

Comparative Analysis of Consumer Preferences in Online Shopping on Shopee and Lazada in Medan

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ABSTRACT

This research aims to determine and analyze the differences in influence on consumer preferences in online shopping at Shopee and Lazada in the city of Medan. The type of research used is quantitative. The research population is the community in the area around the city of Medan who use the Shopee and Lazada e-commerce applications in 2023 and the determination of the number of samples in this research is using the purposive sampling method with the number of samples being 100. The data source for this research is primary data using an instrument. research in the form of a questionnaire. The data collection method used is survey research. This research uses multiple linear regression analysis for statistical analysis and the regression model has been tested first in the classic assumption test. The research results state that there are differences in consumer preferences for online shopping at Shopee and Lazada in the city of Medan. Product diversity and website quality are important sales tools and play a major role in establishing communication between consumers and are good for use as sales media.

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1. INTRODUCTION

From 2019 to early 2020, not only Indonesia but almost the entire world faced the Corona Virus outbreak or what is known as Covid-19, causing changes in lifestyle and ways of living daily life as a form of effort to prevent the spread of the virus. Many sectors of the world economy have been forced to take other steps to continue operating as usual without being infected by the virus outbreak. One of the efforts made by the community is by carrying out shopping activities through e-commerce.

Indonesia implemented work from home measures which were finally realized in accordance with President Joko Widodo's appeal at a press conference held at the Bogor Palace, West Java on March 15 2020 (Dewayanti, 2023). Every employee who has worked feels the impact, but students who are still at school of all ages also feel the impact because they are also forced to adopt a new pattern of life. This means that every individual who adopts a new lifestyle cannot carry out daily activities as before the pandemic hit. People finally choose the alternative of doing their daily lives online, including shopping. Telecommunication media is an option for viewing promotions and many e-commerce sites are experiencing progress because more and more people are carrying out transactions online. Work discipline is very important for agencies or companies to determine the company's ability to carry out missions and achieve certain goals. Employee work performance can be seen from abilities, skills, quality of work, quantity of work, time spent by employees working, and

work discipline. Work discipline really determines the success of a company in achieving its goals. Employee work discipline can be seen from attendance during a certain period of time (Pramadita & Surya, 2015)

E-commerce itself is a flexible business because it can be used and connect sellers and buyers without knowing distance and time limitations because it is connected to the internet network. The very rapid growth of information technology has created new business opportunities that make trading systems possible using the internet (Mufaruzzaturizkiyah, 2020). Even after the pandemic passes and the situation begins to improve, the e-commerce business in Indonesia is increasingly promising. In 2020, digital-based trading businesses are even estimated to experience growth of 33.2 percent from 2020, which is estimated to reap profits of IDR. 253 Trillion and reached Rp. 337 Trillion in 2021.

Table 1. Number of E-commerce Visitors in First Quarter 2022

| No | Nama | Rata-Rata Pengunjung Setiap Bulan |
|-----|-----------|-----------------------------------|
| 1. | Tokopedia | 157.233.300 |
| 2. | Shopee | 132.776.700 |
| 3. | Lazada | 24.686.700 |
| 4. | Bukalapak | 23.096.300 |
| 5. | Orami | 19.953.300 |
| 6. | Blibli | 16.326.700 |
| 7. | Ralali | 8.883.300 |
| 8. | Zalora | 2.776.700 |
| 9. | JD ID | 2.546.700 |
| 10. | Bhinneka | 2.360.000 |

source:<https://databoks.katadata.co.id/datapublish/2022/07/19/10-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2022>

Based on table 1. Tokopedia and Shopee lead the e-commerce market in Indonesia. Monthly visitors to Tokopedia pages reached 157.2 million in the first quarter of 2022 and this figure increased 5.1% from the 2021 quarter which recorded 149.6 million visits (iPrice, 2023). Tokopedia and Shopee are two e-commerce platforms that are in the top five most visited platforms in Indonesia with the second most visited every year.

From the background description above, the author is interested in conducting research entitled Comparative Analysis of Consumer Preferences in Online Shopping in the City of Medan.

2. RESEARCH METHOD

Types of research

The type of research used in this research is quantitative research with comparative analysis with an effort to find out the comparison of consumer preferences from the two e-commerce shops Shopee and Lazada and to analyze the results of differences in consumer preferences from the two e-commerce services. Comparative research is research that involves comparing the similarities and differences of two or more facts and characteristics of the object being studied based on a certain framework of thought

Research sites

This research was conducted in the Medan city area. The object of this research is people who use the Shopee and Lazada e-commerce applications with a minimum usage period of more than 3 months in 2023.

