Perceptual Mapping Marketplace Tiktok Shop, Tokopedia, Shopee, Lazada, Blibli: Positioning Marketplace Based on Indonesia Online Shopper Preferences

Samalua Waoma[1], Rahmat[2], Al-Amin[3], Zuwardi[4], Iiz Izmuddin[5], Loso Judijanto[6]

Abstract

Technology is always developing, every technological development will affect human activity, every technology needs to be adapted to society, besides that the world of business competition is also very tied to technological developments, companies that are able to collaborate with technology will be able to provide the totality of their services with excellence, based on people's preferences for The use of the marketplace examined in this perceptual mapping paper shows that the relationship between technology and humans is very high, and the business competition that is created is very clear. This paper uses multidimensional scaling analysis by collecting 153 respondents' perceptions from questionnaires distributed in Indonesia. In the results of the MDS test, the competition between the marketplace Tiktok and Tokopedia is very close or the similarity of the attributes studied is very high. This paper is intended for several companies that want to innovate in order to remain competitive with the changes that are happening.

Keywords: *Positioning, Marketplace, Consumer Perception, Multidimensional Scalling.*

Introduction

Technological developments and marketing strategies have made various business units and various types of products appear and conditions during the pandemic and after the pandemic have also resulted in changes in consumer buying behavior, from offline to online so that it is not only an increase when buying products on various online shopping platforms, but various business units and new products are emerging with all their innovations, based on the following data from the Central Statistics Agency (BPS), At the end of the fiscal year 2022, 34.10 percent of companies engaged in online sales. When compared to 32.23% as of 31 December 2021, this proportion represents an increase. Across all of Indonesia's provinces, BPS found 2.87 million internet enterprises.

The growth of business units and new product innovations has also forced various online shopping platforms to always innovate and provide the best service, on the other hand competition has also begun to increase drastically (Vrontis et al. 2021), this competition arises due to high consumer demand, so many shopping platforms New online shopping platforms also want to try the success that has been experienced by pre-existing platforms, so this competition requires new or existing online shopping platforms to provide excellent service and continue to innovate(Schmid and Axhausen 2019). In this research, researchers took 5 well-known online shopping platforms to be tested, these platforms include Tiktok Shop, Shopee, Lazada, Tokopedia, and Blibli.

Consumer habits in buying products based on the online shop they like are very diverse, these habits adjust to what products they will buy based on the online shop which according to these consumers can fulfill their wishes(Sunyoto and Saksono 2022). The habit of choosing and buying behavior of consumers is influenced by many things, including in terms of the advantages and disadvantages of the online shop

---

[1] Universitas Nias Raya,Indonesia, Email: samaluawaoma@gmail.com, Orchid : https://orcid.org/0009-0006-6328-3812.

[2] Universitas Tamansiswa Padang,Indonesia. , Email: rahmattksulaiman575@gmail.com, Orchid: https://orcid.org/0009-0002-7420-0526.

[3] Universitas Airlangga,Indonesia, Email: E-mail: al.amin-2024@feb.unair.ac.id, Orchid: https://orcid.org/0000-0002-7277-7455

[4] Universitas Islam Negeri Sjech M. Djamil Djambek Bukittinggi,Indonesia, Email: zuwardiiyzi84@gmail.com, Orchid: https://orcid.org/0009-0004-5212-8011.

[5] Universitas Islam Negeri Sjech M. Djamil Bukittinggi,Indonesia. , Email: iizizmuddin@uinbukittinggi.ac.id, Orchid: https://orcid.org/0000-0001-9749-8930

[6] IPOSS Jakarta, Indonesia, Email: losojudijantobumn@gmail.com, Orchid: https://orcid.org/0009-0007-7766-0647

platforms, because until now several risks still occur in various online shops so that every time the online shop platforms require innovation and develop software, apk, or system from the platforms, so that consumers who will buy will make various considerations before choosing which platform suits their needs(RAMADHAN 2023).

To assist consumers and owners of online shopping platforms in providing the most excellent service and being able to innovate in various ways, this research is here to close some of the gaps or deficiencies that are still faced by owners of online shopping platforms as well as answer various doubts that consumers feel in choosing, researching This will also help in terms of mapping the positioning or position of the marketplace in the world of competition, so that the direction and goals of developing the platforms marketplace itself will be clearer(Dwivedi et al. 2021). Not only that, the results of this research will become a reference for marketing strategies that are quite influential for companies or service providers, marketplaces, or what we often hear about is online shops. In addition to mapping the position so that the direction of the marketplace is clearer, this research also aims to be a reference for a pretty good marketing strategy, and also this research will provide an overview of how much the level of competition is between several well-known marketplaces that have been selected by researchers.

