

# INTENTION TO BUY AMBON CITY COMMUNITIES: CHOICE OF E-COMMERCE PLATFORMS AND DETERMINING FACTORS

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## ABSTRACT

The purpose of this study was to examine the effect of visual merchandising and product variety on buying interest in the Tokopedia.com e-commerce fashion sector. This study uses a quantitative descriptive methodology. The population used is consumers from Tokopedia.com. In this study, 115 respondents were sampled using a questionnaire as a tool for collecting data. Purposive sampling technique and non-probability sampling technique were used for sampling. Multiple linear regression is a data analysis technique and SPSS version 25 analysis tool used in this study. Based on the results of multiple regression analysis, the visual merchandising variable (X1) has a significant and positive effect on the purchase intention variable (Y). This is evidenced by the results of multiple linear regression testing which was obtained at 0.974. Furthermore, the product variation variable (X2) has a positive and significant influence on Purchase Intention (Y). This is proven by the results of multiple linear regression testing of 0.395. While the promotion variable (X3) has a positive and significant influence on the Purchase Interest variable (Y) as evidenced by the sig value (0.006) and is less than 0.05. Visual merchandising variables have a greater influence on purchase intention, product variety variables have an influence on purchase intention, and promotion variables have an influence on purchase intention.

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## 1. INTRODUCTION

Every year, there is a drastic increase in internet users in Indonesia. In 2020, Indonesia had 175.4 million internet users, up from 150 million in 2010. (Hootsu1, n.d. (2020)). Based on the findings of the 2018 APJII study, the islands of Java and Sumatra have the highest percentage of internet users with the highest percentage of the island of Java 95.3 million people with a contribution of 557% internet use, Sumatra 36.9 million people with a contribution of 216% internet usage, followed by Kalimantan with 11.2 million people with contribution of 116% after that Sulawesi, Maluku and Papua amounted to 18.6 million people with a contribution of 109% internet use, and the lowest rank was in Bali and Nusa Tenggara with 8.9 million people with a contribution of 52% internet use (Ministry of Communication and Informatics ; 2019)

Online shopping has emerged as an alternative method of purchasing goods and services to meet individual demands. Online sales have increased significantly in terms of service, effectiveness, security and popularity. Rapid and global changes in technology and information have created opportunities for markets to advertise products and services more widely and efficiently. Given that organizations in the business world today are very dependent on the use of the internet to reach customers widely even around the world. The Internet has had a significant revolutionary effect on several areas of human life, including changes in the business sector.

According to the results of the Jakpat survey from semester 1 of 2019, 60.5% of respondents prefer to buy online rather than visiting physical places. Online transactions are preferred by respondents because they are faster and more efficient (65.7%), offer special choices and discounts (62.9%), have competitive

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prices and are even cheaper (59.3%), and have flexible schedules (59. %) (Binus; 2019). Since early 2020, the e-commerce sector in Indonesia has grown rapidly due to the outbreak. This internet trading company grew by around 33% in 2020, at an amazing value: from around Rp. 253 trillion to around Rp. 337 trillion. According to the results of an analysis made by Google in October 2020, Temasek and Bain Company, the time needed to access e-commerce sites increased, from 3.7 hours per day to 4.7 hours per day during the lockdown, after the lockdown period ended. reduced to 4.2 hours each day. According to Google's statement, Bank Indonesia anticipates e-commerce transactions will increase from year to year as long as the epidemic is still ongoing.

The rapid development of e-commerce in Indonesia is caused by various things that underlie its main development, such as rapid population growth and technological advances in the digital era. The following is a comparison of sales growth data for e-commerce products.

**Table 1.** Comparison Data on Product Growth and Sales in E-Commerce

No.	Kategori	Pertumbuhan Produk dalam E-commerce	Penjualan Produk Pada E-Commerce
1.	Fashion & Beauty	18%	\$2.307.000.000.000
2.	Electronics & Physical Care	24%	\$2.643.000.000.000
3.	Food & Personal Care	30%	\$1.452.000.000.000
4.	Furniture & Appliances	23%	\$1.674.000.000.000
5.	Toys, Diy & Hobbies	25%	\$1.460.000.000.000
6.	Travel (Including Accommodation)	17%	\$9.376.000.000.000
7.	Digital Music	8.2%	\$110.000.00
8.	Video Games	12%	\$861.000.000

Before buying a product online, most Internet users search for information first. This information search is carried out to determine the specifications, models, and product options needed, as well as the prices offered. Meanwhile, visual merchandising is an important aspect of running an online business to attract customers and convince them to buy goods online. The presentation of a store or brand and goods to customers through the collaboration of store advertising, displays, special events, fashion coordination, and trade departments to promote goods and services provided by store outlets is known as "visual merchandising".

