



# THE INFLUENCE OF PRICE, PROMOTION, AND SERVICE QUALITY ON BUYING INTEREST IN ONLINE CLOTHING ON THE SHOPEE PLATFORM

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## ABSTRACT

*In the digital era that continues to develop, the phenomenon of online sales has become the center of attention in the realm of e-commerce. One of the main platforms that stands out is Shopee, which has become a favorite destination for millions of consumers looking for a variety of products at competitive prices. In this look, researcher will explore changing trends in online selling, especially in the context of Shopee, as well as how this phenomenon affects consumer behavior and the development of e-commerce as a whole. This research aimed to determine: 1) The effect of price simultaneously on buying interest, 2) the effect of simultaneous promotion on buying interest, 3) the simultaneous influence of service quality on buying interest. The sampling technique used a purposive sampling method of 100 respondents who meet the criteria. The data analysis techniques in this research are descriptive analysis, classical assumption testing, and multiple linear regression analysis using the SPSS application program. The research results showed that price, promotion and service quality simultaneously influence purchasing interest. This journal contributes to a deeper understanding of e-commerce dynamics and provides recommendations to help business professionals develop and implement effective strategies to increase consumer purchasing intentions.*

**Keywords:** Price, Promotion, Service quality, and Purchase interest

## 1. Introduction

In the ever-evolving digital era, the phenomenon of online selling has taken center stage in the realm of *e-commerce*. One major platform that stands out is Shopee, which has become a favorite destination for millions of consumers looking for a wide range of products at competitive prices. In this outlook, researcher will explore the changing trends in online selling, especially in the context of Shopee, as well as how this phenomenon affects consumer behavior and the overall development of *e-commerce* (Aprianto et al., 2022).

Shopee, as an *e-commerce* platform that provides buying and selling services, has facilitated interactions between thousands of sellers and millions of buyers online. However, behind the ease of access and variety of products, several issues arise that need to be understood from the consumer's perspective. Economic theories of consumer behavior such as rational preference theory and price and demand theory can provide insights in answering this question (Fachrina & Nawawi, 2021).

Aside from price, promotions also play an important role in attracting consumer interest. Shopee offers various types of attractive promotions, such as discounts, vouchers, and cashback programs. Consumer marketing theory, especially the stimulus-response concept, can provide

a framework for evaluating the effectiveness of promotions offered by Shopee (Napitupulu et al., 2022).

Service quality is also an important consideration for consumers in choosing an *e-commerce* platform. From responsive *customer service (CS)* to logistical reliability and payment features such as ShopeePay, the concept of service quality management and customer satisfaction theory can provide the necessary framework to evaluate the quality of service offered by Shopee from a consumer's perspective (Nurakhmawati et al., 2022).

In addition to understanding the phenomena and problems that arise, it is also important to explore consumers' purchase intention for products in Shopee. Justifying previous purchase experiences, identifying deficiencies or weaknesses in services and products, and gaining insights from previous research regarding consumer preferences in the context of *e-commerce* can provide a deeper understanding of consumer behavior in Shopee. Previous research has shown that factors such as previous shopping experience, brand trust, and service quality are key factors in shaping consumer purchase intention (Salsyabila et al., 2021).

However, even though there have been previous studies, there is still a need to dig deeper into consumer behavior in the context of Shopee. By analyzing transaction data, customer feedback, and shopping trends, further research can provide more detailed insights into what factors influence consumer buying interest and how the ever-changing changes in online shopping trends can be leveraged by sellers to improve marketing and service strategies.

By strengthening this understanding, it is expected to make a significant contribution to the future development of the online selling industry. This research is also expected to provide a more holistic view of online selling trends, provide solutions to emerging issues, and assist in improving the overall consumer experience. Thus, it can be concluded that a deep understanding of the phenomenon of online selling, especially in the context of Shopee, is very important in facing challenges and taking advantage of opportunities in the ever-evolving world of *e-commerce* (Pratiwi et al., 2023).