Theoretical Background

Technology Acceptance Model (TAM)

The concept of TAM (Technology Acceptance Model) is used to describe factors that influence people's attitudes and behavior when it comes to using information technology, such as websites, software/applications, and devices. It takes into account the fact that not everyone is immediately comfortable with the technology that is currently available (Dutot, Bhatiasevi, and Bellallahom 2019), and that there are various levels of acceptability (Suaidah 2021). The two primary components of the Technology adoption Model (TAM) Perceived Ease of Use and Perceived Usability demonstrate user adoption of technology. Practice, system design, notes, and policymaker help are all examples of external factors that might impact technology use and are thus included in TAM creation (Hamid et al. 2016). The Universal Theory of Acceptance and Use of Technology (UTAUT) is an additional paradigm to the Technology Acceptance paradigm (TAM). UTAUT was initially developed to characterize how employees embrace and make use of technology, then trials were carried out to examine UTAUT construction in other contexts. more broadly, namely consumers (Patil et al. 2020). However, the construction of the UTAUT structure is a bit rigid when compared to the more flexible structure or construction of the TAM (Technology Acceptance Model). Thus, before acting, individuals need to adjust and need time to accept a technology, including the use of technology that is relatively new, for example the decision to accept and use marketplace platforms for online shopping needs(Bastari et al. 2020).

Behavior Intention Online Shopper Era

According to Rauch and Kopplin (2021), behavioral intention (BI) is the subjective likelihood that an individual will engage in a behavior. Ajzen and Icek (1985) further interpret BI as the degree to which an individual has intentionally planned to do or refrain from engaging in a particular behavior in the future. Theories of planned behavior (TPB) and theory of reason action (TRA) provide a framework for investigating attitudes toward conduct, and both are considered foundational theories of behavior intention. A person's actions are dictated by their intentions or plans to act. A person's attitude toward acting in a certain way and their own personal standards for appropriate conduct come together to form their intention to act in a certain way. views regarding the conduct, assessment of the outcomes of the behavior, subjective standards, normative views, and the desire to conform are all components of an individual's attitude toward behavior (Ajzen 1987). Therefore, according to TRA and TPB, an individual's intention or plan to act is the source of every perception good or bad. Furthermore, theories of reasoned action (TRA) and planned behavior (TPB) have been refined and applied to elucidate the individual's journey through technology adoption. In order to forecast whether or not people would embrace new technologies, the Technology Acceptance Model (TAM) has updated TRA, which stands for "theory reason action." (Mahyarni 2013). The two theories used in this research are forming factors for the creation of a perception from individuals

in terms of newly emerging or developing technologies, especially in business, economic and financial activities. Where its presence has such a complex impact on society. However, few will be characteristic, namely some of the characteristics of online shoppers who act or decide to behave in online shopping are categorized in the first several types of customers, impulsive customers, types of online shoppers who make purchasing decisions due to emotional influence (Kim 2020). For example the influence of advertising on websites, social media or e-commerce platforms. So that this type of online shopper makes purchases without much research or product planning beforehand. Second, Experienced Customers Experienced online shopper types have in-depth product knowledge because they have done previous research. They will compare a product with other similar products. Then, decide to buy the product that is considered the most superior. Third, the early adopter or early adopter is a type of online shopper who is obsessed with having an item as quickly as possible. So they always want to be the first to make a purchase. They also tend to quickly switch from one item to another. This type of customer will be very easy to change products if there is a new product that is more trendy or viral("Tipe Online Shopper Dan Tips Memikatnya" n.d.).

Marketplace Positioning

The era of digitalization has had a fairly strong competition impact in the online business sector, where marketplaces fight for the highest and best position in order to remain competitive and have more customers(Rachman and Ariyanti 2018). Therefore, the positioning strategy refers to the choice of target market segments so as to find a differential advantage and can define how it will compete with competitors in that segment (Fuchs and Diamantopoulos 2012). In addition, the main purpose of this positioning strategy is that the company or marketplace has the ability to build a picture of the market and be able to think creatively (Adellia, n.d.). Creative ideas are used to search for market segments based on the company's unique strengths, so as to create better customer satisfaction than or equal to the position of its competitors. An understanding of the strengths, weaknesses, opportunities and threats (SWOT) faced by a company can only be achieved by conducting a positioning analysis or market segment analysis.

Multidimensional Scalling Analysis

Data analysis utilized MDS. In order to visually portray the spatial preferences and perceptions of respondents, multidimensional scaling (MDS) is both a tool and a process for several classes. Here are the steps to put up a multidimensional scale :

- Formulation of the problem

- collect data or input

- Find out how to do an MDS

- Find out how many dimensions there are.

Labeling dimensions and interpreting configurations assess validity and reliability (Goodrich 1978).

