

EFFECT OF GOODS DELIVERY CHAIN ON VALIDATION OF ONLINE SALES TRANSACTIONS (STUDY ON NTB MALL CUSTOMERS IN MATARAM CITY)

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Abstract

Market expansion now does not depend on conventional branch openings, franchises or consignments but is complemented by online sales methods. Problems occur in the identification process of entrepreneurs who do not have assets to deliver goods ordered by consumers online. The scope of research on the supply chain factors for online sales transactions in the validation room. The tools used in the research, the theoretical basis tested into applied cases to be examined in its deductive space as the implementation of the results of input or injection of theory into cases in logical analysis through continuous theoretical enrichment in the field of marketing management in the delivery order and inventory management space. The aim of this research is to provide problem solving through the route of delivery of goods and the regularity of supplies. The problem solving offered in this research is in the inventory identification system in the SME room by using a detailed inventory database and the Delivery Order Security System through the MOU for the process of delivering goods (KURIR), so that a clear route for sending goods is formed such as a computer line.

INTRODUCTION

Marketing by expanding the market area is a part that is mandatory for entrepreneurs to survive or increase profits. Market expansion is now no longer dependent on opening branches, franchising or increasing cooperation, one of which is by depositing goods through consignment.

Various methods of market expansion have a positive side and vice versa. Efforts to bring goods closer to consumers are efforts to pick up the ball on existing market potential, but the downside is that it costs a lot to bring merchandise closer to consumers. This can be seen from the factor of the cost of sending goods and placing



goods at a distance , time and place. That's why online sales are starting to interest entrepreneurs as an option other than conventional options (opening a branch, joining a franchise, and consignment).

With online sales, small, medium or large market potential in each geographic area can be considered wisely, without having to open a branch, franchise or consignment. Thus cleverness in placement is a form of entrepreneur intelligence by seeing opportunities to place oneself in time.

With advances in information technology, sales and purchases of goods are no longer an obstacle in terms of requiring sellers and buyers to meet face to face. With digital transformation, sales and purchase transactions can be carried out easily without being constrained by time, place and distance.

However, what causes the problem is when the sophistication of information causes miss information when our knowledge cannot be replaced by technology related to the senses and instinct which is the intelligence to cross-check the ordered goods cannot be done, because transactions are made online. This causes a lot of disappointment in purchasing transactions made online, when the goods ordered do not match when the goods arrive.

Many consumers are deceived or disappointed with the items that have been ordered based on eye sight on the display on the seller's website only. Like buying stuff in a sack. The only difference is that the item is in the box or packing sent by the sender.

Based on the potential for market development in the digital space as well as the many problems of online sales that close the possibility of consumers cross-checking goods which can only be done face-to-face, the researchers conducted a study with the title: "The effect of the chain of delivery of goods on validating online sales transactions"

RESEARCH METHODS.

This research method is divided into several parts.

2.1. The scope of the research is based on the factors in the chain of goods delivery as seen from the accounting system and related financial statement accounts and online sales transactions in the validation room

2.2. The tools used in this research are theoretical foundations that are tested into applied cases to be examined in its deductive space as the implementation of the results of input or injection of theory into cases in logical analysis through continuous enrichment of theory in the field of marketing management in the delivery order management room or delivery of goods and supplies

2.3. Research Sites are information spaces related to viral events that occur in the community that tell complaints or conflicts when conducting online sales and purchase transactions

2.4. Data collection instruments are in the literacy room in the literature study, as well

as case observations about events of public disappointment that tell complaints or conflicts when carrying out online sales and purchase transactions Thus the data used is qualitative data in the space of the phenomenon of disappointment that occurs in online buying and selling transactions

2. 5. The analytical instrument in the research room is to use applied theory in the case of developing solutions to overcome problems in supply and delivery orders which are the source of problems in online buying and selling transactions

RESULTS AND DISCUSSION

Expansion of marketing which is done by increasing the number of places and advertising to be closer to consumers has been carried out by entrepreneurs since time immemorial. That's why there is a lot of commerce and trade traffic on the beach as a form of civilization that shows marketing is done by expanding efforts to approach consumers. In every port there are many associations of traders between nations and complement each other in the exchange of merchandise, but now this is better known as export import.

