

The Use of E-commerce and Social Media As Catalyst Toward Revenue Enhancement (Case Study : 92 Coffee)

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ABSTARCT

Along with the times, many people are fond of consuming coffee. Until now, consuming coffee has become a trend among the people and has influenced many enthusiasts to build a business in the coffee sector, one of which is 92 Coffee. The more coffee outlets there are, the tougher the competition will be. Meanwhile, MSME businesses collaborate with other brands or well-known figures in the world of social media (celebgrams), and use marketing/branding services to help introduce and spend the products issued and build brand image. Therefore, 92 Coffee needs to pay attention to the right marketing strategy in order to be able to reach and expand the target market. The purpose of this study is to find out how to expand the target market through social media and e-commerce and what causes an MSME business to grow faster. The research method used is a quantitative survey method. This method is used to conduct questionnaires to respondents who are customers of 92 coffee and business owners. Through this research method, we will be able to find out the weaknesses, opportunities, credibility, and marketing strategies applied by 92 Coffee, which can be known through the results of a customer survey of 92 Coffee.

Keywords: E-commerce, Social Media, Revenue Enhancement

INTRODUCTION

In this era of globalization, many entrepreneurs are trying to have a business that is becoming a trend among the community, one of which is a coffee shop business. In people's lives, coffee consumption has become a habit, so that many novice entrepreneurs open coffee outlets. The number of coffee entrepreneurs selling through online media, the more business competition in this field. 92 Coffee is one of the coffee shop outlets that has become a trend for people who enjoy processed coffee. The outlet opened a coffee processing business and various flavored drinks. In 2015, 92 Coffee ran its business through Social media (Instagram) and E-commerce (Grab and Gojek). Over time, running the business with the use of social media and e-commerce, 92 Coffee has reached physical opening of coffee outlets. The outlet opened in 2017 which is located on Jalan Adam Malik, and in 2018 opened

a branch on Jalan Sabaruddin. The achievement of opening 2 coffee outlets in Medan City, 92 Coffee continues to run its business through social media and e-commerce. Doing this business through online media has a huge impact on sales and network expansion of the market. That way, 92 coffee uses E-commerce and social media as one of the marketing strategies for business development. By using E-commerce and Social Media, it can make it easier for customers to make transactions anywhere and don't need to visit the coffee shop. It is necessary to do the right marketing strategy in order to be able to face the competition and increase the target market network. 92 Coffee applies the Marketing Mix strategy as one of its marketing methods. The term Marketing Mix is simplified by Jerome McCharty. The marketing mix consists of 4Ps, namely:

1. **Product:** All types of products or services offered by entrepreneurs in order to meet the needs and desires of prospective buyers/consumers, such as quality, design, brand, packaging, service, and product variety.
2. **Price:** The amount given or paid by the buyer/consumer for the product or service he purchased with the conditions provided by the seller, including discounts, the price given by the seller is cheap or the type of payment is easy to use. With the existence of making sales through E-commerce and Social media, consumers can easily make transactions without having to visit outlets.
3. **Place:** a location determined by the seller to offer his products and services, including physical stores and non-physical stores (online stores). The existence of an online store, can make it easier for prospective buyers to get to know the product/brand image and expand the Revenue Enhancement network without having to spend a lot of capital.
4. **Promotion (Promotion):** the type of communication that the seller does to convince potential buyers of the products or services offered, one of which is by utilizing social media and e-commerce in collaboration with other brands/sponsors, bazaars, and others.

Problem Formulation

Based on the background of the problem above, the problem can be formulated as follows:

1. How does the influence of Social media/E-commerce and its benefits to a business such as a cafe or coffee shop?
2. How do 92 Coffee cafes introduce their products to the wider community?
3. How to expand the Revenue Enhancement applied to the 92 Coffee cafe?

Research Purposes

The purpose of this research is to answer the main problems that have been described previously, namely:

1. To find out the use of Social media or E-commerce, especially for coffee shop, restaurant, or other culinary businesses
2. To find out how to expand the target market through social media or E-commerce by coffee shop businessmen.

