure the strength of the relationship between two or more variables, also showing the direction of the relationship between the dependent variable and the independent variable. A good regression equation model is one that meets the requirements of the classical assumption test. From the previous analysis, it proves that this study is considered good. This study uses multiple linear regression analysis to predict how far the value of the variable is bound by employee performance, when the value of the variable independent of career development and work motivation goes up and down. The results that have been processed by the researcher are as follows:

**Table 3 Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,561	2,453		1,860	0,066
	X1	0,145	0,134	0,082	1,082	0,282
	X2	0,805	0,077	0,797	10,489	0,000

**Source: Primary Data Processed (Output SPSS 29), 2024**

### Partial Test Results (t-Test)

Partial tests (t-tests) are used to measure how far an independent variable individually influences the dependent variables. The results that have been processed by the researcher are as follows:

**Table 4 Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,561	2,453		1,860	0,066
	X1	0,145	0,134	0,082	1,082	0,282
	X2	0,805	0,077	0,797	10,489	0,000

### Simultaneous Test Results (Test F)

Simultaneous tests (f-test) are used to find out how far the influence of independent variables together in explaining the variation of dependent variables. The results that have been processed by the researcher are as follows:

**Table 5 Test Results f**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3286,604	2	1643,302	136,953	,000 <sup>b</sup>
	Residual	1163,906	97	11,999		
	Total	4450,510	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Processed Primary Data (Output SPSS 29), 2024

Based on table 4.12, it shows that the f-count value of 136.963 > f- table 6.90 with a probability value of 0.000. Since the probability value is less than 0.05, the regression model can be used to predict the purchase decision or it can be said to be to four independent variables. This means that: Salesperson Online Presence and Salesperson E-Service Quality simultaneously affect the purchase decision, accepted.

### R2 Determination Test Results

The value of R2 has an interval between 0 to 1 ( $0 \leq R2 \leq 1$ ). The greater the R2 is closer to 1, the greater the independent variable explains the dependent variable. The results that have been processed by the researcher are as follows:

**Table 6 R2 Determination Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,859 <sup>a</sup>	,738	,733	3,464
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Source: Primary Data Processed (Output SPSS 29), 2024

Based on table 5 above, it shows that the value of the coefficient determination expressed by R Square of 0.738 or 73.8%. This means that the purchase decision can be explained by the variation of online salesperson presence and e-service quality salesperson by 73.8%, while the remaining 26.2% can be explained by other variables that are not studied.

### Discussion

#### The Simultaneous Influence of Online Presence Salesperson and E-Service Quality Salesperson on Purchase Decisions

Based on the results of the research obtained, online presence salesperson and e-service quality salesperson simultaneously have a significant positive effect on purchase decisions at YH Store in Palopo City, so the hypothesis in this study is accepted.

The results of this study reveal that the higher the presence of online salespersons and the better the salesperson e-service quality, the more consumers decide to buy. An online salesperson presence will benefit consumers and store owners. Through an online salesperson presence, consumers will make purchases that are Then with that purchase, the store owner gets the results. This shows that with an online salesperson presence and a quality e-service salesperson, consumers will feel that this store has a good response speed, not only that, the service or service provided is also good so that consumers can decide to buy at the store.

Service quality is a very important thing that will affect consumer decisions in shopping. The level of consumer satisfaction can be identified through the quality of service. Where the difference is obtained through the process of comparing one type of service with another similar service. Thus, consumers can find out the comparison of the level of service quality between stores A and B. Satisfactory service is defined as service that meets consumer expectations, or even exceeds expectations.

Providing high-quality services will be very profitable for businesses. If the positive value of consumers has been accepted by the business, the consumers will give a good response, make purchase decisions and become repeat customers. Of course this will have a major impact on business continuity.

Based on the results of field research, it shows that salesperson online presence and salesperson e-service quality are able to encourage consumers to make online purchase decisions. Where the more often sales appear to reply to consumer messages and the better the service provided, the higher the purchase decision. After doing Consumers will usually immediately feel the service provided and evaluate the entire service process they get. Good service makes consumers tend to make transactions again because of the effectiveness and comfort they feel.