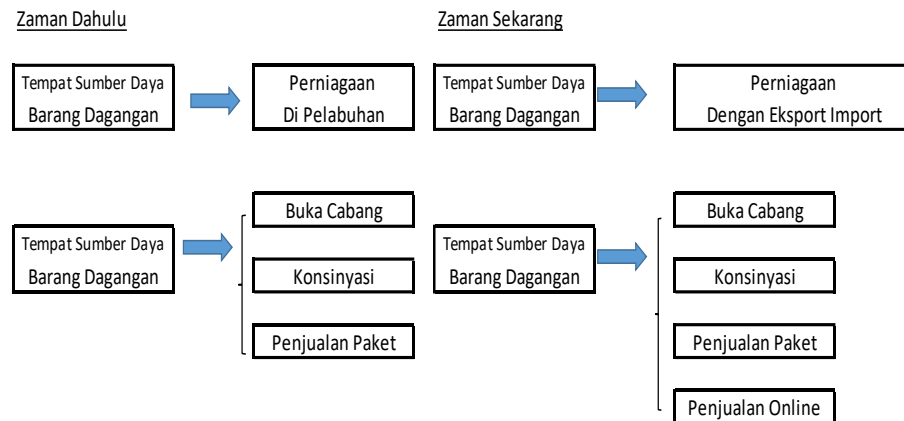
Along with the development of the times, trade is carried out by opening branches, cooperating with a consignment system, or conducting integrated trade in the form of packaged goods. This is more often done on the development of local, regional and national markets.

Table example of purchasing packaged goods

Pembelian paket				
1	Motor	Jaket	helm	biaya jasa surat
2	perumahan elite	kolam renang	mall	salon
3	laptop	tas laptop	parasut tas anti air	

And the Age of Era which is already at its golden point, the development of efforts to expand the market is added to the Digital method. With Digital everything is easy and close. And this method has become familiar when the Covid 19 pandemic occurred throughout the world. With restrictions on human mobilization, some human activities use digital technology, including in their efforts to meet household consumption needs. With the existence of digital technology, people are increasingly rich in information related to the diversity of products with various prices, benefits, and geographical locations but very close to consumers through the technology space in their hands, namely cellphones.

Perkembangan Pola Perluasan Pasar



Of all the passage of time in market development, the problem remains the same in the marketing department of all companies, namely related to Inventory and Delivery Orders (delivery of goods). The biggest risk for entrepreneurs is in inventory management and management of goods delivery in the marketing room after being separated from the risks in the production room.

Between inventory management and delivery order management like two inseparable twin brothers. Each other is interrelated and work together in complementary roles.

Recording of inventory and delivery orders is a very important part for management to always reflect on themselves to find findings so that they can always make improvements in an up to date manner. Part of the Reflection method is through recording correction journals.

In market development through online sales, space for reflection exists in management information systems, accounting information systems, accounting systems, transaction validation, right and validated accounting records, and financial reports. From the correct and validated mambay array, the tax calculations and decision making of the stakeholders become valid or legal.

First Reflection

The first reflection was that when market development was carried out through online sales, the improvement stage was carried out through the online transaction data space starting from stock, prices, orders from consumers, payment options and the choice of who to deliver the order. The plurality of transactions from one online web application makes crossing database records complicated, because there are several sets of databases, namely online seller databases, lapak databases or social media used for online sales, courier databases (shippers), and payment databases. Thus the importance of understanding management information systems and accounting information systems in every online transaction process

Management Information System (MIS) is a planning system part of the internal control of a business which includes the use of people, documents, technology and procedures by management accounting to solve business problems, such as product costs, services or business strategies (Hartoyo, Tri, Hazis, 2015)

The Accounting Information System is an organizational component that collects, classifies, processes, analyzes and communicates relevant financial and decision-making information to outsiders of the company and external parties (Priyambodo, Esa, 2014

The SIM theory explains that efforts to use human resources, records, and technology (machine technology and data technology) are bound by procedures that cause management accounting to be correct. That means the keyword is in the procedure room

If the procedure room is correct, it will be easy to identify and clarify the process of accounting information systems and accounting systems.