3. To find out how to introduce a brand or product through social media and e-commerce.

Research Benefits

The benefits of this writing are as follows:

1. The results of this study are expected to add insight and knowledge about social media and E-commerce issues for a business, especially coffee shop or restaurant businesses.
2. And it is hoped that the use of social media and e-commerce as a form of business can overcome other online media business competition.

LITERATURE REVIEW

E-commerce

According to Vermaat E-commerce is one of the business transactions that occur in electronic networks such as the internet (Silalahi & Chaniago, 2020). In other words, anyone who has an internet network can participate in E-commerce activities. E-commerce or called electronic commerce is used for buying and selling transactions in the form of products and services that are carried out over the internet using gadgets without having to have a physical store (Wigand, 1997). With a specific system, E-commerce is designed with the aim of receiving or carrying out orders but online payment and delivery so that it can save more time. Building a business in E-commerce does not need to require a lot of funds, enough with a stable internet network and gadgets can open an international shop that is easily accessible by anyone, anywhere, and anytime (Suhayati et al., 2021). From E-commerce, a business can also grow bigger when it is known by many people. Making sales through E-commerce, business owners can also promote products/services on social media or create special advertisements to increase turnover (Irmawati, 2011). E-commerce transactions can be established between businesses, households, individuals, government agencies, and other public organizations and also provide cashless payments making it easier for consumers to make payments such as Gopay, OVO, credit/debit cards, paypal, and others (Daniel et al., 2002).

Social Media

According to Susan Gunelius in the book "30 Minute Social Media Marketing", Social Media is a form of direct or indirect marketing that is used to build awareness, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing (Gunelius, 2011). Social media is used by using an online system or what is commonly referred to as online media. Now social media is not only used for social networking, but can be used for business (Leofitri, 2021). With social media, even small businesses are able to get opportunities

and reap huge profits or success (Permana & Cendana, 2019). Social media for business not only increases sales, but can be used to analyze the market, consumers, to production needs (Artaya & Purworusmiardi, 2019). The existence of social media can build engagement with consumers and attract consumer interest, so as to maintain a good business reputation. Active business on social media will attract potential consumer enthusiasts. According to the McGraw Hill Dictionary, social media is usually used by the public as a means to interact with each other by creating, sharing, and exchanging various information and ideas in a virtual network and communication (Ahmadi & Supriyono, 2019). This media has the same interests, activities, backgrounds or real-life ties, both individually and in a career. Users can use social media to be able to share, interact and interact with each other virtually.

Research and Target Market

Consumer research is an important part because it can help determine the behavior of consumers who are the target market, as well as what products consumers really need. Market research according to Philip Kotler is as a series of forms of design, data collection techniques, data analysis techniques, and systematic reporting of data or findings relevant to certain marketing situations faced by companies (Rijayana et al., 2019). While the definition of the target market according to Kotler and Armstrong (2008, p. 183) is a group of buyers who have the same needs or characteristics that are the goals of the company's promotion (Mujahidin & Khoirianingrum, 2019). Doing market research can help in understanding potential customers better. , identifying potential threats and business opportunities, minimizing business risks, knowing market trends, and getting various information needed for a business to run a business (Said, 2015). Usually market research can be done in a simple and easy way, namely online surveys, such as making online surveys and displaying them on business accounts, finding out competitor brand names and looking for keywords on the internet (Komalasari, Dewi, ALSHAF PEBRIANGGARA, SE., MM, MAS OETARJO, SE., MM, 2021). This research will be easy to understand regarding market conditions and the potential for future online business growth (Sari, 2019).

RESEARCH METHOD

Types of Research Methods

The research method used in this research is a quantitative method, where the problem will be investigated and collect data in the form of numbers or numeric. By using this method, it will be easier to obtain valid results.