Product variety includes not only product and product line variations but also quality, design, shape, branding, packaging, size, service, warranty and returns, which the organization must pay particular attention to in the final product variants. In the realm of marketing, product variety or product diversity is nothing new, where the concept is widely used by practitioners in launching a product. Product variations can be identified by size, price, appearance, or other factors.

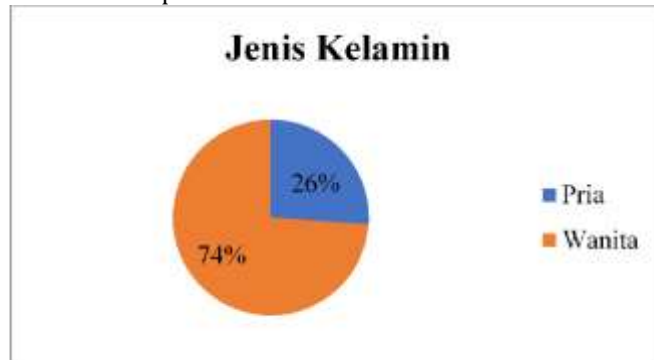
## 2. METHODS

The data was collected using questionnaires distributed to the people of Ambon city using accidental and snowball random sampling. For visual merchandising using four indicators, product variation variables use four indicators, while promotion uses three indicators and the purchase decision uses four indicators. To assess the respondent's response, the Likert scale is used, with a value of 5 as a strongly agreed statement up to a value of 1 as a strongly disagree statement. The number of respondents is 115 people with the following respondent criteria: (1) have shopped on e-commerce platforms more than 2 times, (2) using more than one e-commerce and are between 15-65 years old.

### 3. RELUST AND DISCUSSION

#### 3.1 Overview of Respondent

Behavior can also be influenced based on a person's gender. Gender is often used to distinguish tasks performed by individuals in the workplace.



**Figure 2.** Gender

Based on Figure 2, showing the distribution based on the gender of the respondent that female respondents are more prominent in making online purchases, this is also supported by the PDAT Head of Research and Data Analysis survey that the female gender uses or makes more online shopping transactions.

The following are the results of respondents' characteristics according to education based on questionnaire data that has been distributed.

**Table 2.** Characteristics Related to Respondent Education

Pendidikan	Jumla Responden	Presentase (%)
SD	0	0
SMP	0	0
SMA	20	17,4%
Perguruan Tinggi	81	70,4%
Lainnya	14	12,2%
<b>Total</b>	<b>115</b>	<b>100%</b>

Based on Table 2 it can be known that most of the respondents were educated in college as many as 81 people with a presentation of 70.4%, this is in accordance with the data in Table 3 that respondents who are at the college education level are aged from 17-24 years old.

The following are the results related to the respondent's characteristics based on his work and the questionnaire data that has been distributed.

**Table 3.** Characteristics Related to Respondent's Work

Pekerjaan	Jumla Responden	Presentase (%)
Mahasiswa/Pelajar	77	67%
PNS	3	2,6%
Karyawan Swasta	18	15,7%
Wiraswasta	5	4,3%
Lainnya	12	10,4%
<b>Total</b>	<b>115</b>	<b>100%</b>

Based on Table 4. that respondents who have done or transacted online are 77 students/students with a percentage of 67%. This is in accordance with the 2005 Hasugian study (Kompasiana May 19, 2019) the results of the research show that 19.9% of students are interested in completing online shopping in 2012. In this scenario, students who shop online do it only to get happiness and style that they will eventually become extravagant or more consumptive.

From the questionnaire that has been given, results are obtained about the characteristics of respondents who use online shopping applications as follows:



**Figure 3.** Online Shop Applications

Figure 3, shows that there are Top three online shopping applications, namely Tokopedia.com of 100 respondents with 87%, Shopee.co.id 55 respondents with 47.8% and Lazada.co.id as many as 32 respondents with 27.8%, the rapid growth of E-commerce is also proven by the fierce competition between Tokopedia.com and Shopee While items that have been purchased online can be seen in the following table.