### **The Influence of Online Salesperson Presence on Purchase Decisions**

Based on the results of the research obtained, online salesperson presence has a positive and insignificant effect on purchase decisions at YH Store in Palopo City, so the hypothesis in this study is rejected.

The results of this study reveal that the presence of online salesperson has less influence on consumers in deciding to buy. This is not in line with other studies that say that online salesperson presence will influence consumers to make purchases.

Service quality is a very important thing that will affect consumers' decisions in shopping. The level of consumer satisfaction can be identified through the quality of service. Service providers must make various efforts to improve customer satisfaction levels. Providing comfort, agility, accuracy and ability for customers.

Based on the results of field research, it shows that online presence salespeople are less able to encourage consumers to make online purchase decisions. This is because consumers only ask questions without being followed by the intention to make a purchase decision.

The importance of quality information in online business, because the quality of information provided to online buyers, will be able to influence consumers' decision to buy the product so that it can attract consumers to buy.

### **The Simultaneous Influence of E-Service Quality Salespersons on Purchase Decisions**

Based on the results of the research obtained, salesperson e-service quality has a significant positive effect on purchasing decisions at YH Store in Palopo City, so the hypothesis in this study is accepted.

The results of this study reveal that the better the e-service quality salesperson, the more consumers decide to buy. Service quality is a very important thing that will affect consumer decisions in shopping. The level of consumer satisfaction can be identified through the quality of service. Where the difference is obtained through the process of comparing one type of service with another similar service. So, consumers can find out the comparison of service quality levels between stores A and B.

Service providers must make various efforts to improve customer satisfaction levels. Providing comfort, agility, accuracy and ability for customers. If consumers get service according to their expectations, then the level of service quality can be assessed as perfect. If consumers do not get or feel something they want, then the quality of service can be judged low.

Providing high-quality services will be very profitable for businesses. If the positive value of consumers has been accepted by the business, the consumers will give a good response, make purchase decisions and become repeat customers. Of course this will have a major impact on business continuity.

Based on the results of field research, it shows that e-service quality salespersons are able to encourage consumers to make online purchase decisions. Where the better the service provided, the higher the purchase decision.

Service quality is also a complex construct, and is most investigated on the discipline of marketing. Quality can be broadly viewed as an advantage or privilege and can be defined as the delivery of services that are relatively special and superior to customer expectations, meaning that service quality is a long-term consumer perspective and is a cognitive evaluation of service transfer.

## 5. CONCLUSION

Based on the results of the study, the influence of Salesperson Online Presence on purchase decisions is positive but not significant. This means that the online presence of sellers, such as always online and responsive, has a positive impact on consumers, but is not strong enough to directly encourage them to make a purchase. Consumers may feel more comfortable with the presence of active sellers, but this is not a major factor in their decision to buy products at YH Store. In other words, even though sellers are always online and responsive, this factor alone does not significantly influence purchasing decisions.

In contrast to Online Presence Salespersons, E-Service Quality Salespersons have a significant influence on purchasing decisions. This shows that consumers are very concerned about the quality of online services provided by sellers. Services such as speed of response, security in transactions, and the provision of clear and accurate information greatly affect consumers' purchasing decisions. The better the quality of online services that consumers receive, the more likely they are to make a purchase at YH Store. Therefore, Salesperson E-Service Quality is an important variable that has a significant influence on purchasing decisions.

The simultaneous influence between Salesperson Online Presence and Salesperson E-Service Quality on purchasing decisions is proven to be significant. When these two variables are combined, they are able to jointly influence consumers' decisions to make purchases. Although partially Salesperson Online Presence is not very significant, when combined with Salesperson E-Service Quality, these two variables become more effective in encouraging consumers to make

purchases. The combination of always-on and responsive sellers and high quality of online services creates a better shopping experience for consumers, thereby improving their decision to buy at YH Store. Thus, the presence of a responsive seller and quality service are very important in influencing purchasing decisions.