Research Population

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono). In this research, the research population is people in the area around the city of Medan who use the Shopee and Lazada e-commerce applications in 2023 and have a minimum usage period of more than 3 months.

Research Sample

The sample is part of the number and characteristics of the population (Sugiyono, 2017). The sampling technique that will be used is non-probability sampling, namely a sampling technique that does not give each element or member of the population an equal opportunity to be selected as a sample. The method used is purposive sampling, namely the researcher uses his own judgment deliberately in selecting members of the population who are deemed able to provide the necessary information or sample units that match certain criteria desired by the researcher, namely consumers who carry out online shopping activities through the Shopee and Lazada e-commerce applications in the city of Medan (Sugiyono).

According to the minimum sample size that must be met in this research, it is based on the Rao Purba formula. The minimum sample size is determined by the formula:

n = Sample Size

Z = Required Sample Confidence Level

In research (at $\alpha = 5\%$ or the degree of confidence is determined to be 95% then $Z = 1.96$) μ = margin of error, the level of error that can be tolerated (determined at 5%).

$$n = \frac{1,96^2}{4(0,1)^2} = 96,04$$

Based on the formula above, samples can be taken from a large population of 100 community respondents who use the Shopee and Lazada e-commerce applications.

Method of collecting data

Data collection methods are the methods used to collect data and other information in research. The types of data collection methods in this research are as follows:

a. Questionnaire/Questionnaire

Based on the suitability between the level or scale of measurement and the data collection method, the instrument used in this research is a questionnaire. Data collection was carried out by distributing questions arranged in one collection to respondents. The form of the questionnaire is closed, that is, respondents are given alternative choices

answer to each question. All variables will be measured using the LIKERT scale:

| No. | Pilihan | Skala Nilai |
|-----|---------------------|-------------|
| 1. | Sangat Setuju | 5 |
| 2. | Setuju | 4 |
| 3. | Netral | 3 |
| 4. | Tidak Setuju | 2 |
| 5. | Sangat Tidak Setuju | 1 |

3. RESULTS AND DISCUSSIONS

Shopee Overview

Shopee is one of the leading e-commerce sites and marketplace platforms in Indonesia and Southeast Asia. Shopee was founded under the auspices of the SEA Group (formerly known as Garena), which was founded by Forrest Li in 2009. Shopee itself is led by Chris Feng, who previously led e-commerce at Zalora and Lazada. Shopee's journey began when this marketplace was first introduced to the public in Singapore in 2015. In the same year, Shopee was also launched in several other Asian countries, namely Indonesia, Malaysia, Thailand, Taiwan, Vietnam and the Philippines, and has now expanded its network extends to several other countries, such as China, South Korea and Brazil (<https://shopee.co.id> accessed on 21 July 2021). The vision and mission is the core of the running of a company, the vision and mission are really needed as a guide to know what the company needs to do in the future to be able to achieve its goals. Shopee's vision is as follows:

Vision: To become the number 1 mobile marketplace in Indonesia.

Mission: Developing an entrepreneurial spirit for sellers in Indonesia.



Figure 1. Shopee company logo

Source: <https://shopee.co.id>

Shopee Services

Shopee has a series of services to maximize the shopping experience of its users, including the following:

- a) Customer Service Team:
- b) Fraud Team
- c) Managed by Shopee: one-stop solution service
- d) Shopee Express: Shopee's delivery service.
- e) ShopeePay:
- f) Cash on Delivery



Figure 2. Several service features in the Shopee application

Source: <https://shopee.co.id>

Lazada Overview

Lazada is a marketplace or commonly known as a large online shopping site in Indonesia. Lazada is a company that was founded on March 27 2012 and has developed very quickly in Southeast Asia now. Lazada covers six countries in Southeast Asia, including Indonesia, Malaysia, Thailand, Vietnam, the Philippines and Singapore. Alibaba Group is the owner of Lazada which was founded by Pierre Poignant and Rocket Internet which is a technology incubator company from Germany.



Figure 3. Lazada company logo

Source: <https://lazada.co.id>

The vision and mission is the core of the running of a company, the vision and mission are really needed as a guide to know what the company needs to do in the future to be able to achieve its goals. Lazada's vision is as follows: "To become the No. 1 online shopping site and product selling destination in Southeast Asia".

Lazada's service is one of several marketplaces that provide online buying and selling for business people who want to market and sell their products. With the opportunity given by Lazada to business people, a variety of products are sold in different categories.



