

The Influence of Shopee Express Agent Service Quality on Consumer Decisions in South Binjai

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Abstrak. Pertumbuhan e-commerce yang pesat telah meningkatkan peran jasa logistik sebagai faktor penting dalam memengaruhi keputusan konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap keputusan konsumen dalam menggunakan jasa pengiriman Shopee Express (SPX) di Binjai Selatan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Data dikumpulkan dari 100 responden yang pernah menggunakan layanan SPX melalui kuesioner terstruktur dengan skala Likert. Analisis data dilakukan melalui uji validitas dan reliabilitas, serta analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap keputusan konsumen. Dimensi keandalan memiliki pengaruh paling dominan, diikuti oleh jaminan, bukti fisik, dan daya tanggap, sedangkan empati tidak berpengaruh signifikan terhadap keputusan konsumen. Nilai koefisien determinasi menunjukkan bahwa kualitas pelayanan mampu menjelaskan sebagian besar variasi keputusan konsumen, sementara sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Temuan ini menegaskan pentingnya peningkatan keandalan operasional dan jaminan layanan untuk memperkuat kepercayaan konsumen dan daya saing jasa logistik e-commerce.

Kata kunci: Kualitas Pelayanan; Keputusan Konsumen; Shopee Express.

Abstract. The rapid growth of e-commerce has increased the importance of logistics services as a critical factor influencing consumer decision-making. This study aims to analyze the effect of service quality on consumer decisions in using Shopee Express (SPX) delivery services in Binjai Selatan. A quantitative approach with a causal research design was employed. Data were collected from 100 respondents who had previously used SPX services through a structured questionnaire measured using a Likert scale. The data were analyzed using validity and reliability tests, followed by multiple linear regression analysis. The results indicate that service quality has a significant influence on consumer decisions. Among the service quality dimensions, reliability has the strongest effect, followed by assurance, tangibles, and responsiveness. Meanwhile, empathy does not have a significant effect on consumer decision-making. The coefficient of determination shows that service quality explains a substantial proportion of consumer decision variance, while the remaining variance is influenced by other factors not examined in this study. These findings emphasize the importance of improving operational reliability and service assurance to enhance consumer trust and maintain competitiveness in the e-commerce logistics industry.

Keywords: Service Quality; Consumer Decision; Shopee Express.

Introduction

The rapid expansion of e-commerce has fundamentally transformed global marketplaces and reshaped consumer purchasing behavior, particularly through the increasing reliance on digital platforms. This transformation has been further accelerated by the COVID-19 pandemic, which significantly increased the volume of online transactions and intensified the demand for efficient logistics and delivery services. As a result, delivery service providers have become a critical component of the e-commerce ecosystem, serving as a key determinant of service performance and customer satisfaction in online retail environments. In Indonesia, the growth of e-commerce has been particularly notable. During the pandemic period, online purchase transactions increased by 18.1%, reaching a total transaction value of approximately Rp20.7 trillion (Novitasari & Anwar, 2022). This rapid growth reflects a substantial shift in consumer behavior toward digital shopping channels. Platforms such as Shopee have emerged as dominant players in the Indonesian market, driven by their ability to offer convenience, competitive pricing, and integrated logistics solutions.

Consumer satisfaction studies further indicate that timely delivery and effective shipment tracking systems are among the most critical factors influencing online shopping preferences (Marbun, 2024). On a global scale, advancements in technology and evolving consumer habits are projected to drive e-commerce sales to reach trillions of dollars by 2027 (Veenam, 2024). The increasing reliance on e-commerce platforms has elevated the strategic importance of logistics partners in ensuring seamless transaction fulfillment. Shopee Express (SPX) functions as an integral logistics arm of the Shopee platform, operating across Southeast Asia and Taiwan. Its role extends beyond basic parcel delivery, as it directly influences customer experience, platform credibility, and competitive positioning in the e-commerce market. The effectiveness of SPX's logistics operations is therefore essential in supporting Shopee's overall performance within a highly dynamic

and competitive digital marketplace. One of the primary functions of SPX is to provide efficient and reliable delivery services that align with rising consumer expectations regarding speed, accuracy, and transparency. Prior research consistently demonstrates that logistics efficiency plays a significant role in enhancing customer satisfaction and retention in e-commerce settings. High-quality e-service standards, supported by dependable delivery mechanisms, have been shown to strengthen customer loyalty and trust (Kameswari & Rahyuda, 2023; Rextianto & Zahra, 2025). In response to increasing demand, SPX has implemented improved fulfillment strategies, particularly in last-mile delivery operations, to accommodate the growing volume of online purchases in Indonesia and other Southeast Asian markets. Within a highly competitive e-commerce landscape dominated by platforms such as Tokopedia and Lazada, SPX seeks to establish a competitive advantage through logistics innovation. Investments in shipping infrastructure, strategic partnerships, and service network expansion have enabled SPX to reduce delivery times and broaden service coverage (Anh *et al.*, 2023; Kelvin & Novani, 2023).