As a means of collecting similarity data, we had respondents rate their level of similarity to various online market partners. Through five different marketplaces. No information is provided to the responder regarding the criteria utilized to establish similarity in this case. For validity testing, we utilize R-squared (RSQ), and for reliability testing, we use Kruskal Stress. An acceptable size is 0.60 or higher. For the similarity map, the stress level is 0.12599 and the reported RSQ score is 0.99954. In order to collect preference data, researchers think about what factors are most significant for consumers to consider while evaluating the marketplace sites under study. The evaluation evaluates six characteristics using a set of 18 items. The next step was to have them rank the sites according to these criteria. Indicators used to evaluate qualities are displayed in Table I.

Table. 1MEASUREMENT ITEMS

Perceived Ease Of Use	Easily access the Indonesia Marketplace site
	can be used anytime
	Can shop easily and anywhere
	transactions with various payment methods
Informan Quality	The information provided is easy to understand
	Provide appropriate information
	The information that the product provides is very interesting
	Provide information on items being sold
Consumer Service	The services provided are easy and fast
	Speed in serving customers
	Ease of returns
	Provides an error help center
	promotions and discounts on certain products
Website Design	desain *website* menarik dan mudah diingat
	It has a striking design and color
	Unique website appearance
Process Controllability	Responsive and uncomplicated process
	Security in the payment process is guaranteed
Outcome Quality	Appropriateness of the quality of goods/services in accordance with what is offered
	Have a Good Goods Recipient Tracking System

For this mapping study, we opted to use MDS as a reference model since it works well for gauging marketplace sites' quality according to customers' opinions. Figure 1 below shows the research model framework.
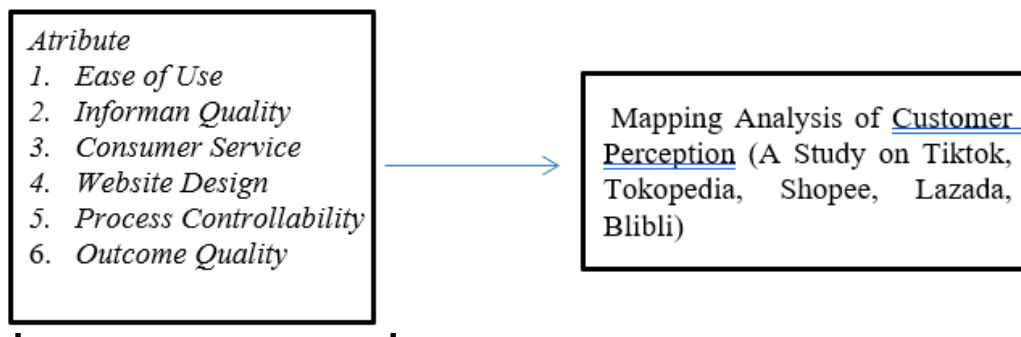
Methods

This research includes a quantitative method that aims at descriptive analysis. The research objects are Tiktok Shop, Tokopedia, Shopee, Lazada, and Blibli. Respondents in this study are customers who have made product purchase transactions on the Tiktok Shop, Tokopedia, Shopee, Lazada, and Blibli applications or respondents who know some of these platforms. The sampling technique used in this research is accidental sampling. To get a minimum sample, the researcher only took samples according to the time at which it was obtained, the results were 150 respondents to be used in research. Data was collected through questionnaires on Google forms and distributed via social media Whatsapp and Tiktok. Data analysis techniques in this study used multidimensional scaling techniques. Multidimensional scaling is an analytical technique used to describe the level of similarity or dissimilarity between objects, this mapping is based on perceptions that are mapped visually in a multidimensional manner, while the steps in carrying out data analysis techniques with multidimensional scaling are as follows:

Calculate matrix that utilizes the distance between points measured in inches. By utilizing the formula that follows, one can determine the distance between objects in the mapping by calculating the Euclidean distance between the initial object and the target object :

$$d_{ab} = \sqrt{\sum_{k=1}^{n}(x_{ak} - x_{bk})^2}$$

Information :

d_{ab} : The distance between object a and object b

x_{ak} : The results of the a-th object measurement on the k variable

x_{bk} : The results of the measurement of the b-object on the k variable

Look for eigen values and factors with the following formula:

$$\det(B - \lambda I) \text{ and } \det(B - \lambda I) X$$

To calculate matrix B with the following elements:

$$b_{ab} = -\frac{1}{2}(d_{ab}^2 - d_b^2 - d_b^2 + d^2..)$$

Where :

$$d_a^2 = \frac{1}{n}\sum_a d_a^2 , d_b^2 = \frac{1}{n}\sum_a d_{ab}^2 \text{ and } d^2 = \frac{1}{n}\sum_a d_{ab}^2$$

- Forming coordinates of the item according to the eigenvector X =(X_1 X_2), then count Dˆ(Euclidean distance from the coordinates formed).