Second Reflection

The second reflection is more focused on making validated identification. Identification is the starting point for recording until the financial statements of a company are true and unconditional.

According to the American Accounting Association quoted by Abdul Halim and Muhammad Syam Kusufi (2012), accounting is an identification process; measurement; recording and reporting of economic activities in an organizational entity that is used as information in making decisions by interested parties.

Referring to this theory, the identification process is the most important part before recording accounting

Part of the transaction process chain starting from inventory and ending with delivery orders to the hands of consumers is having a high level of complexity in the identification process. The more complicated, the higher the level of business risk. With online sales, the complexity occurs in data trips, inventory trips and payment trips. And this causes information to exist in the economic, social and entity space that needs to be understood on the lines of communication (nature, to whom and the purpose of the information is given) .

According to Langenderfer (1973) in Glynn, JJ (1993) written in Mardiasmo's book (2018) states that accounting has three normative aspects, namely: 1.) the nature of the information provided; 2.) to which the information is provided; and 3.) the purpose of the information it is given .

Accounting in a communication system that provides economic, social and identifiable entity information when online sales and purchase transactions occur in applications in the digital space. That's where identification becomes tricky because there are many hands on the data journey, the inventory journey and the payment journey.

Problems have been found in accordance with observations on the object under study related to the diversity of viral stories in the community which provide information about ongoing problems such as: 1) complaints of freight forwarders who bear losses because buyers open goods but do not want to pay for online purchases using the method COD payments, 2) Problems with online sellers who deliver goods to online stalls but it turns out that the goods are not delivered to customers until the goods expire, 3) The sadness of consumers who are deceived by goods that do not match what was ordered and cannot complain because the goods have been received and opened, 4) as well as the many manipulative frauds committed by irresponsible parties in the digital space

There are many problems that occur in the transaction process in the supply and delivery order space, because there are many parties involved and there is a lot of diversity in the transaction space, so that the process complexity creates ineffective and inefficient information technology for business. In other words, there has been a technological failure. As we know that technology makes human life easier, not more difficult, but in reality there are still many conflicts and problems arising from several transaction events using information technology.

Discussion of Problem Solving in Identification Systems and Delivery Order Security Systems Problem solving is a method that involves a high-level way of thinking to find, change, solve various problems encountered. (Yaumi, Muhammad, in Novaztiar, L, 2016

The problem solving that the researcher analyzed was in the theory induction of SIM , SIA and accounting systems in online sales and purchase transactions by forming two sides of supervision in the identification system and the security system for shipping goods.

Identification System

The problem with digital transactions is not in the information technology, but in the identification system. Identification systems exist in all spaces, both conventional and digital spaces.

The limitations of the problem in this study are 1) discussing the identification system for inventory and delivery orders only in online sales and purchase transactions, 2) There are many online sales platforms including: shoppe. OLX Indonesia, Bukalapak, Facebook, Instagram, Whatshaap, Tokopedia, Lazada, Blanja.com, FJB Kaskus, Bhinneka.com. And in this study it only focuses on small and medium businesses that have their own online stalls through blogs or the web and those that offer their wares on Whatshaap, Instagram and Facebook. Thus the characteristics of this online sale are not leaving the goods in online stall warehouses which are almost similar to the conventional consignment method.

Inventory is in the warehouse of the business owner of the merchandise which is sold conventionally and online only managed with integrated inventory management

Persediaan

Konvensional ada di ruang tempat	Digitaling ada di ruang data	konfirmasi_kombinasi
Kualitas Persediaan dengan kebenaran karakteristiknya	Kebenaran informasi	Kemudahan Komplain
Ketersediaan Persediaan	Kebenaran informasi	Kemudahan Retur
Stock Opname	Kebenaran informasi	Kemudahan Croscek
SOP packing barang yang benar	Kebenaran informasi	Kemudahan pencatatan akuntansi dan koreksi

In the online transaction chain method, the identification process is not too complicated, because consumers only meet with two parties, namely the entity as the seller and the entity as the sender of the goods. The risk of consumers being deceived or disappointed can be resolved in the identification room.