Furthermore, the integration of digital technologies, including real-time tracking systems, has enhanced operational transparency and strengthened consumer trust in delivery processes (Fauziyah & Wahyudi, 2024; Jaudah *et al.*, 2025). Beyond operational efficiency, SPX also plays a strategic role in supporting Shopee's marketing initiatives. The use of advanced technologies such as artificial intelligence and data analytics enables SPX to optimize delivery networks and manage demand fluctuations during large-scale promotional events (Jaudah *et al.*, 2025; Khairi *et al.*, 2025). Promotional campaigns such as flash sales and major shopping events (e.g., 9.9 and 11.11) rely heavily on SPX's logistics capabilities to ensure timely order fulfillment. Empirical studies indicate that such time-sensitive promotions, when supported by reliable delivery services, significantly influence consumer purchasing behavior and increase transaction volumes (Lestari *et al.*, 2025; Maharani *et al.*, 2024). Despite its strategic strengths, SPX continues to face challenges arising from intensifying

competition and rapidly changing consumer expectations. The emergence of new e-commerce entrants, such as TikTok Shop, which targets younger consumer segments, has increased competitive pressure within the digital marketplace (Kelvin & Novani, 2023; Rextianto & Zahra, 2025). Additionally, fluctuating consumer preferences and heightened service expectations require logistics providers to remain adaptive and responsive. Previous studies emphasize that continuous service innovation and service quality improvement are essential for sustaining consumer trust and influencing purchasing decisions in competitive e-commerce environments (Anh *et al.*, 2023; Elviera, 2022).

Research Methodology

This study employs a quantitative research approach with a causal design to examine the effect of service quality on consumer decision-making in the context of e-commerce logistics services. The research focuses on users of Shopee Express (SPX) as the object of analysis, considering its strategic role as Shopee's logistics partner. Primary data were collected through a structured questionnaire distributed to respondents who had used SPX delivery services. The questionnaire was designed using a Likert scale to measure respondents' perceptions of service quality dimensions—such as reliability, responsiveness, assurance, empathy, and tangibles—and their influence on consumer purchase decisions. The study area was limited to a specific geographical scope to ensure data relevance and contextual accuracy. The collected data were analyzed using statistical techniques to ensure the validity and reliability of the research instrument. Validity testing was conducted to confirm that each questionnaire item accurately measured the intended construct, while reliability testing was applied to assess the consistency of the measurement scale. Furthermore, data analysis included descriptive statistics and inferential analysis using simple linear regression to determine the magnitude and direction of the relationship between service quality and consumer decision-making. Hypothesis testing was performed using a t-test to evaluate the

significance of the proposed relationship, while the coefficient of determination (R^2) was used to assess the extent to which service quality explains variations in consumer decisions.

Results and Discussion

Results

Respondent Demographic Characteristics

The analysis of the respondents' demographic characteristics aims to provide a general overview of the profile of Shopee Express (SPX) service users in the South Binjai region. Understanding these characteristics is important because consumer demographics often influence online shopping behavior patterns and preferences for logistics services. Demographic data also serves as the basis for interpreting the results of further statistical analysis, particularly in linking service quality to consumer decisions. This study involved 100 respondents selected based on the criterion of having used SPX services in their online shopping activities. Based on the questionnaire distribution, it was found that female respondents dominated the sample composition. This reflects the tendency of women to be relatively more active in online shopping activities, particularly on e-commerce platforms like Shopee. Women tend to have higher shopping intensity and are more sensitive to the quality of logistics services, particularly regarding timeliness and package security. Therefore, the predominance of female respondents is an important indicator in understanding SPX service expectations in the South Binjai region. In terms of age, the majority of respondents were in the productive age range, specifically the 21–30 age group. This age group represents the millennial and Generation Z generations, which have high levels of digital literacy and rely heavily on technology to meet their daily needs. They have high expectations for speed of service, transparency of information, and easy access to delivery apps. The predominance of productive age groups indicates that SPX's primary market in South Binjai consists of dynamic and highly mobile consumers. Furthermore, respondents' shopping intensity also indicates a fairly active pattern of logistics service usage. Most