- Use this formula to determine the voltage :

$$s = \left(\frac{\sum_{a=b}^{n}(d_{ab} - d^{\wedge}_{ab})^2}{\sum_{a=b}^{n} d^2_{ab}}\right)$$

The STRESS value criteria are as follows:

Value	Model
>0,2	Bad
0,1 – 0,19	Pretty good
0,05 – 0,09	good
0,025 – 0, 049	Very good
<0,024	Perfect

Calculate the model fit test using the formula below:

$$\text{RSQ} = \frac{\sqrt{\sum_{a<b}(d_{ab} - \bar{b}_{ab})^2}}{\sum_{a<b}(d_{ab} - \bar{b}_{ab})^2}$$

The hypothesis on the RSQ value:

H0: The multidimensional scaling model is not good

Ha : The multidimensional scaling model is good

The standard RSQ value is 0.6 and if RSQ <0.6 then H_0 is rejected.

Results And Discussion

Respondent Profile

The questionnaire used in the analysis was obtained from 153 respondents. The number of respondents between women (53.60%) and men (46.40%) who filled out this questionnaire was almost the same. Respondents tend to be young (70.13% of the sample is aged around 17-23). The majority of respondents have an income of 1,000,000-2,500,000 (49.70%) and have used the internet ninety-five percent for over three years. The demographics and work history of the participants are detailed in the table below.

Table. 2 Respondent Data

| Question	Response	Frequency (%)
Gender	Female	53.6%
	Male	46.4%
Age	17-23	39.20%
	24-30	39.20%
	31-40	19%
	41-50	2.6%
Income	1.000.000-2.500.000	49.70
	2.500.000-5.000.000	26.10
	5.000.000-7.500.000	17.00
	>7.500.000	7.20
Internet Experience	< than one (1) year	3.11
	1-2 year	2.6
	2-3 year	3.64
	> than three (3) year	90.65
E-commerce Experience	< 3 months	6.75
	3-6 months	8.57
	6 months – 1 year	11.69
	1-2 years	32.73
	> than 2 years	40.26
Most Visited Marketplace	Tiktok	55.06
	Tokopedia	13.77
	Shopee	26.23
	Lazada	3.38
	Blibli	1.56

n=153

Similarity Map of Online Marketplaces

Before proceeding with the following MDS test results, it is explained regarding the Rsquare data and the STRESS value as follows:

Table.3 STRESS Value

For matrix
Stress = .01599   RSQ = .99954

The RSQ or Rsquare requirement is the standard RSQ value of 0.6 and if RSQ <0.6 then H0 is rejected. The SPSS output results above state that the RSQ value is > 0.6, which is 0.99954. This stress value indicates that the respondent's perception of the object under study is in a fairly good position. Based on the cumulative ranking, When analyzing data, multidimensional scaling is employed. The perceptual mapping that follows, which includes the coordinates of every object, is the result of using the (MDS) approach. The perceptual map seen in Figure 2 is built using similarity data.
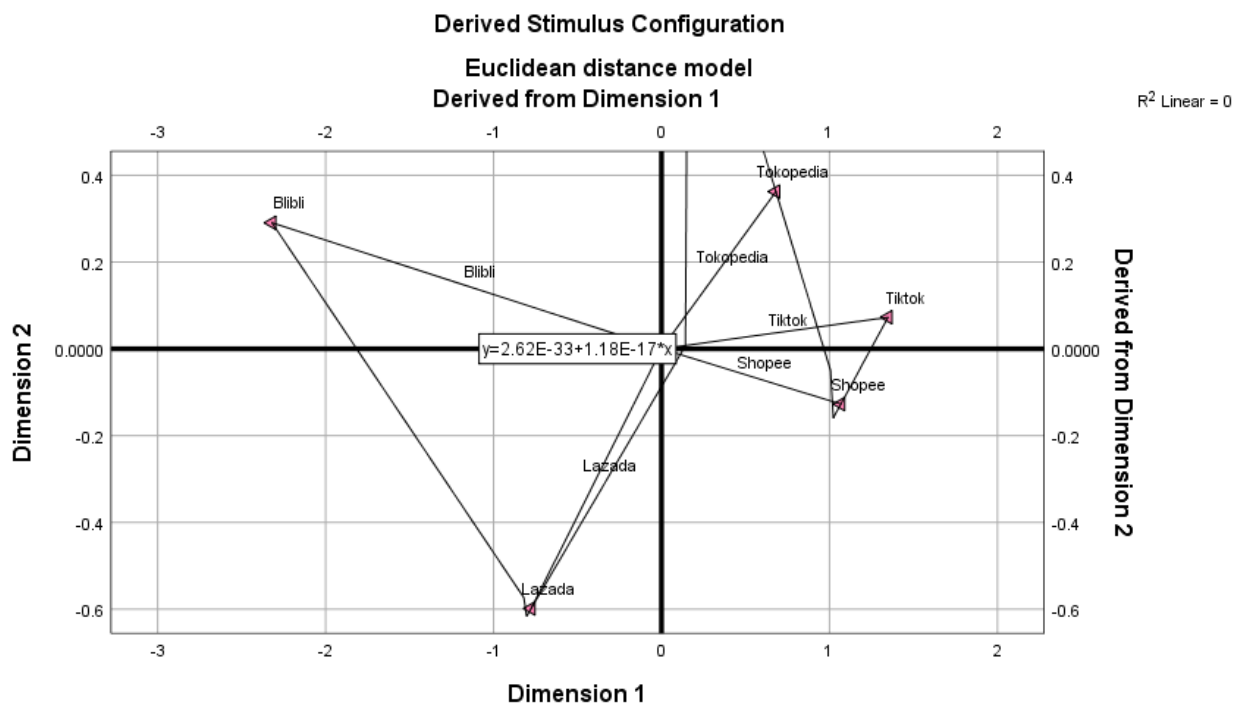
From the mapping, tiktok and tokopedia are in the same Euclidean and in the positive quadrant which explains that tiktok and tokopedia are in a position that respondents prefer and have more similarities, while shopee is in a different positive quadrant, while lazada and blibli have a lot of similarities Compared to TikTok and Tokopedia, they are in an unfavorable position. Then it point coordinates of each object showed on