Transaksi Pembelian Online

Digitaling ada di ruang data saat ada Order	konfirmasi_kombinasi
Kebenaran informasi Konsumen	Kemudahan Konfirmasi dan croscek
Kebenaran informasi Pembayaran Konsumen	Kemudahan Konfirmasi dan croscek
Kebenaran informasi Pilihan Konsumen Pada Kurir	Kemudahan Konfirmasi dan croscek

In the online transaction chain method, the identification process is not too complicated for entrepreneurs, because there are only two parties that deal with these entrepreneurs, namely: the consumer and the entity as the sender of goods chosen by the consumer. The risk of being rejected by consumers when online purchase transactions using the COD payment method can be completed in the identification room.

Thus the identification system can be formed systematically in its activities, which can be seen in the chart below

Transaksi Pembelian Online	
Digitaling ada di ruang data saat ada Order	konfirmasi_kombinasi
Kebenaran informasi Konsumen	Kemudahan Konfirmasi dan croscek
Kebenaran informasi Pembayaran Konsumen	Kemudahan Konfirmasi dan croscek
Kebenaran informasi Pilihan Konsumen Pada Kurir	Kemudahan Konfirmasi dan croscek
↓	
Delivery Order Digital	
Digitaling ada di ruang data saat ada Order	konfirmasi_kombinasi
Kebenaran informasi Pilihan Konsumen Pada Kurir	Kemudahan Konfirmasi dan croscek
↓	
Proses Konvensional	
Penyiapan Barang yang dipesan	Konfirmasi dan croscek internal
SOP packing barang yang benar	Konfirmasi dan croscek internal
Menuju Kurir Pilihan Konsumen	Konfirmasi dan croscek internal
↓	
Proses Konvensional yaitu proses pengiriman Barang oleh Pihak ke Tiga yang menjadi pilihan konsumen	

Order Delivery Process Security System

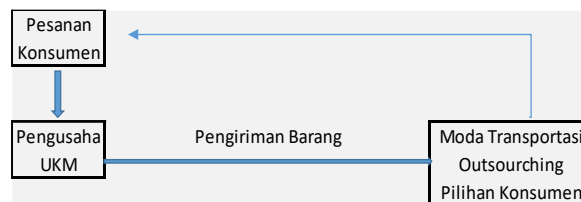
In this case, it explains that it is important for entrepreneurs to have a detailed recording database and a set of conflicts or problems related to the specifications of the problem or its characteristics in inventory accounts and delivery orders. This really

needs to be done in expanding the market, both through conventional methods (opening branches, doing consignment and selling products in packages), and through online digital space.

. This has been done by large companies that prefer to create an intercropping business by creating a new business, namely their own goods delivery business. One example is pizza hut, and simple nasi padang.

The problem is that not all entrepreneurs can complete the business chain. Limited capital and working capital are the most common things for entrepreneurs, especially small and medium enterprises (SMEs).

Breaking the chain is a form of simplicity that breaks the complexity of recording which is done by first cross-checking so that the transaction is clearly identified so that it can be said to be validating. However, breaking the chain in the circulation of merchandise requires substantial working capital. And this cannot be done by small and medium SMEs because the assets they have in the form of vehicles to deliver goods are not all widely owned (modes of transportation in the range of land, water and air). Limitations of working capital owned by small and medium entrepreneurs rely more on the chain of transportation modes from third parties engaged in the business of sending goods.