respondents make online purchases 3–5 times per month, indicating a relatively high frequency of SPX service use. This frequency reflects that logistics service quality is not merely a supporting factor, but a key element in consumers' online shopping experiences. With high usage intensity, consumers tend to have more critical and rational service standards when assessing SPX agent

performance. Before presenting quantitative data, it is necessary to display the frequency distribution of respondent characteristics to visually and systematically clarify the composition of the research sample. This distribution provides an overview of the proportions of each demographic category, which forms the basis for subsequent analysis.

Table 1. Frequency Distribution of Respondent Characteristics

Characteristic	Category	Percentage
Gender	Male	42%
	Female	58%
Age	< 20 Years	15%
	21–30 Years	45%
	31–40 Years	30%
	> 40 Years	10%
Shopping Frequency	1–2 Times/Month	40%
	3–5 Times/Month	45%
	> 5 Times/Month	15%

Based on Table 1, it can be concluded that the research respondents are predominantly of productive age with relatively high online shopping intensity. This condition indicates that SPX consumers in South Binjai are a group that relies heavily on efficient logistics services. For this group, delivery service quality is not merely a functional necessity, but has become part of a digital lifestyle that demands speed, accuracy, and convenience. Therefore, any decline in service quality has the potential to directly influence the decision to use SPX services.

Validity and Reliability Test of the Research Instrument

Validity and reliability tests were conducted to ensure that the research instrument used was able to measure the research variables accurately and consistently. Validity aims to test the extent to which the questionnaire questions truly represent the concepts being measured. Meanwhile, reliability is used to assess the level of consistency of respondents' answers to the statements in the research instrument. These two tests are crucial stages before further data analysis. The results of the validity test indicate that all statement items in the service quality dimension—tangible evidence, reliability, responsiveness, assurance, and empathy—had

significance values below 0.05. Furthermore, the correlation coefficient (r-count) for each item was greater than the r-table of 0.196 for a sample of 100 respondents. Therefore, all statement items were declared valid and suitable for further analysis. Reliability testing was conducted using the Cronbach's Alpha method to measure the level of internal consistency of the research instrument. The test results showed that the Cronbach's Alpha values for all variables ranged from 0.720 to 0.850. This value exceeded the minimum reliability threshold of 0.60, thus declaring the research instrument reliable. This means that the questionnaire provided stable and consistent results in measuring respondents' perceptions of service quality and consumer decisions.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of each service quality dimension on consumer decisions to use Shopee Express services in South Binjai. This method enabled researchers to identify which service dimensions had the most dominant contribution in influencing consumer decisions. Furthermore, multiple linear regression also helped measure the strength of the relationship between variables, both partially and

simultaneously. Before presenting the analysis results, it is important to present a partial regression table as a basis for empirical interpretation. This table contains the

regression coefficients, t-test values, and significance levels for each independent variable.

Table 2. Partial Regression Analysis Results (t-Test)

Model	Unstandardized Coefficient (B)	t-value	Significance
(Constant)	2.529	3.120	0.002
Tangibles (X ₁)	0.125	2.150	0.034
Reliability (X ₂)	0.415	5.230	0.000
Responsiveness (X ₃)	0.112	1.990	0.049
Assurance (X ₄)	0.316	4.103	0.000
Empathy (X ₅)	0.088	1.620	0.108

Based on Table 2, it can be seen that the dimensions of tangibles, reliability, responsiveness, and assurance have a significant partial influence on consumer decisions, as they have a significance value of less than 0.05. Conversely, the empathy dimension does not show a significant influence on consumer decisions. The reliability dimension has the largest coefficient and t-test value, indicating that this factor is a major determinant in the decision to use SPX services in South Binjai.

Coefficient of Determination

The coefficient of determination is used to measure the extent to which the service quality variable can explain variation in consumer decisions. The analysis results show an Adjusted R² value of 0.648. This means that 64.8% of the variation in consumer decisions can be explained by the service quality dimensions examined in this study. The remaining 35.2% of the variation is influenced by other factors not included in the research model, such as shipping costs, promotions, platform brand image, and previous consumer experiences. These findings indicate that service quality plays a very significant role in shaping consumer decisions. However, SPX management still needs to consider other external factors to improve overall competitiveness.