Table. 4 Stimulus Coordinates

		Dimension	
Sti mulus Number	Stimulus Name	1 (X)	2 (Y)

1	Tiktok	1.3484	.0728
2	Tokopedia	.6808	.3623
3	Shopee	1.0672	-.1273
4	Lazada	-.7768	-.5984
5	Blibli	-2.3197	.2905

Euclidean Distance was calculated, by the formula below:

$$ed = \sqrt{(x_{t-}\ x_{t-1})^2 + (y_{t-}\ y_{t-1})^2}$$

Ed   : Euclidean Distance
x_i : Coordinate x to –i (i = 1, 2, 3, ..., n)
y_i : Coordinate y to –i (i = 1, 2, 3, ..., n)

Market competition among the top-rated marketplace sites is higher when the distance between objects is smaller and their similarity is larger, as measured by the Euclidean distance.

Preferences Map of Online Marketplaces

Here is the perceptual mapping that has formed after applying the (MDS) technique; it includes the coordinates of each object. An impression map generated from preference data is displayed in Figure 3.
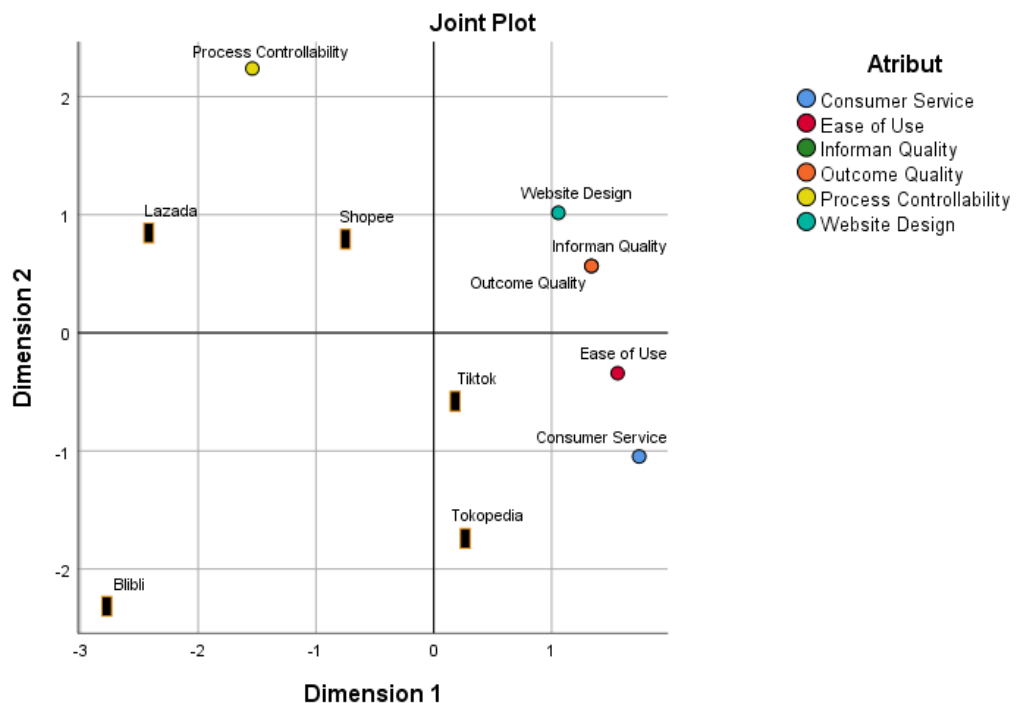
Based on Fig. 3, It can be seen that the attributes are separated where the attributes that are closest to TikTok and Tokopedia are the ease of use and consumer service attributes which indicate that TikTok and Tokopedia are better in terms of ease of use and consumer service, while the attributes Shopee are close to are website design, informant quality and outcome quality, but shopee is not in the same quadrant, so those that have quite strong competition in terms of ease of use and consumer service are tiktok and tokopedia.