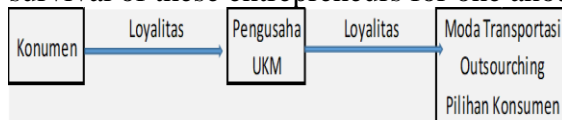
In the method of sending goods like this, it will have an impact on

1. The potential risk is very high for producers (entrepreneurs), because they only hold on to receipts (proof of delivery of goods) which can be monitored through the website space belonging to the outsourcing mode of transportation of the consumer's choice at the entrepreneur's online sales stall, which cannot guarantee that it reaches the consumer with as expected by both parties, namely online buyers and online sellers
2. The potential risk is very high for the outsourced goods delivery (mode of transportation) entrepreneur, when the goods arrive it turns out that the buyer complains and is angry with the outsourced goods delivery employee and doesn't even want to pay the COD payment method
3. The risk potential is very high for outsourced goods delivery (mode of transportation) entrepreneurs, when the goods being sent turn out to be dangerous

By looking at the risks that occur, the online sales and purchasing system should complement the security system of both parties, namely the entrepreneur who sends the goods and the entrepreneur who delivers the goods.

Solving problems in the delivery order room through a method that can be done by agreement (MOU) in collaboration between the party sending the goods and the entrepreneur delivering the goods. With the MoU Agreement, of course, information disclosure will occur automatically between the two parties. This agreement has a

strong legal basis so that in the event of a violation by one of the parties, clarity of clarification amicably or up to the legal stage can easily be carried out. Clearance of online sales and purchase transactions can also be easily done through information disclosure from the party sending the goods to the party delivering the goods. This symbiotic relationship of mutualism is a work bond that creates loyalty that ensures the survival of these entrepreneurs for one another



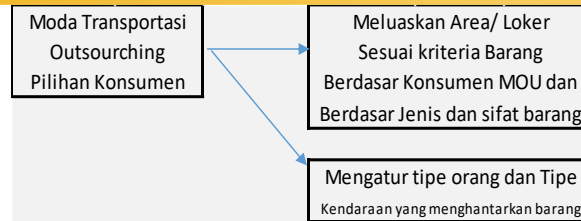
The SOP in the MOU agreement causes the accounting systems of both parties to be correct because of the clarity of procedures and identification, so that accounting records become clear and correction journals when there are findings in each problematic transaction, then the two parties are the entrepreneur who sends the goods and the entrepreneur who delivers these items can easily make clarifications and record correction journals.

For entrepreneurs who own merchandise, with a validated correction, the inventory account and the cost of shipping goods account, as well as the merchandise return account, on the part of the entrepreneur who owns the merchandise becomes correct or valid in the financial statements. And this certainty makes the basis for management accounting clear in making decisions related to clarification of stock taking, re-production schedules, reorder points, EOQ and turn over inventories for companies that convert raw materials into finished goods or traders.

For merchandise delivery entrepreneurs, with validated recording and corrections, the goods delivery service revenue account and loss cost account from the goods delivery process can be clearly seen on the route of the transportation mobilization event when sending goods.

With this method it can be avoided:

1. Fraud that will be carried out by online sellers to consumers that has an impact on entrepreneurs who send goods
2. Entrepreneurs who own goods can avoid damaged or expired goods as a result of intentional or negligent events committed by the goods sending entrepreneur.
3. Consumers can also avoid fraudsters who manipulative transactions that occur by irresponsible parties outside of the entrepreneur who makes the MOU agreement because the track status of goods shipments is clear like the track of computerline transportation routes on online trains. However, for delivery orders, track and track statuses explain the point of delivery of goods.
4. Consumers feel safe in transactions related to the supply and delivery of goods
5. With the creation of chain loyalty, of course, SME Entrepreneurs will be able to increase consumer loyalty, and the mode of transportation for delivery of goods will gain the loyalty of SME entrepreneurs who are consumers, so that mutual growth and development is formed. consumers to improve the quality of service delivery of goods to consumers.



This regularity causes SOP harmony between entrepreneurs who send goods and entrepreneurs who deliver goods and completes the journey of data information through digital space so that accounting records become valid. Thus valid accounting causes valid financial reports and tax calculations to be valid as well as the basis for stakeholder decision making to be valid for both parties to the company conducting the MOU.