Figure 4. Several service features on the Lazada application

Source: <https://lazada.co.id>

Lazada as one of the best marketplaces in Indonesia provides various products in the following categories:

1. Electronic Equipment Category
2. Electronic Accessories Category
- 2) Women's Fashion Category
- 3) Men's Fashion Category
- 4) Bags, Watches & Accessories category
- 5) Health & Beauty Category
- 6) Baby & Toys Category
- 7) TV & Home Electronics Category
- 8) Home & Lifestyle Categories
- 9) Household Category
- 10) Sports & Outdoor Category
- 11) Automatic Category

Data analysis

Descriptive statistical analysis is intended to determine the frequency distribution of respondents' answers to the results of the questionnaire distributed. The results of the questionnaire include the Shopee Consumer Preference variable (X1) and the Lazada Consumer Preference variable (X2). The following are presented research variables:

1. Diversity of Shopee Consumer Products

Indicators in Shopee's consumer product diversity, which is X1, include size, product type, product material, product design and product quality. Product Diversity Variables Shopee consumers are presented in the following table:

Table 2. Distribution of Respondents' Answers Based on the Shopee Consumer Product Diversity Instrument

| | | Statistics | | | | | | |
|---|---------|------------|------|------|------|------|------|------|
| N | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 |
| | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Mean | 4.13 | 4.21 | 3.99 | 3.98 | 4.11 | 3.99 | 4.26 |
| | Mode | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| | Minimum | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | Maximum | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

Sumber : Hasil Penelitian 2024 (Data Diolah)

Based on table 2, it is known that respondents strongly agree, agree, doubt and disagree with the 7 statements contained in the questionnaire regarding the Shopee Consumer Product Diversity variable. From the data analysis of the Shopee Consumer Product Diversity variable, the lowest (minimum) score is 1, the highest (maximum) score is 5, the mode is rated 5, meaning that on average the respondents answered agreeing with the statement submitted. This can be seen from the mode and average values. The average shows number 4.

2. Diversity of Lazada Consumer Products

Indicators in Lazada's Consumer Product Diversity are X2 size, product type, product material, product design and product quality. The Lazada Consumer Product Diversity Variable is presented in the following table:

Table 3. Distribusi Jawaban Responden Berdasarkan Instrumen Keragaman Produk Konsumen Lazada

| | | Statistics | | | | | | |
|---|---------|------------|------|------|------|------|------|------|
| N | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 |
| | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Mean | 4.08 | 4.08 | 3.73 | 3.75 | 3.86 | 3.75 | 3.94 |
| | Mode | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| | Minimum | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | Maximum | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

Source: Hasil Penelitian 2024 (Data Diolah)

Based on table 3, it is known that respondents strongly agree, agree, doubt and disagree with the 7 statements contained in the questionnaire regarding the Shopee Consumer Product Diversity variable. From the data analysis of the Shopee Consumer Product Diversity variable, it was obtained that the lowest (minimum) score was 1, the highest (maximum) score was 5, the mode was rated 4, meaning that the average respondent answered agreeing with the statement submitted. This was seen from the mode and average values. The average shows number 4.

Data Quality Test

Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The significance test was carried out by comparing the calculated r and r table values for the degree of freedom $df = n-2$, where n is the number of respondents. This validity test uses SPSS software tools, and uses product moment testing with the following criteria:

1. If r count $>$ r table, then the measuring instrument used is valid. However, if the calculated r value $<$ r table, then the measuring instrument used is invalid

2. If r count $>$ r table, but is double negative then the measuring instrument is invalid

1. Shopee Consumer Product Diversity (X1)

The validity test results for the Shopee Consumer Product Diversity variable (X1) can be seen in the following table:

Table 4. Hasil Uji Validitas Variabel (X₁)

| No | Item Pernyataan | r _{hitung} | r _{tabel 5%(80)} | Keterangan |
|----|-----------------|---------------------|---------------------------|------------|
| 1 | X1.1 | 0.820 | 0.1744 | Valid |
| 2 | X1.2 | 0.677 | 0.1744 | Valid |
| 3 | X1.3 | 0.948 | 0.1744 | Valid |
| 4 | X1.4 | 0.677 | 0.1744 | Valid |
| 5 | X1.5 | 0.830 | 0.1744 | Valid |
| 6 | X1.6 | 0.764 | 0.1744 | Valid |
| 7 | X1.7 | 0.781 | 0.1744 | Valid |

Sumber : Hasil Penelitian 2024 (Data Diolah)

In table 4 above, it shows that the value of r count $>$ r table 0.1744. This shows that the 7 questionnaire statements on the Shopee Consumer Product Diversity variable are declared valid and can be used in this research.