Shopee and Tokopedia compete on the process controllability attribute because these attributes are near and in the same quadrant. Meanwhile, the blibli marketplace is very far from the quadrant and also on the attributes. It can be said that the level of similarity and competition for blibli is very low when compared to several other marketplaces. researched.

Table. 5 Preferences Map Coordinate

Marketplace Coordinates			Atribute Coordinates		
	Dimension			Dimension	
	1	2		1	2
Tiktok	.181	-.579	Ease of Use	1.560	-.342
Tokopedia	.267	-1.741	Informan Quality	1.338	.566
Shopee	-.749	.793	Consumer Service	1.743	-1.047
Lazada	-2.419	.846	Website Design	1.057	1.016
Blibli	-2.775	-2.316	Process Controllability	-1.540	2.238
			Outcome Quality	1.338	.566

The marketplace and its qualities cannot be easily observed in distance mapping, much like in similarity mapping. Figure 3 shows that TikTok and Tokopedia are the locations where the attribute coordinates are located. In order to find the best market location according to clients' general preferences, this will be explained in.

Tabel.6 The Resume of Euclidean Distance Preference Data Ranking

Atribute	Euclidean Distance Ranking				
	1	2	3	4	5
Ease of Use	Tiktok	Tokopedia	Shopee	Lazada	Blibli
Informan Quality	Tiktok	Tokopedia	Shopee	Lazada	Blibli
Consumer Service	Tiktok	Tokopedia	Shopee	Lazada	Blibli
Website Design	Tiktok	Tokopedia	Shopee	Lazada	Blibli
Process Controllability	Shopee	Lazada	Tiktok	Tokopedia	Blibli
Outcome Quality	Tiktok	Tokopedia	Shopee	Lazada	Blibli

Customers' evaluations of the five markets according to the research attributes are displayed in Tabel.6. To get it, one must compute the distance along the Euclidean path. It is possible to get the formula for Euclidean distance by measuring its distance to any given attribute. It is clear from the table that the site marketplace is both the best and worst in terms of the overall attribute. According to every metric, TikTok is the best. While consumers rank TikTok highest for user-friendliness, quality of informants, consumer service, web design, and outcome quality, they rank Shopee and Lazada higher for process controllability.

Discussion

As the number of people planning to purchase goods and services online continues to rise, it is crucial for businesses to understand how customers view their digital presence. The concept of the Technology

Acceptance Model (TAM) (Zhao and Bacao 2020) is used to describe factors that influence people's attitudes and behavior when it comes to using information technology, including websites, software/applications, and devices, both individually and in groups. It takes into account the fact that not everyone is immediately comfortable with the technology that is currently available. The two primary components of the Technology adoption Model (TAM) Perceived Ease of Use and Perceived Usability demonstrate user adoption of technology. The UTAUT model evolved from this one (Bondarenko et al. 2020). Each Marketplace company's nearest competitor can be identified using the level of similarity displayed through perceptual mapping (Wang et al. 2019). Where Tiktok's closest competitor is Tokopedia. The two Marketplaces are the most frequently visited and are superior to the others. There are many factors that make TikTok known to more consumers, one of the advantages is that this platform, apart from being a marketplace, also doubles as social media, while Tokopedia is known by many consumers due to several collaborations with Tokopedia. with a public figure who has a fairly strong fan base. Whereas Shopee a few years earlier did look superior because of its earlier presence, the presence of several new marketplaces such as TikTok and Tokopedia caused its existence to decline slightly. Unlike the case with Lazada and Bblibli, their declining existence could be due to their inability to keep up with the tough competition as well as their slightly poor ability to innovate and adapt.

Perceived ease of use, information quality, consumer service, website design, process controllability, and outcome quality are all criteria that are utilized for measurement, Tiktok and Tokopedia still hold the role of the highest rating, TikTok and Tokopedia are considered the most in demand by customers due to the ideal marketplace based on Euclidean Distance measurement. For the attributes of ease of use and consumer service, tiktok and tokopedia are in the same Euclidean which illustrates that the ease of use and consumer service of these two marketplaces have relatively the same similarities, so the competition will be even tougher if both are able to maintain this position or even increase the quality of the two closest attributes. For shopee and lazada, this marketplace is superior in terms of process controllability, this can happen because shopee has indeed arrived earlier than other marketplaces, so that in this attribute process there have been many reviews, testimonials, or input and suggestions from customers that it has received and is able to fix this, while lazada, this can happen because it is possible that on these platforms the visits and activities that occur are not as many as those of shopee, tiktok, or tokopedia, so that the process controllability is more guaranteed, and the most important thing is that the rating and position are based on consumer perceptions, so that consumers A and B may have different perceptions and give different ratings, not only that, the rating given will also be influenced by other factors or even adjust to the consumer's shopping experience on several of these platforms. In addition to the experience experienced, consumers will compare their activities when shopping.