## **2. Theoretical Foundation**

### *2.1 Price*

According to Kotler (2016), the definition of price is the amount charged for a product or service. This means that price is the value that consumers have to pay to own or benefit from a product or service. Price is one of the determining factors for brand selection and is relevant to consumer purchasing decisions. When consumers choose an existing brand, they indirectly evaluate price by comparing several price criteria and use it as a purchase reference. According to Anwar (2015), The price of a product or service is a determining factor in market demand. Price is a very important thing that consumers pay attention to when buying products or services. Price is one of the elements of the marketing mix and plays an important role in the success of marketing efforts. According to Kotler and Armstrong (2018), the following are *indicators of a price*:

- a. Price depends on the quality of service provided
- b. Appropriateness of the level of price shock to people's purchasing power
- c. Price is competitive with competitors
- d. Price is determined by customer benefits and added value

### *2.2 Promotion*

According to Tjiptono (2016), advertising is a form of marketing communication. to inform, influence, and persuade the target market about the company and its products to be willing to adopt, buy, and remain loyal to the company's respective product marketing efforts, intended to remind you.

Promotion is a specific combination of personal advertising, sales promotion, and public relations activities that businesses use to achieve their advertising and marketing objectives (Kotler & Keller, 2016). Babin (2015). Promotion is a communication function of a company whose role is to inform and persuade / invite buyers. The main objectives of advertising are to inform, influence, persuade, and remind target consumers about the company and its marketing mix (Tjiptono, 2016). Promotion Indicators according to Buchari (2016):

- Product advertisements that are displayed are attractive
- Continuous company promotion
- Advertising materials used can provide information about the product.

### 2.3 Service Quality

Kotler and Keller (2016) stated that service quality must start from customer needs and end with customer perceptions, and customer perceptions of service quality are an overall evaluation of service quality called a good evaluation, which is claimed to be an evaluation. Five dominant factors or determinants of service quality according to Kotler (2016)

- Equipped with the latest equipment and technology
- Provide services as promised
- Employees do not feel busy answering questions
- Employees can convey trust to customers
- Employees look out for the interests of customers

### 2.4 Purchase Intention

According to Simamora (2016), interest is personal and also related to attitudes. A person who is interested in an object will gain the strength and courage to take various actions to approach or obtain that object. According to Keller's theory (2016), purchase interest indicates the likelihood that consumers will accept the purchase interest. According to Kotler (2016), interest is a reaction or process of effectively feeling or liking a product but not yet making a purchase decision.

According to Supriono (2017), consumer buying interest is the actions and actions taken by individual consumers, groups, and organizations to evaluate, obtain, and use goods through the exchange or purchase process, including the decision-making process. Indicators of Purchase Interest According to Indriyo (2020), the indicators of buying interest of a prospective consumer are as follows:

- *Attention*, namely the attention of potential consumers to the products offered by producers.
- *Interest*, the *interest* of potential consumers in the products offered by producers.
- *Desire*, the desire of potential consumers to own the products offered by producers.
- *Action*, i.e. potential customers make purchases of the products offered

### 2.5 Development and Hypothesis

#### 2.5.1 H 1: There is a simultaneous effect of price on buying interest

Price is an important factor in supporting the success of consumer buying interest. Research on price variables on buying interest has been conducted by several researchers such as Bakti (2020), proving that price affects buying interest in Lazada Online Stores. Satria (2017) The results of research in Company A-36 prove that Price has a positive or significant effect on Purchase Interest, where high Purchase Interest can be formed by the price offered by service providers or products. Fauzan (2019) in research on the Effect of Price and Product Quality on Interest in Buying Kawasaki Motorbikes has proven the hypothesis which states that the Price Variable has a positive effect on Purchase Interest.