**Table 4.** Characteristics Of Respondents Based on The Category of Items Purchased Online

Kategori	Jumlah Responden	Presentase (%)
Rumah Tangga	10	8,7%
Peralatan Dapur	12	10,4%
Kecantikan	56	48,7%
Fashion	103	98,6%
Elektronik	46	40%
Makan-Minum	16	13,9%
Kesehatan	11	9,6%

Table 4 shows that most respondents shopped for Fashion online as many as 103 respondents with 98.6%. Fashion is one of the most popular product categories marketed online. The need for clothes, starting from everyday clothes, business clothes, party clothes, and so on will be with everyone. According to Nielsen's study, the best-selling product category is clothing. As many as 61% of customers buy it online.

**Table 5.** Characteristics of Respondents Based on How Often Online Purchases

Seberapa Sering Bertransaksi	Jumlah Responden	Presentase (%)
Cukup Sering	45	39,1%
Kadang-Kadang	57	49,6%
Jarang Sekali	13	11,3%
Total	115	100%

From Table 5 above shows that respondents with categories sometimes make online transactions as many as 57 respondents with 49.6%, and followed by categories quite often, namely as many as 45 respondents with 39.1%, the most important element in influencing how much women spend on e-commerce is the price. Women between the ages of 18 and 41 spend less than Rp. 250,000 in one transaction. On the other hand, those aged 42 to 55 spend between Rp. 250,000 and Rp. 500,000 in one transaction. Nonetheless, the frequency of e-commerce purchases by middle-aged women is lower than women aged 18–41 years, which suggests that women often make online purchases.

### 3.2 Hypothesis Testing

Multiple linear regression analysis approaches are used to test hypotheses. This approach is used on Tokopedia.com to measure the extent of mutual influence on fashion item purchase choices. Table 6 shows that statistical calculations in linear regression analysis are multiple.

**Table 6.** Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	41.625	31.569		1.319	.235
Visual Merchandising	.152	.286	-.213	2.632	.014
Variasi Produk	.258	.487	.243	3.630	.015
Promosi	.027	.312	.039	5.785	.035

From Table 6, a model of multiple linear regression equations is obtained as follows.

$$Y = 41,625 + 0,152 X_1 + 0,258 X_2 + 0,027 X_3$$

Table 6 also contains tests to determine the significance of multiple linear regression coefficients. When compared, it is seen that all significance values in the variable  $\alpha = 0.05$ , based on the significance value of the merchandising variable (X1) is 0.014, the product variation variable (X2) is 0.015, and the promotion variable (X3) is 0.035. As a result, the 'merchandising' (X1) factors, 'product variation' (X2), and 'promotion' (X3) all have a significant effect on purchasing decisions. In addition, Table 7 shows the combined influence of merchandising factors (X1), product variations (X2), and promotions (X3) on purchasing options.

**Table 7.** Model Eligibility Test Results (Test F)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.161	3	14.054	15.598	.039 <sup>a</sup>
	Residual	425.439	6	70.906		
	Total	467.600	9			

Based on the test results in Table 7, the value of F count is 15,598 and the table's F value is 3.08, meaning that the value of F counts for the F table is  $15,598 > 3.08$  and the significant level is  $0.0039 < 0.05$ . This means that Visual Merchandising (X1), Product Variation (X2), and Promotion (X3) have a significant effect on purchasing decisions.

The magnitude of the influence of visual merchandising (X1) and product variation (X2) and promotion (X3) on purchasing decisions, can be known based on the determination coefficient (R<sup>2</sup>) in Table 8 below.

**Table 8.** Determination Coefficient Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	.725	-.365	8.42060

Based on Table 8, the determination coefficient is found in the value of R squared by 0.725. So free variables can explain 72.5% of bound variables, while the remaining 27.5% is explained by other variables that are not discussed in this study, such as security in transacting on the Tokopedia.com site, trust in Tokopedia.com transactions, prices of fashion products on Tokopedia.com, and many other supporting variables that are not discussed in this study.