Each attribute tested provides an overview of the competitive position of each marketplace, even though TikTok and Tokopedia are superior to Shopee, Lazada and Bblibli, these two marketplaces still have drawbacks, namely in terms of attribute process controllability where spikes in purchases and viral marketplace activities that occur could have resulted in the marketplace is negligent in terms of process controllability. It is also not good for this marketplace if you don't make changes and reduce risk. The result could be fatal for the marketplace, because the process controllability stage concerns consumer trust. Not only has consumer trust decreased, but as a result consumers will choose other marketplaces that guarantee more comfort when shopping online. A marketplace that has a fairly low rating still has a very high chance of achieving a position equal to its competitor's marketplace, improvement, innovation, focus, and the direction of the marketplace being built is clear, besides that market analysis and workforce creativity must improve themselves, while factors Another thing that can be imitated from marketplaces with higher ratings is establishing cooperation and forming stronger networks from various fields. Keeping up with existing developments such as Viral and Fyp activities is also very good to emulate as done by tiktok. From the Tokopedia marketplace, what can be imitated is the collaboration that has been forged with several brand ambassadors who have very high fan reputations and fan loyalty. So that the impact is very good for the marketplace. Not only that, Tokopedia has a lot of uniqueness, such as in terms of website design, advertisements and promos offered, Tokopedia is unique even though the platform sells more mainstream domestic products, but they collaborate not with domestic public figures, this is also one of the attracting factors for domestic and even foreign consumers.

Conclusion

Views on marketplace sites that are similar to Shopee's reveal that TikTok and Tokopedia are its main rivals. According to consumer preferences, the top marketplace sites are Tiktok and Tokopedia, followed by shopee, lazada, and blibli, in that order. It is suggested that TikTok and Tokopedia keep innovating and enhancing the benefits of their current platforms, while also reaching out to and educating consumers through ads or other media in a manner that encourages them to purchase online and highlights the distinct advantages of their marketplaces compared to competitors. It is also suggested that Blibli, Shopee, and Lazada all work on the following quality attributes: process controllability, consumer service, information quality, web design, and ease of use. Implications for future studies and constraints of the current study Respondents were simply asked to rate each site according to its attributes, which is one of the research's drawbacks. But nobody says how important each attribute is. Another caveat is that researchers only included characteristics they thought would have a significant impact on consumers' opinions of marketplace sites' quality. So, it's anticipated that other factors would be included that have a significant impact on how consumers view the quality of marketplace websites. In the future, it would be great if they could study how people perceive the same features in various market segments.

References

Adellia, Natasha. t.t. "Analysis of Customer Perception Mapping of Indonesian E-Commerce Marketplace Sites Based on Usability Attributes, Site Design, Information Quality, Trust, and Empathy (Case Study of Tokopedia, Bukalapak, Elevenia,."

Ajzen.Icek. 1985. "From Intention to Action: Theory of Planned Behavior." Action Control, 11–39.

Ajzen, Icek. 1987. "Attitudes, Traits, and Actions: Dispositional Prediction of Behavior in Social Psychology." Advances in Experimental Social Psychology 20: 63.

Bastari, Ary, Anis Eliyana, Agus Syabarrudin, Zainal Arief, and Alvin Permana Emur. 2020. "Digitalization in the Banking Sector: The Role of Intrinsic Motivation." Heliyon 6 (12). https://doi.org/10.1016/j.heliyon.2020.e05801.

Bondarenko, Alla F., Liudmyla S. Zakharkina, Liubov O. Syhyda, and Liudmyla Yu Saher. 2020. "Country Economic Attractiveness and Marketing: Measurement and Positioning in Terms of Economic Security." International Journal of Sustainable Development and Planning 15 (4): 439–49. https://doi.org/10.18280/ijsdp.150404.

Dutot, Vincent, Veera Bhatiasevi, and Nadim Bellallahom. 2019. "Applying the Technology Acceptance Model in a Three-Country Study of Smartwatch Adoption." Journal of High Technology Management Research 30 (1): 1–14. https://doi.org/10.1016/j.hitech.2019.02.001.

Dwivedi, Yogesh K., Elvira Ismagilova, D. Laurie Hughes, Jamie Carlson, Raffaele Filieri, Jenna Jacobson, Varsha Jain, et al. 2021. "Defining the Future of Social and Digital Media Marketing Research: Perspectives and Research Proposals." International Journal of Information Management 59 (May): 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168.

Fayad, Rima, and David Paper. 2015. "Technology Acceptance Model of E-Commerce Expansion: A Conceptual Framework." Procedia Economics and Finance 26 (961): 1000–1006. https://doi.org/10.1016/s2212-5671(15)00922-3.