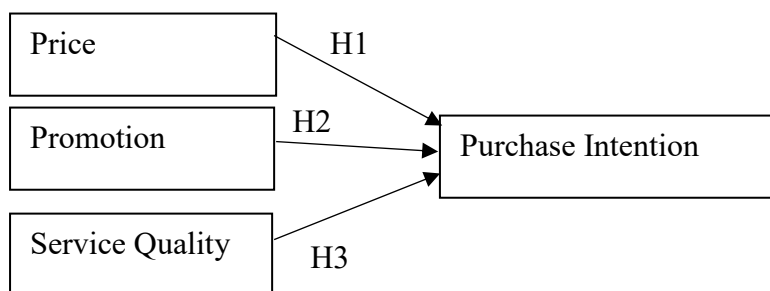
2.5.2 H 2: *There is a simultaneous influence of Promotion on Purchase Intention*

Good promotion is believed to increase the sales of a product. this statement has been supported by several research results that prove the influence of promotion on buying interest in an item. Septiani (2018) Proves that promotion has a positive and significant effect on buying interest in PT. Recapital Life Insurance Jakarta. Salsyabila (2021) concluded that promotion has a partial and significant effect on buying interest. Vania (2021) proves that there is a significant influence or effect between the ShopeeFood promo variable and the Shopee user purchase interest variable.

2.5.3 H 3: *There is a simultaneous effect of Service Quality on Purchase Intention*

A business must have good service quality so that it can meet the needs of its customers. Of course, this will affect consumers' buying interest in certain products. Arianto (2020) proves in research on the Effect of Service Quality and Product Quality on Consumer Purchase Interest in Pt Nirwana Gemilang Property that service quality has a positive and significant effect on buying interest. Permana (2020) said that bukalapak's service quality has a positive effect on buying interest of bukalapak customers in his research. Caniago (2022) also strengthens this statement in research on the Effect of Service Quality on Consumer Purchase Interest in MSMEs in Jakarta (Case Study of Purchases Through Shopee) with the conclusion that there is an effect of service quality on consumer buying interest.

2.6 *Theoretical Framework*



**3. Research Model**

This research was conducted quantitatively with survey instruments. The research was conducted in Yogyakarta Special Region Province from March 2024 to April 2024. The general population of Yogyakarta Special Region became the population with 100 research respondents who had been adjusted to the existing criteria. This questionnaire instrument then became the primary data in this study. This sample collection technique uses *purposive sampling* method. Respondents in this study have criteria for people domiciled in the Special Region of Yogyakarta who are 12 years and over and have bought clothes on shopee at least 2 times in the last 1 year.

**Table 1. Operational Definition**

No.	Variables	Operational Definition	Indicator
1.	<b>Price</b>	<p>According to Kotler (2016), the definition of price is the amount charged for a product or service.</p> <p>Price is the amount that <i>Shopee e-commerce</i> users have to pay to get the desired clothing.</p>	<ul style="list-style-type: none"> <li>• The price of Clothing products sold by Shopee is affordable</li> <li>• Product prices vary from several sellers on Shopee with the same type of clothing product</li> <li>• Shopee Online Store has a price comparison that can compete with other Online Stores</li> <li>• The price offered by Shopee Online Store is in accordance with the product benefits obtained by customers</li> </ul> <p>(Kotler and Armstrong (2018))</p>
2.	<b>Promotion</b>	<p>Promotion according to Buchari Alma in Hurriyati (2018; 58) is "A form of marketing communication that seeks to disseminate information, influence or persuade, remind the target market of the company and its products to be willing to buy and be loyal to the products offered by the company".</p> <p>Promotion is a marketing medium offered by <i>Shopee e-commerce</i> to attract the attention of its users.</p>	<ul style="list-style-type: none"> <li>• Shopee often holds promotions periodically</li> <li>• Shopee sites often provide more attractive sales promotions than other sites</li> <li>• The promotions provided by shopee such as shopping discounts are always interesting and right according to the wants and needs of consumers.</li> <li>• The promotion held by Shopee attracts consumers to transact through Shopee</li> </ul> <p>Buchari (2016)</p>