### 3.3 Discussion

#### a. The Effect of Visual Merchandising on Purchase Decisions

Visual merchandising is a method to show products that appeal to potential buyers (V. Jain, A. Sharma, and N. Narwal, 2012). Sopiyan (2019) defines visual merchandising indications as: Layout features, product order density, product order appeal, window display.

Layout feature indicators on Tokopedia.com There is a match with fixtures, a choice of how to use equipment, merchandise presentation, compatibility with product categories, make products look attractive, alignment with images, tell customers about the types of products offered, and stunning appearance. The layout feature is an indicator of visual merchandising variables that have a big influence on Buying Interest. The layout feature used in the Tokopedia.com online shopping application is very influential on Buying Interest in attractive product display features so that consumers can choose products and brands clearly and attractively as well as navigation buttons to enlarge product images and display products specifically for branded products, distribution features where consumers can choose which

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delivery services are appropriate and affordable according to the time of purchase and the number of purchases where Tokopedia balance, virtual account, bank transfer, click BCA, BCA klikpay, mandiri clickpay, LinkAja, e-Pay BRI, installments/credit cards, outlets, jakOne mobile, installments without credit cards, kredivo, indodana, COD (cash on delivery) many payment features offered to make it easier for consumers to buy on Tokopedia.

The product order density indicator also affects the interest in buying the density of the product order in a Tokopedia.com can attract consumers to choose and even decide to buy as well as the product brand, the denser the brand or the more it will make consumers interested because consumers tend to buy goods at a store that sells various kinds of products with complete categories, good distribution makes it easier for consumers and The product also affects the payment method where if the consumer decides to buy then the last thing to do is pay using the payment feature on the Tokopedia.com application.

As for the indicator of the attractiveness of the product order where the visual display of the product must be as attractive as possible, and as clear or as detailed as possible the picture/photo of the product as well as product information so that consumers can immediately imagine the form of the product so that they can make purchasing decisions, in online shopping consumers will tend to see stores that contain many sides of the The attractiveness of the product order will also make consumers decide to buy or not and if there is a purchase then the purchase amount, warktu and, and distribution will be chosen by consumers and after that it will arrive at the payment method.

The window display indicator also affects Buying Interest, where consumers tend to see products that are promoted with various attractive discounts, this will also affect the selection of discounted or displayed products, when there is a discount, consumers will buy more than one discounted product, therefore the number of products also affects, the purchase time will save search time because discounted products will usually be displayed on the home display that Consideration then the consumer will make a payment by choosing the payment method according to the amount of the price listed.

Visual merchandising indicators greatly affect each variable indicator of Buying Interest, where everything is closely related between layout features, product order density, product order appeal, and window displays in influencing Buy Interest in choosing products, brand selection, distribution selection, purchase amount, efficient purchase time, payment methods with various ease of payment offered. The results of this research are the same as some previous studies, namely those conducted by Sopiayah 2019 entitled "The Effect of Price Strategy and Visual Merchandising on Online Purchase Decisions". According to the results of research related to respondents' responses to visual merchandising, it shows a beneficial influence on purchasing decisions.

Then the previous research conducted by Nurmalasari 2019 entitled "Analysis of the Influence of Creative Promotine, Visual Merchandising, and Price on the Purchase Decision of Fashion Retail Products (Case Study on Consumers of PT Mitra Adiperkasa)". Based on the research results, it is stated that the relationship between visual Merchandising with purchasing decisions is visual merchandising has a positive and significant effect on purchasing decisions.

#### **b. The Effect of Product Variation on Purchase Decisions**

Product variation refers to everything that is unique in a brand or product range that can be characterized by size, price, feature, or other characteristics of Tjiptono, (2008). Indicators of product variation according to Nurrahman 2016 are Size, price, appearance, availability of products.

The size that varies in a product is important in order to reach all consumers, the size also greatly affects the selection of products where consumers will choose the size of the product according to their needs, as well as the selection of brands, brands also make many sizes and models, the selection of distribution with delivery services according to the number of goods so the number of orders will be measured by the delivery price The purchase time can be measured from the order peoses made until it is sent or the estimated delivery according to the delivery service chosen by the consumer, the payment method can also be chosen according to the wishes of the consumer.