1. Lazada Consumer Product Diversity (X2)

The validity test results for the Lazada Consumer Product Diversity variable (X2) can be seen in the following table:

Table5. Hasil Uji Validitas Variabel (X₂)

| No | Item Pernyataan | r _{hitung} | r _{tabel 5% (80)} | Keterangan |
|----|-----------------|---------------------|----------------------------|------------|
| 1 | X2.1 | 0.897 | 0.1744 | Valid |
| 2 | X2.2 | 0.868 | 0.1744 | Valid |
| 3 | X2.3 | 0.765 | 0.1744 | Valid |
| 4 | X2.4 | 0.671 | 0.1744 | Valid |
| 5 | X2.5 | 0.713 | 0.1744 | Valid |
| 6 | X2.6 | 0.738 | 0.1744 | Valid |
| 7 | X2.7 | 0.781 | 0.1744 | Valid |

Source : Hasil Penelitian 2024 (Data Diolah)

In table 5 above, it shows that the value of r count $>$ r table 0.1744. This shows that the 7 questionnaire statements on the Lazada Consumer Product Diversity variable are declared valid and can be used in this research.

Reliability Test

Reliability is actually a measuring tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time (Duli, 2019). Reliability testing uses SPSS software tools and uses Cronbach Alpha testing. The criteria for measuring this reliability are if:

1. Cronbach value $>$ 0.60, then it is declared Reliable
2. Cronbach's value $<$ 0.60, then it is declared unreliable

The results of the data reliability test are presented in the following table:

Tabel 6. Hasil Uji Reliabilitas

| No | Variabel | Cronbanch's Alpha | Keterangan |
|----|--|-------------------|------------|
| 1 | Preferensi Konsumen Shopee (X ₁) | 0.871 | Reliabel |
| 2 | Preferensi Konsumen Lazada (X ₂) | 0.927 | Reliabel |

Source: Hasil Penelitian 2024 (Data Diolah)

Based on table 6, it shows that the Cronbach's alpha value for the Shopee Consumer Preference variable (X1) is 0.871 and the Lazada Consumer Preference variable (X2) is 0.927. Because Cronbach's alpha for both variables is > 0.60 , it can be concluded that variable X1 and variable X2 in this questionnaire are reliable, so they can be continued to carry out research.

Classic Assumption Test Results

Normality Test Results

The normality test aims to find out and assume that the data in each variable comes from a normally distributed population or not. Normality testing can be done by looking at the Asmp value. Sig. The normality test was carried out using the Kolmogorov-Smirnov test. The following are the results of the normality test using SPSS:

Table 7. Hasil Uji Normalitas Test Statistics^a

| | | Hasil |
|--------------------------|----------|-------|
| Most Extreme Differences | Absolute | .240 |
| | Positive | .020 |
| | Negative | -.240 |
| Kolmogorov-Smirnov Z | | 1.697 |
| Asymp. Sig. (2-tailed) | | .006 |

a. Grouping Variable: Provider

Source : Hasil Penelitian 2024 (Data Diolah)

Asymp value results. Sig. (2-tailed) in the table for both Shopee and Lazada, a value of 0.006 is obtained. This result, when compared with a probability > 0.005 , is greater. So it can be concluded that the data is normally distributed.

Homogeneity of Variance Test

The homogeneity test aims to see whether the variances of two or more distributions are the same. This research uses Levene's test of homogeneity of variance. If the significance value is > 0.05 then the variances are the same or homogeneous. The following are the results of the homogeneity test:

Table 8. Test of Homogeneity of Variance

| | Levene Statistic | df1 | df2 | Sig. |
|--------------------------------------|------------------|-----|---------|------|
| Hasil Based on Mean | 2.364 | 1 | 158 | .126 |
| Based on Median | 2.678 | 1 | 158 | .103 |
| Based on Median and with adjusted df | 2.678 | 1 | 142.727 | .103 |
| Based on trimmed mean | 2.375 | 1 | 158 | .125 |

Source : Hasil Penelitian 2024 (Data Diolah)

From the results of the homogeneity test above, a significance value of 0.126 is greater than 0.05, so the data variance is the same or homogeneous.