<p>3.</p>	<p><b>Service Quality</b></p>	<p>The definition of service quality according to Tjiptono (2016) focuses on efforts to fulfill customer needs and desires and delivery accuracy that meets customer expectations.</p> <p>Service Quality is an effort <i>Shopee e-commerce</i> offers to fulfill the desires of its users.</p>	<ul style="list-style-type: none"> <li>• Shopee has a system that makes it easy to search for products</li> <li>• Shopee is quick to respond when there is a delay in delivery</li> <li>• Shopee provides a free return guarantee for every product purchase, especially fashion products (clothing)</li> <li>• Shopee has an easy and flexible payment transaction system that can be reached by all consumers.</li> <li>• Shopee has the suitability of the products that customers order and receive</li> </ul> <p>Kotler (2016)</p>
<p>4.</p>	<p><b>Purchase Intention</b></p>	<p>According to the theory from Keller (2016), purchase interest is how likely consumers are attached to the purchase interest.</p> <p>Purchase intention is the possibility of <i>Shopee e-commerce</i> users to buy products that are sold.</p>	<ul style="list-style-type: none"> <li>• I intend to repurchase fashion products, especially the latest clothing in the future according to my needs.</li> <li>• I am interested in buying other items on the Shopee website because the products are quality and trustworthy</li> <li>• I will be more interested in buying pakalian products on the Shopee website than other places</li> <li>• I would recommend Shopee clothing products to friends and family</li> </ul> <p>Indriyo (2020)</p>

Instrument testing involves validity and reliability tests. The validity test is an instrument to determine the existing or valid data from the sample to collect the desired results. The questionnaire consists of questions that are intended to be answered by respondents to obtain results. The reliability test is conducted after conducting the validity test to ensure the research conducted can be trusted. The instrument is considered valid if the calculated r value is greater than r table with a confidence level of 95%. Conversely, the instrument is invalid if the calculated r value is smaller than r table. If the *Cronbach's Alpha* value for a variable is greater than 0.60, then the variable is considered reliable. The classical assumption tests used in this study include normality, multicollinearity, and heteroscedasticity tests. Data were analyzed using multiple linear regression analysis techniques. According to Sanusi (2017), multiple

linear regression analysis is an analytical technique that is an extension of simple linear regression, which is used when there is more than one independent variable.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y	= Purchase Intention
a	= Constant
$b_1, b_2, b_3$	= Partial Regression Coefficient
$X_1$	= Price
$X_2$	= Promotion
$X_3$	= Service quality
e	= Error

The research was conducted with the F test, which was used to see the feasibility or simultaneous influence between price, promotion, and service quality on the purchase interest variable used in a study. The T test aims to determine whether the price, promotion, and service quality variables ( $X_1, X_2, X_3$ ) partially (individually) affect the purchasing decision variable (Y). The coefficient of determination test in linear regression can be interpreted as how much the ability of all independent or independent variables (price, promotion, and service quality) to influence the dependent variable (purchase intention).

#### 4. Finding and Discussion

The survey results have found that all respondents meet the predetermined criteria. Respondents who have made purchases at shopee more than 2 times are mostly between 18 - 23 years old with a percentage of 72.3%, followed by 24-30 years old with 22.8%. The rest came from ages 30 and over by 2% and ages 12-17 years by 3%. Most of the respondents are women with a percentage of 62% and the rest are men with a percentage of 38%.

The average price variable shows 3.32 and is included in the very affordable category. Promotion has an average variable of 3.26 which is in the very good category. Service quality gets a very good category with an average variable of 3.28. The average purchase interest variable shows 3.39 and is included in the very interested category.

The validity test that has been carried out on all question items in the questionnaire shows that the calculated r value is greater than the table r value so that all question items are declared valid. Based on the Cronbach's alpha value reliability test, it is known that the price variable is moderately reliable with a point of 0.51. Putri (2024) also conveyed the same thing in her journal that the price and Cronbach's alpha points of 0.500 indicate moderate reliability. Meanwhile, the promotion variable is 0.635, the service quality variable is 0.768, and the purchase interest variable is 0.718 and is said to be reliable because the variables are greater than 0.60.

The normality test results produced an asymp significance value (2-tailed) of  $0.186 > 0.05$  so that the data is normally distributed. The VIF value of each variable is smaller ( $<$ ) than 10 so it can be concluded that the model in this study does not occur symptoms of multicollinearity. The Sig value of each variable is greater ( $>$ ) than 0.05, so it can be concluded that the model in this study does not occur symptoms of heteroscedasticity.