Fuchs, Christoph, and Adamantios Diamantopoulos. 2012. "Customer-Perceived Positioning Effectiveness: Conceptualization, Operationalization, and Implications for New Product Managers." Journal of Product Innovation Management 29 (2): 229–44. https://doi.org/10.1111/j.1540-5885.2011.00892.x.

Goodrich, Jonathan N. 1978. "A New Approach to Image Analysis Through Multidimensional Scaling." Journal of Travel Research 16 (3): 3–7. https://doi.org/10.1177/004728757801600302.

Hamid, Adnan Abd., Fahmi Zaidi Abdul Razak, Azlina Abu Bakar, and Wan Salihin Wong Abdullah. 2016. "The Effect of Perceived Usefulness and Perceived Ease of Use on Intention to Continue Using E-Government." Procedia Economics and Finance 35 (October 2015): 644–49. https://doi.org/10.1016/s2212-5671(16)00079-4.

Kim, Rae Yule. 2020. "COVID-19 Impact on Consumers: Preparing for Digital Sales." IEEE Engineering Management Review 48 (3): 212–18. https://doi.org/10.1109/EMR.2020.2990115.

Mahyarni, Mahyarni. 2013. "Theory of Reasoned Action and Theory of Planned Behavior." Jurnal EL-RIYASAH 4 (1): 13. http://ejournal.uin-suska.ac.id/index.php/elriyasah/article/view/17.

Patil, Pushp, Kuttimani Tamilmani, Nripendra P. Rana, and Vishnupriya Raghavan. 2020. "Understanding Consumer Adoption of Mobile Payments in India: Extending the Meta-UTAUT Model with Personal Innovation, Anxiety, Trust, and Complaint Resolution." International Journal of Information Management 54 (May): 102144. https://doi.org/10.1016/j.ijinfomgt.2020.102144.

Rachman, Kukuh Abdu, and Maya Ariyanti. 2018. "Marketplace Positioning Analysis Based on Millennial Generation Consumer Perception (Study on Tokopedia, Shopee, Olx, Bukapak) Marketplace Positioning Analysis Based on Millennial Generation Consumer Perception (Study on Tokopedia, Shopee, Olx, Bukalapak)." E-Proceedings of Management 5 (2): 1708–16.

RAMADHAN, RIZAL FURQAN. 2023. "Ideal Online Buying and Selling Platform Selection System Using Weighted Product Method." RESEARCH 3 (1): 10–15.

Rausch, Theresa Maria, and Cristopher Siegfried Kopplin. 2021. "Bridging the Gap: Purchase Intention and Consumer Behavior Regarding Sustainable Apparel." Journal of Cleaner Production 278: 123882. https://doi.org/10.1016/j.jclepro.2020.123882.

Scherer, Ronny, Fazilat Siddiq, and Jo Tondeur. 2019. "Technology Acceptance Model (TAM): A Meta-Analytic Structural Equation Modeling Approach to Explain Teachers' Adoption of Digital Technologies in Education." Computers and Education 128: 13–35. https://doi.org/10.1016/j.compedu.2018.09.009.

Schmid, Basil, and Kay W. Axhausen. 2019. "Search Goods Shopping and Experience in Store or Online: A Hybrid Choice Approach." Journal of Choice Modeling 31 (January): 156–80. https://doi.org/10.1016/j.jocm.2018.03.001.

Suaidah, Suaidah. 2021. "Analysis of Acceptance of Web Engineering Application for Public Complaint Service Using Technology Acceptance Model." JATISI (Journal of Informatics Engineering and Information Systems) 8 (1): 299–311. https://doi.org/10.35957/jatisi.v8i1.600.

Sunyoto, Danang, and Yanuar Saksono. 2022. Consumer Behavior. EUREKA AKSARA MEDIA. Vol. 978-623–48.

"Types of Online Shoppers and Tips to Attract Them." t.t. D accessed June 5, 2023. https://store.sirclo.com/blog/online-shopper/.

Vrontis, Demetris, Anna Makrides, Michael Christofi, and Alkis Thrassou. 2021. "Social Media Influencer Marketing: A Systematic Review, Integrative Framework, and Future Research Agenda." International Journal of Consumer Studies 45 (4): 617–44. https://doi.org/10.1111/ijcs.12647.

Wang, Yu, Jibao Gu, Shanyong Wang, and Jing Wang. 2019. "Understanding Consumers' Intention to Use Ride-Sharing Services: The Role of Perceived Value and Perceived Risk." Transportation Research Part C: Emerging Technologies 105 (May 2018): 504–19. https://doi.org/10.1016/j.trc.2019.05.044.

Zhao, Yuyang, and Fernando Bacao. 2020. "What Factors Determine Customers' Continued Use of Food Delivery Apps during the 2019 Novel Coronavirus Pandemic Period?" International Journal of Hospitality Management 91 (May): 102683. https://doi.org/10.1016/j.ijhm.2020.102683.