Comparative Test (Two Sample t Test)

The purpose of the t-test is to compare the means of unrelated (unpaired) groups with each other. Do the two groups have the same average value or are they significantly different? If the Sig (2tailed) value is < 0.05 then there is a significant difference between Shopee consumer product diversity and Lazada consumer product diversity.

Table 9. Group Statistik Preferensi Konsumen

| Group Statistics | | | | | |
|------------------|----------|----|-------|----------------|-----------------|
| Preferensi | Provider | N | Mean | Std. Deviation | Std. Error Mean |
| | Shopee | 80 | 41.22 | 3.723 | .372 |
| | Lazada | 80 | 43.00 | 3.499 | .350 |

Source : Hasil Penelitian 2024 (Data Diolah)

Based on table 9. above, it shows that the average value of Shopee consumer preferences is 46.11, while the average value of Lazada consumer preferences is 43. From these results it can be concluded that there is a difference between the average value of Shopee consumer preferences. with an average value on Lazada consumer preferences. Where the average value of consumer preferences for Shopee is higher than the average value of consumer preferences for Lazada (46.11 > 43). This means that the preference given by Shopee is higher when compared to Lazada.

Table 10. Independent Samples t Test Preferensi

| Independent Samples Test | | | | | | | | | | | |
|--------------------------|-----------------------------|---|------|------------------------------|---------|--------------------------|-------------|-----------------|-----------------------|---|-------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | Significance One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| Preferensi | Equal variances assumed | 2.364 | .126 | 3.582 | 158 | <.001 | <.001 | 1.830 | .511 | .822 | 2.838 |
| | Equal variances not assumed | | | 3.582 | 152.243 | <.001 | <.001 | 1.830 | .511 | .822 | 2.838 |

Source : Hasil Penelitian 2024 (Data Diolah)

Based on table 10 above there are two rows, the first row assumes that the variances of the two groups are the same (Equal variances assumed), while the second row assumes that the variances of the two groups are not the same (Equal variances not assumed). To choose which row to use, look at the F test column, if the significance is >0.05 then the variance is the same (Equal variances assumed), conversely if the significance is <0.05 then the variance is not the same (Equal variances not assumed). The F test shows that the variance of the two groups is the same because the P-value is 2.364 with a significant value of 0.126 or greater than 0.05, so the line that will be read is the first line (Equal variances assumed).

The t test column shows that the Sig (2tailed) value of 0.01 is smaller than 0.05. This means that there is a significant difference between Shopee consumer preferences and Lazada consumer preferences. So it can be concluded that the Ha hypothesis is accepted.

Discussion

Before consumers make a decision, they will carry out several evaluation processes. In that process, consumers compare preferences among several options. Simamora (2013) explains that consumer preference is an individual's choice or interest in whether they like or dislike a product. Another definition mentioned by Indartor, consumer preferences are defined as subjective (individual) tastes, which are measured or assessed by utility, of various goods. Consumer preference is a general term that applies to all aspects of marketing products and services. It will not be associated with any more

specific brand terms than competing brands. If one brand is not available, consumers will likely choose another brand to fill the void (Indarto, 2011).

Consumer preferences exist when consumers make some comparisons, evaluations and judgments among the various options available, and after that make a decision. And consumer preferences are the result of their behavior that they exhibit while searching for, purchasing, and disposing of products. When consumers are faced with various product alternatives, they will apply preferences. Consumer preference is about taste by individuals. These are the results when they evaluated several available products. So consumer preference is an evaluation process based on selection, interest, comparison, assessment carried out by consumers before deciding to buy/use an item/service (Rejpurohit, 2011). In this research, researchers used the dimensions of product diversity and website quality in two marketplaces, namely Shopee and Lazada. Based on the results of the t test, it shows that the Sig (2tailed) value of 0.01 is smaller than 0.05. This means that there is a significant difference between Shopee consumer preferences and Lazada consumer preferences. So it can be concluded that the H_a hypothesis is accepted. Traditional marketing theory continues to essentially relate to the concept of consumer confidence to purchase due to increasing high product quality with opportunistic behavior by the seller. This is proven by calculations in the t-test difference test which shows that there is a difference between Shopee and Lazada as measured by product diversity and website quality. However, this is not a definite result, because Tokopedia and Shopee customers are not only 100 respondents in this study.

4. CONCLUSION

Based on data analysis and discussion, the conclusion of this research is that there are differences in consumer preferences for online shopping at Shopee and Lazada in the city of Medan. Product diversity and website quality are important sales tools and play a major role in establishing communication between consumers and are good for use as sales media.

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