**TABLE 2. T Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.462	1.466		1.679	.096
	Price	.173	.116	.138	1.492	.139
	Promotion	.302	.103	.289	2.920	.004
	Quality_Service	.274	.070	.361	3.942	.000

a. Dependent Variable: Purchase Intention

Multiple linear regression equation:

$$Y = 2,4626 + 0,173X1+0.32X2+0.274X3$$

The regression equation with a value of 2.4626 shows that if the value of the price, promotion and service quality variables is 0 then consumers will still have good buying interest. With a positive value, each independent variable coefficient shows a unidirectional relationship with the dependent variable. However, in the T test the price variable shows that it has no partial effect on the dependent variable, so the positive coefficient of the price variable is not meaningful. The promotion and service quality variables show that there is a partial influence on purchasing interest. The positive coefficient in the Promotion and Service Quality variables can be interpreted as meaning that with promotions and better service quality for consumers, consumers will become more interested in buying clothes at Shopee.

**TABLE 3. F Test Results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.787	3	40.929	23.085	.000 <sup>b</sup>
	Residuals	170.203	96	1.773		
	Total	292.990	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Quality\_Service, Price, Promotion

Based on the data above, F count 23.085 is greater than F table 2.70. This shows that Price, Promotion, and Service Quality **simultaneously affect** buying interest in *Shopee*. This is in line with the hypothesis that has been submitted by the researcher.

The t test shows that the calculated t value of the price variable is 1.752, which is lower than the t table of 1.98498. This means that this calculation shows that the price variable partially does not have a significant effect on buying interest. Even though price is considered important, in the context of this research, price does not directly motivate consumers to buy clothes on Shopee. This result is in line with research conducted by Powa (2018) where the price variable partially has no effect on buying interest. Research respondents also stated that the prices of Shopee clothing products are almost the same as on other e-commerce platforms,



even with fellow sellers on Shopee. So according to respondents, price is not always a consideration when purchasing clothing products on Shopee.

The t test shows that the calculated t value for the Promotion variable is 2.373, the value is greater than the t table of 1.98498. This means that this calculation shows that the promotional variable partially has a significant effect on purchasing interest. An effective promotional strategy can increase consumer interest in making purchases. Research conducted by Puspitasari (2023) also shows similar results where promotions have an influence on purchasing interest. Thus, it is important for Shopee to pay attention to promotional strategies to maximize customer buying interest.

The t test shows that the calculated t value of the service quality variable is 4.569, which is greater than the t table of 1.98498. This means that this calculation shows that the service quality variable partially has a significant effect on purchasing interest. Good and satisfying service can encourage consumers to buy clothes on Shopee. Rahmat (2022) in research conducted by him shows that the service quality variable partially influences purchasing interest.

## 5. Conclusions

Based on the discussion in the article, it can be concluded that Price, Promotion, and Service Quality have a significant influence on consumer buying interest on the Shopee platform. Promotion and service quality are proven to have a partial effect on purchase intention, while price does not show a partially significant effect. Overall, the three variables simultaneously influence buying interest. This study emphasizes the importance of an attractive promotional strategy and good service quality to increase consumer buying interest in e-commerce.

The advice given to Shopee regarding prices is to maintain prices so that they can compete and provide more competitive discounts. Price has an influence on consumer buying interest in the Shopee marketplace. In addition, it is hoped that there is a need to educate Shopee customers about the price directly proportional to the quality of an item. So that in the future customers who shop at Shopee do not feel disappointed with the price and quality of the goods offered.

The advice given to Shopee regarding promotion is to improve the promotional strategies needed by consumers, and provide clearer and more accurate information regarding the products that will be introduced to the wider community so that they are easily accepted by the public. The advice given to Shopee regarding service quality is that it should provide excellent service to consumers or potential consumers which will later affect their buying interest. The better the quality of service, the more it will increase buying interest by, for example, being responsive in handling consumer complaints, serving consumers in a friendly and polite manner, and so on.

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