Data collection technique

The process of collecting information quantitatively, will conduct a survey directly to the field by obtaining survey results from consumers and collecting actual data from

social media and e-commerce accounts so that the results are objective and accurate without engineering or manipulatives.

Data analysis technique

Data analysis to be carried out is to collect data that has been researched and ensure that the data studied are in accordance with research standards. After that, the data will be validated by ensuring that the respondent meets the criteria that the data collection has been carried out correctly, and ensuring that all questions that are asked have been asked by the respondent. The process of collecting numerical data will be carried out to find the average value and find the middle value in the data.

RESULT

This study uses a normality test which is carried out with the aim of testing whether in a regression model the confounding or residual variables are normally distributed or not. To find out whether the residuals are normally distributed or not, it can be done by graphical analysis and statistical tests.

The results of normality testing using One Kolmogorov-Smirnov can be seen in table 1 below as follows:

Table 1. One Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.90325737
Most Extreme Differences	Absolute	.117
	Positive	.117
	Negative	-.069
Test Statistic		.117
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
Source of Processed Data, 2022		

Based on the above, it is known that the results of the One Kolmogorov-Smirnov normality test are greater than 0.05 (Sig F > 5%) so it can be concluded that the tested data is normally distributed. The multicollinearity test is a linear relationship which indicates a strong correlation between two or more independent variables.

The following is a normality test using a normal probability plot of regression:

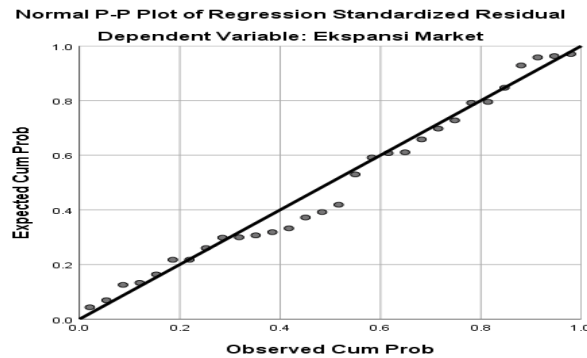


Figure 1. Normal Probability Plot of Regression

Based on the graph above, it can be seen that the point is close to the diagonal line of normality which proves that the data is normally distributed and can be used for further testing.

The results of the multicollinearity test can be seen in Table 2 as follows:

Table 2. Multicollinearity Test

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	7.809	3.992		1.956	.061		
	<i>E-commerce</i>	.402	.195	.359	2.059	.049	.690	1.450
	Sosial Media	.415	.187	.386	2.214	.035	.690	1.450

Dependent Variable: Revenue Enhancement
 Source of Processed Data, 2022

Data in Table 2, it is known that the tolerance value obtained is greater than 0.1 and the VIF value obtained is less than 10, so it can be concluded that there are no symptoms of multicollinearity with other independent variables.

The results of the heteroscedasticity test can be seen in Figure 1. As follows:

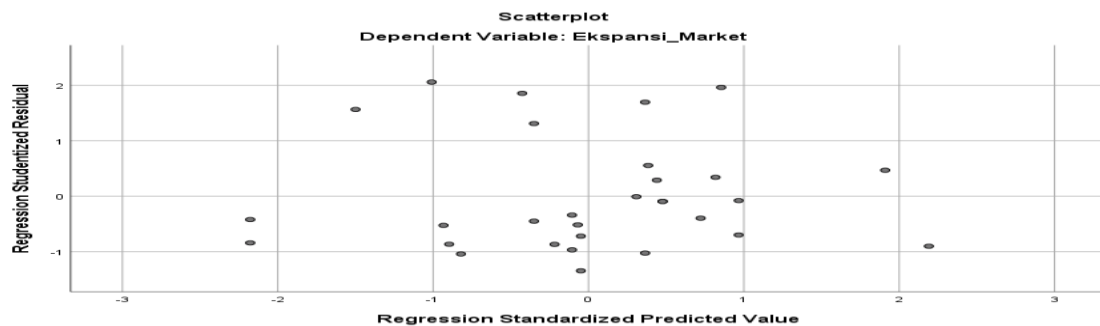


Figure 2. Scatterplot

Based on Figure 2, it can be seen that the points are scattered randomly or do not form a certain clear pattern both above and below the number 0 on the Studentized Residual Regression (Y) axis. This means that there is no heteroscedasticity in the regression model, so this regression model is feasible to use to predict sales based on promotions and price variations.