The large diversity of innovations developed adjusts to dynamic economic phenomena such as inflation. Innovations related to patterns of production, marketing, accounting and financial management, as well as the level of language complexity, exchange of money values, negotiations on agreements and guarantees on business, business combinations (consolidation) or partnership business empowerment in the space of joint ventures, franchises, cooperatives, and innovation from digital technology, has complemented the multi-complex level of complexity of a work and business process in the business combination zone that forms an encyclopedia of solutions in the field of work and business for each type of producer classification, where thoughts to find solutions to the movement of economic activity in the pattern of growth alternate, complement each other each other either through: 1) Conventional or technological methods, 2) Methods or procedures, 3) Independent methods or group methods, 4) With independent funds, or joint funds, 5) Through financial assistance and guidance or not at all, 6) Through seeking opportunities and innovation, 7) Through maximizing working capital and business portfolios or working groups, 8) Through maximizing all four and types of businesses, 9) Maximizing the use of information technology both through Facebook advertising, Instagram, websites , blogspot, Whatshap, media advertising TV, Radio, and other forms of advertising (patient, Ethics, et al, 2022)

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Marketing by expanding the market area is a part that is mandatory for entrepreneurs to survive or increase profits. Market expansion now does not depend on opening branches, franchising or increasing collaboration, one of which is by depositing goods through conventional consignment but also equipped with online sales methods.

Of all the passage of time in market development, the problem remains the same in the marketing department of all companies, namely related to Inventory and Delivery Orders (delivery of goods). The biggest risk for entrepreneurs is in inventory management and management of goods delivery in the marketing room after being separated from the risks in the production room

Part of the transaction process chain starting from inventory and ending with



delivery orders to the hands of consumers is having a high level of complexity in the identification process. The more complicated, the higher the level of business risk. With online sales, the complexity occurs in data trips, inventory trips and payment trips. And this causes information to exist in the economic, social and entity space that needs to be understood on the lines of communication (nature, to whom and the purpose of the information is given) .

The problem of complexity in the identification process is in small and medium entrepreneurs (SMEs) who do not have complete assets related to delivering goods ordered by consumers online. The limitation of this problem is for small and medium entrepreneurs (SMEs) who sell online on their own stalls or on WhatsApp, isitagram, Facebook, and do not entrust their goods to online stalls. Thus the consumer's order goes directly to the entrepreneur concerned and is delivered by the entrepreneur concerned to the COURIER of the consumer's choice. In this case the transaction chain process, there is clear identification of supplies and delivery orders. The Problem Solving offered in this research is in the Identification System and Delivery Order Security System, with the following stages:

1. The problem with digital transactions is not in the information technology, but in the identification system. Identification systems exist in all spaces, both conventional and digital spaces. Inventory is in the warehouse of the business owner of the merchandise which is sold conventionally and online only managed with integrated inventory management with detailed database space to be able to carry out clear identification.
2. Solving problems in the delivery order room through a method that can be done by agreement (MOU) in collaboration between the party sending the goods and the entrepreneur delivering the goods. agreement. The MOU makes the track of the status of goods shipments clear, such as the track of computerline transportation lines on online trains. The SOP in the MOU agreement causes the accounting systems of both parties to be correct because of the clarity of procedures and identification, so that accounting records become clear and journal corrections when there are findings in each transaction that problem, then the two parties, namely the entrepreneur who sent the goods and the entrepreneur who delivered the goods, can easily clarify and record correction journals.
 - a. For entrepreneurs who own merchandise, with a validated correction, the inventory account and the cost of shipping goods account, as well as the merchandise return account, on the part of the entrepreneur who owns the merchandise becomes correct or valid in the financial statements. And this certainty makes the basis for management accounting clear in making decisions related to clarification of stock taking, re-production schedules, reorder points, EOQ and turn over inventories for companies that convert raw materials into finished goods or traders.
 - b. For merchandise delivery entrepreneurs, with the recording and corrections that have been validated, the goods delivery service revenue account and the loss cost account from the goods delivery process can be clear on the route of the transportation mobilization event when sending goods



Suggestion

Suggestions in this study the need to establish a clear route for shipping goods such as the computer line. Thus the ease of SMEs in selling online and the certainty of getting customers for COURIER is a form of economic growth that occurs with two companies (companies that wish to deliver goods and companies that deliver goods) can grow and develop together and consumers can make online purchase transactions safely.

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