Discussion of Service Quality Dimensions Dominance of Reliability in Consumer Decision Making

The research results show that the reliability dimension is the most dominant factor influencing consumer decisions. Reliability relates to the SPX agent's ability to deliver packages according to the estimated time promised in the application. For the people of South Binjai, on-time delivery is a crucial factor because it directly relates to the efficiency of daily activities. Consumers tend to continue choosing SPX as long as the agent can maintain consistent delivery times. Reliability also has direct implications for consumer trust. Once a significant delay occurs, especially without clear information, consumer trust can decline drastically. In the context of social media, complaints about late deliveries can quickly spread and damage the reputation of local SPX agents. Therefore, maintaining service reliability is a key strategy in maintaining consumer loyalty.

The Strategic Role of Guarantees in Long-Distance Transactions

The guarantee dimension ranks second as the most influential factor influencing consumer decisions. Guarantees relate to the consumer's sense of security regarding the delivery process, including the risk of damage or loss of packages. In online transactions, consumers do not have direct control over the goods being delivered, making a sense of security a primary concern. SPX agents who demonstrate professionalism in package handling and have clear claims procedures tend to be more trusted

by consumers. This finding suggests that trust is a key foundation in long-distance transactions. Consumers are more willing to use SPX services when they believe shipping risks are minimized and handled responsibly.

Responsiveness and Speed of Problem Handling

The responsiveness dimension demonstrates a significant influence on consumer decisions, although with a relatively smaller coefficient value compared to the reliability and assurance dimensions. Responsiveness in the context of SPX services encompasses the agent's speed in responding to questions, complaints, and delivery issues experienced by consumers. For the people of South Binjai, a quick response from an agent or courier is an indicator of service professionalism. However, responsiveness is perceived more as a minimum service standard than as a key differentiating factor between logistics service providers. Research results indicate that consumers tend to expect a quick response as "normal," rather than as an added value. When SPX agents are able to respond quickly, consumers perceive this as a basic service obligation. Conversely, delays in responding can trigger dissatisfaction and worsen perceptions of overall service quality. In other words, responsiveness acts as a balancing factor that prevents consumer disappointment, although it is not always the primary factor in service selection decisions. Furthermore, responsiveness is closely related to the effectiveness of communication between field couriers and consumers. Address errors, stuck packages, or changes to delivery schedules require quick and clear coordination. If communication is slow or uninformative, consumers will feel ignored, even if the package ultimately arrives. Therefore, SPX management needs to improve its internal and external communication systems so that responsiveness can function optimally to support service reliability.

Low Significance of the Empathy Dimension in Consumer Decisions

Interestingly, the research results show that the empathy dimension does not significantly influence consumer decisions to use SPX services in South Binjai. Empathy in service generally includes personal attention, staff friendliness, and the ability to understand the customer's individual needs. However, in the context of fast and standardized delivery services, personal interaction is very limited. Consumers focus more on the end result of the service than on the social interaction process that occurs. This phenomenon can be explained by the highly transactional nature of logistics services. Consumers do not expect long-term relationships or emotional closeness with delivery personnel, but rather expect packages to arrive safely and on time. As long as these primary functions are met, the empathy aspect tends to be considered less relevant in influencing service usage decisions. This suggests that consumer expectations for logistics services differ from those for high-contact services such as hotels or hospitals. Furthermore, the high volume of deliveries also limits the space for SPX agents to provide personalized service. Couriers are required to complete numerous deliveries in a short time, making interactions with customers extremely brief and efficient. Under these conditions, empathy is not a top priority for either service providers or consumers. This finding aligns with national research findings, which show that the empathy dimension often receives the lowest scores in logistics service quality evaluations.

Comparison of the Influence Level of Service Quality Dimensions

To provide a more comprehensive overview of the contribution of each service quality dimension, this study also presents a summary table of the influence levels of SERVQUAL dimensions on consumer decisions. This table aims to facilitate interpretation of the regression results and help readers understand strategic priorities for improving SPX's service quality.