The results of the multiple linear regression analysis can be seen in Table 3 as follows:

Table 3. Multiple Linear Regression Analysis Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model	B	Std. Error	Beta					
1	(Constant)	7.809	3.992		1.956	.061		
	E-commerce	.402	.195	.359	2.059	.049	.690	1.450
	Sosial Media	.415	.187	.386	2.214	.035	.690	1.450

Dependent Variable: Revenue Enhancement
 Source of Processed Data, 2022

$$\text{Revenue Enhancement} = 7,809 + 0,402 \text{ E-commerce} + 0,415 \text{ Social Media} + e$$

1. Constant (α) = 7.809 indicates a constant value, if the value of the independent variable (X_1) is E-commerce and the variable (X_2) is Social Media is 0 then the Revenue Enhancement is fixed at 7.809.
2. The coefficient $X_1(b_1) = 0.402$ indicates that the E-commerce variable (X_1) has a positive effect on Revenue Enhancement of 0.402. This means that for every 1 unit increase in E-commerce (X_1), the Revenue Enhancement will increase by 40.2%.
3. The coefficient of $X_2(b_2) = 0.415$ indicates that the Social Media variable (X_2) has a positive effect on Revenue Enhancement of 0.670. This means that for every 1

unit increase in Social Media (X_2), the Revenue Enhancement will increase by 41.5%.

Partial test results (t test) can be seen in Table 4 as follows:

Table 4. Partial Hyphotesis Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.809	3.992		1.956	.061		
	<i>E-commerce</i>	.402	.195	.359	2.059	.049	.690	1.450
	Social Media	.415	.187	.386	2.214	.035	.690	1.450

Dependent Variable: Revenue Enhancement
 Source of Processed Data, 2022

1. In the E-commerce variable (X_1), it can be seen that the value of tcount (2.059) >tTable (2.050) with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive effect between E-commerce on Revenue Enhancement.
2. In the Social Media variable (X_2), it can be seen that the value of tcount (2.214) >tTable (2.050) with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive effect between Social Media on Revenue Enhancement.

Simultaneous test results (Test F) can be seen in Table 5 as follows:

Table 5. Simultaneous Hyphotesis Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.762	2	93.381	10.315	.000 ^b
	Residual	244.438	27	9.053		
	Total	431.200	29			

a. Dependent Variable: Revenue Enhancement
 b. Predictors: (Constant), Social Media, *E-commerce*
 Source of Processed Data, 2022

From Table 5. above, the independent variable has a value of Fcount (10.315) >FTable (3.34) with a significance of $0.00 < 0.05$ so it can be concluded that there is a significant effect between E-commerce and Social Media simultaneously on the Revenue Enhancement.

The results of the determination coefficient test can be seen in Table 6 as follows:

Table 6. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.433	.391	3.009
a. Predictors: (Constant), Sosial Media, <i>E-commerce</i>				
b. Dependent Variable: Revenue Enhancement				
Source of Processed Data, 2022				

The results from Table 6. above can be seen that the R Square (R_2) or the coefficient of determination obtained is 0.433 which means that the Revenue Enhancement variable can be explained by the E-commerce and Social Media variables of 43.3% while the remaining 56.7% is influenced by the following factors: other factors that come from outside this research model.