The price indicator is a benchmark whether the product can be purchased or not, the price greatly affects the selection of the product price according to the size and quality of the product and consumers will choose the product according to their wishes and needs, the selection of brands according to the price, the choice of distribution and the amount of purchase determine how much consumers buy and choose the distribution, the greater the price

As for the display indicator which is one of the indicators of product variation that is important in arousing interest in buying products where the appearance of a product that is sold can affect consumer decisions in the choice of consumer products, they will look for an online store that sells products visually or in the form of images not only with one side but photos of the products offered must also be various sides, so that it can attract Consumer Interest in taking care to buy the product, brand selection as for the type of consumer who chooses a product from the brand because of some people's assumption that branded clothing reflects their status, there are also those who think that the selection of strong and durable products are products whose brands are already well known, the number of purchases when consumers see and are interested which is good with the aim that the goods reach the consumer with good condition, the appearance affects the purchase time where the consumer sees the right product will not waste any more time looking for other products, after that the consumer's last decision is to choose a payment method.

Product availability indicators affect the selection of consumer products towards the interest in buying these products when available in various consumer needs in terms of price, color, size, material. Likewise with the selection of brands, the availability of brands with various kinds also affects consumers to decide to buy, the availability of products affects the distribution, the availability of products on Tokopedia.com affects the time of purchase because consumers do not have to waste a lot of time looking for products that are shared in the offline market, the availability of products also affects the number of purchases where consumers buy products

Product variation indicators greatly affect each of the Buy Interest variable indicators, where everything is closely related between the size, price, appearance, and availability of the product in influencing the purchase decision with product selection, brand selection, distribution selection, purchase amount, purchase time, purchase method. Everything is very influential.

Previous research by Disa Fitri Pradwika 2028 in Journal & Social (2018) with the title "The Effect of Creative Promotion and Product Variation on Purchase Decisions on E-commerce Consumers Zalora.co.id" (Case Study on Consumers in Jakarta City) also revealed similar results. According to the results of the study, it shows that the relationship between product variants has a beneficial and substantial influence on purchasing decisions.

For the results of his research by Nur Farida 2017 with the title "The Effect of Product Variations on the Purchase Decision of Sambal Indofood at Sarikat Jaya Gresik Supermarket". According to the study's findings, there is a positive and substantial relationship between product variants and purchasing decisions.

### c. **The Effect of Promotion on Purchase Decisions**

According to the findings of this study, the promotion has a beneficial and considerable impact on the purchase intention. The findings of this study suggest that buying interest can be influenced by advertising, sales promotion and direct marketing. Where the more attractive the promotion, the greater the influence of the intention to buy online. One of the main purposes of promotion is to provide product information to consumers. This is done so that people understand the company's offerings, so that consumers are facilitated in determining the choice of goods and services they want to use. According to Lupiyoadi (2013), promotion is something that business actors do in conveying product benefits and influencing consumers by building interest in buying or utilizing services based on needs. Based on the results of this research, the indicators of promotion are 1) advertising, 2) sales promotion and 3) direct marketing. All of these indicators have a strong influence with the Interest and Purchase indicator, namely 1) a good product, 2) a product buying habit, 3) Buyer testimonials or comments, and 4) a repurchase. First, advertising indicators affect Buying Interest. Based on the results of this research questionnaire data, the dominant of respondents agreed that there was interest in purchasing because of the advertisements they encountered in ecommerce.

Sales promotion indicators affect Buying Interest. Based on the results of the questionnaire, most respondents agree that they grow buying interest influenced by sales promotions such as discounts, and other special prices. This is in line with Cummins and Mullin 2004 (in Amanah and Pelawi 2015:12) who argue that sales promotion is a marketing tactic that encourages potential consumers to buy larger quantities.

#### 4. CONCLUSION

Based on the results of tests and analysis conducted in this study, researchers can conclude that: Variable visual merchandising has a greater influence on Buying Interest. These results show that the visual display of merchandising on the Tokopedia.com application is quite good, interesting, efficient which is measured through layout features, product order density, product order and window displays, making it easier for buyers to use and transact using Tokopedia.com. Product variation variables have an influence on buying interest. These results show that the variety of fashion products on Tokopedia.com which is measured through the size, price, appearance and availability of products or the amount of stock is good enough to attract buying interest from consumers towards the products offered. Promotional variables have an influence on buying interest. Promotion is very important to move sales. Generally, consumers grow interest in buying because there are free shipping promotions that are often given by e-commerce actors.

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