### REFERENCE

- Billyarta, G. W., & Sudarusman, E. (2021). Pengaruh kualitas layanan elektronik (e-servqual) terhadap kepuasan konsumen pada market place shopee di sleman diy. *Jurnal Optimal*, 18(1), 41-62.
- Gupron, G. (2019). Analisis Kepuasan Konsumen Melalui E-Service Quality Terhadap Keputusan Pembelian Daring Di Aplikasi Bukalapan. com (Studi Pada Mahasiswa Universitas Batanghari Jambi). *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, 1(1), 337-348.
- Herhausen, D., Miočević, D., Morgan, R. E., Kleijnen, M. H. P., Luminy, D. De, & Antoine, R. (2020). *The digital marketing capabilities gap. Industrial Marketing Management*, 90 (March), 276–290.
- Julianti dan Aini. (2022). *Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Kembelian Online Marketplace (Studi Mahasiswa Universitas Pasir Pengaraian)*.
- Leonora, N. A. (2019). *Bagaimana Consumer Perception Dan Consumer Attitude Mempengaruhi Motivasi Pembelian Green Product (Kajian Perilaku Konsumen Dari Berbagai Budaya Dan Negara)*. *Competence : Journal Of Management Study* 12(1). <https://doi.org/10.21107/kompetensi.v12i1.4947>
- Noor, H. C. M., Rahmasari, G., Mubarok, A., Purwadhi, & Sukajie, B. (2019). “Upaya Strategik Maksimalisasi Laba Untuk Perusahaan Yang Berbasis Pada Produksi Makanan Camilan”. *Jurnal Abdimas BSI*, 2(1), 154–165.
- Nopriansyah, A. (2023). Pentingnya Budaya Organisasi Terhadap Kinerja Tenaga Kependidikan: Tinjauan Studi Literatur. *Didaktik: Jurnal Ilmiah PGSD STKIP Subang*, 9(5), 3445-3458.
- Putri, Irma Nugraha. (2023). *Peran Mediasi Customer Perception Pada Pengaruh Salesperson Online Presence dan Salesperson E-Service Quality Terhadap Keputusan Pembelian Online Store di Kota Makassar*. Skripsi.
- Putri, Yayang Giana, dkk. (2020). *Pengaruh Customer Review, Customer Rating dan Viral Marketing Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia (Studi Pada Mahasiswa Pengguna Tokopedia Di Malang)*. *Jurnal Riset Manajemen*.
- Pratiwi, W. J. (2023). Pengaruh E-Service Quality dan Information Quality Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Daring di Aplikasi Shopee (Studi pada

- Konsumen Shopee di Kota Jambi). *Jurnal Manajemen Terapan dan Keuangan*, 12(01), 103-114.
- Raja, S. S. (2023). Pengaruh Personal Branding Sales Person Terhadap Keputusan Konsumen Dalam Pembelian Paket Mice Di The Dharmawangsa Jakarta (Doctoral Dissertation, Poltekpar Nhi Bandung).
- Rumbiati, R. (2021). Personal Selling dan Sales Promotion dalam Keputusan Pembelian Sepeda Motor di Kota Sekayu. *Jurnal Aplikasi Manajemen dan Bisnis*, 1(2), 118-127.
- Santosa, A. D., Chayaningtyas, I. D., Siliwangi, U., Gunadarma, U., Cina, P., & Depok, K. (2020). Pengaruh personal selling dan reference group terhadap keputusan pembelian konsumen. *Jurnal Ekonomi Manajemen*, 6(1), 67-73.
- Setyawati, Eka Ayu, dkk. (2022). *Analisis Pengaruh Harga Diskon, Ulasan Pelanggan Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian*. *Jurnal URECOL*.
- Simamora, V., & Fauziah, S. (2019). Pengaruh E-Service Quality Dan E-Wom Terhadap Keputusan Pembelian Serta Implikasinya Terhadap E-Customer Loyalty Pada E-Commerce. *Journal for Business and Entrepreneurship*, 3(3).
- Utama, A. P., SE, M., & Adab, P. (2023). *Manajemen Pemasaran Konsep Dasar Dan Ruang Lingkup*. Penerbit Adab.
- Wirapraja, A., Aribowo, H., & Setyoadi, E. T. (2021). The Influence of E-Service Quality, and Customer Satisfaction On Go-Send Customer Loyalty In Surabaya. *Indonesian Journal of Information Systems*, 3(2), 128–137. <https://doi.org/10.24002/ijis.v3i2.4191>