Table 3. Summary of the Influence Level of Service Quality Dimensions on Consumer Decisions

Service Quality Dimension	Regression Coefficient	Significance	Level of Influence
Reliability	0.415	0.000	Very High
Assurance	0.316	0.000	High
Tangibles	0.125	0.034	Moderate
Responsiveness	0.112	0.049	Low
Empathy	0.088	0.108	Not Significant

Based on Table 3, it can be concluded that reliability and assurance are the two most strategic dimensions influencing consumer decisions. Tangible evidence and responsiveness serve as supporting factors that strengthen perceptions of service professionalism. Meanwhile, empathy does not contribute significantly, so improving service in this dimension is not a top priority. These findings provide clear managerial implications for SPX agents in South Binjai in determining the focus of service improvement.

Discussion

The findings of this study confirm that service quality plays a significant role in shaping consumer decisions in the context of e-commerce logistics services. The results indicate that not all service quality dimensions exert equal influence on consumer decision-making, highlighting the importance of prioritizing specific dimensions. This finding supports the service quality theory, which argues that consumers evaluate services based on attributes that are most relevant to the functional outcomes they expect (Rahayua *et al.*, 2021). In logistics services, where performance is outcome-oriented, consumers tend to focus on service reliability and assurance rather than interpersonal aspects of service delivery. Among the service quality dimensions examined, reliability emerged as the most dominant factor influencing consumer decisions. This result suggests that consumers in Binjai Selatan place the highest importance on the ability of Shopee Express to deliver packages accurately and within the promised timeframe. Reliability has consistently been identified as a critical determinant of consumer satisfaction and purchase decisions in logistics and e-commerce studies (Kameswari & Rahyuda, 2023; Rextianto & Zahra, 2025). When delivery performance aligns with consumer expectations, trust is strengthened,

which in turn increases the likelihood of repeated service usage. Conversely, even minor delivery delays may significantly undermine consumer confidence and encourage switching behavior. Assurance was found to have the second strongest influence on consumer decisions, indicating that perceived safety and trustworthiness remain central concerns in online transactions. This finding aligns with prior studies emphasizing that assurance, including secure handling of goods and clear compensation mechanisms, significantly affects consumers' willingness to use logistics services (Anh *et al.*, 2023). In the absence of direct control over shipped goods, consumers rely heavily on service providers to minimize risk.

Therefore, clear procedures, professional conduct, and guarantees play a crucial role in reducing perceived uncertainty and enhancing consumer confidence in logistics providers. The dimensions of tangibles and responsiveness were found to have a significant but comparatively smaller influence on consumer decisions. Tangibles, such as the physical appearance of agents, courier uniforms, and facility conditions, function as visible cues of professionalism and service credibility. This result is consistent with earlier research indicating that physical evidence serves as a quality signal in intangible services (Cesariana *et al.*, 2022). Responsiveness, while significant, appears to function more as a basic service expectation rather than a competitive differentiator. Consumers tend to perceive prompt responses to inquiries and complaints as a standard requirement, a finding that aligns with studies suggesting that responsiveness prevents dissatisfaction rather than actively driving purchase decisions (Anggraeni & Sujianto, 2022). Interestingly, empathy was found to have no significant effect on consumer decision-making in this study. This finding reflects the transactional and

standardized nature of logistics services, where consumers prioritize functional outcomes over personalized interactions. Similar results have been reported in previous logistics and delivery service studies, which found that limited face-to-face interaction reduces the relevance of empathy in shaping consumer perceptions (Nusyirwan *et al.*, 2022; Wong & Amri, 2024). Consumers in e-commerce logistics contexts tend to value efficiency, speed, and reliability over emotional engagement, suggesting that service providers should allocate resources strategically toward operational excellence rather than personalized service elements.

Conclusion

This study concludes that service quality has a significant influence on consumer decision-making in using Shopee Express (SPX) delivery services in Binjai Selatan. The empirical findings demonstrate that service quality dimensions do not contribute equally to consumer decisions. Reliability emerges as the most dominant factor, followed by assurance, tangibles, and responsiveness, all of which show a significant positive effect on consumer decisions. In contrast, empathy does not have a significant influence, indicating that consumers prioritize functional and performance-based service attributes over personalized interactions in logistics services.

Furthermore, the coefficient of determination indicates that service quality explains a substantial proportion of consumer decision variability, while the remaining variation is influenced by other factors not examined in this study. These findings highlight the importance of operational excellence, particularly in ensuring timely and secure delivery, as a strategic priority for logistics service providers. By focusing on improving reliability and assurance, Shopee Express can strengthen consumer trust and sustain competitive advantage in the increasingly competitive e-commerce logistics market.

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