DISCUSSION

Effect of E-Commerce on Revenue Enhancement

The value of tcount (2.059) > tTable (2.050) with a significant level of 0.000 < 0.05 so it can be concluded that there is a partially significant positive effect between E-Commerce on Revenue Enhancement. The coefficient of $X_1(b_1) = 0.402$ indicates that the E-Commerce variable (X_1) has a positive effect on Revenue Enhancement of 0.402. This means that for every 1 unit increase in E-Commerce (X_1), the Revenue Enhancement will increase by 40.2%. The results of this study are in line with research conducted by Skiera and Hinz (Skiera et al., 2010) where search engine marketing is currently the most popular form of online advertising. Many advertising agencies and bloggers claim that search engine marketing success is driven by the "Long tail."

The results of this study are in line with research conducted by (Budi Prasetyo & Egys Fazarriyawan, 2018) where the conclusions drawn in this study are from the three dimensions of E-Commerce it turns out that EC3 (trade with a data exchange system) has a dominant influence on Bukalapak consumer satisfaction; In partial hypothesis testing, it can be concluded that H3 is accepted while hypotheses H2 and H1 are both rejected, while together all dimensions of E-commerce have an effect on consumer satisfaction.

The results of this study are in line with research conducted by (Iqbal & Sallatu, 2022) where with the expansion of the Alibaba Group there are several threats to E-commerce in Indonesia, including competition between foreign E-commerce companies with large capital in their operations and the potential for attacks. goods produced in China are due to easier entry and marketing. The Indonesian government's attitude towards the Alibaba Group's expansion is by issuing Presidential Regulation No. 44 of 2016 and the existence of an E-commerce Road

Map policy in Indonesia which contains protection and guidance on local E-commerce in order to compete with foreign players and strengthening infrastructure to support E-commerce ecosystem in Indonesia.

Influence of Social Media on Revenue Enhancement

The value of $t_{count} (2.214) > t_{Table} (2.050)$ with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive effect between Social Media on Revenue Enhancement. The coefficient of $X_2(b_2) = 0.415$ indicates that the Social Media variable (X_2) has a positive effect on Revenue Enhancement of 0.670. This means that for every 1 unit increase in Social Media (X_2), the Revenue Enhancement will increase by 41.5%. The results of this study are in line with research conducted by (Gita Sagita & Zeffanya Raphael Wijaya, 2020) where the use of digital marketing is done by posting products on social media such as Facebook, Instagram, and WhatsApp status. In addition, it also builds partnerships with Go-Food, Grab-Food, and Shopee-Food to add digital product marketing platforms and convenience in food delivery. The obstacles faced in implementing digital marketing are unstable internet connections, delivery delays, and internal problems due to lack of human resources due to large orders due to promotions on social media.

The results of this study are in line with research conducted by (Cheng & Sun, 2012) where experimental results are determined based on rules taken from a large number of call detail records generated by cellular subscribers from leading 3G cellular system operators in Taiwan. The dependency network shows the relationship between voice services, data communications, messaging services, micropayments and entertainment. Finally, we propose some marketing recommendations for operators of 3G systems based on this interesting rule.

The results of this study are in line with research conducted by (Darmawan, 2019) where business incubators have been proven to be effective in creating jobs and accelerating new business growth. The rapid expansion of business incubators in Asia, especially Asia Pacific is one of the most important phenomena affecting economic growth. provide a strong impetus to the incubation industry. On the other hand, partnerships and sharing among incubators are important components to make incubators more successful. The findings of this study can help governments and policy makers for successful implementation. Also, add and expand new knowledge to the academic literature on incubators, entrepreneurship, and economic development.

Effect of E-Commerce and Social Media on Revenue Enhancement

The value of $F_{count} (10.315) > F_{Table} (3.34)$ with a significance of $0.00 < 0.05$ so it can be concluded that there is a significant influence between E-Commerce and Social Media simultaneously on Revenue Enhancement. R Square (R_2) or the coefficient of determination obtained is 0.433, meaning that the Revenue Enhancement variable can be explained by the E-Commerce and Social Media variables of 43.3% while the remaining 56.7% is influenced by other factors originating from outside this research model.

The results of this study are in line with research conducted by (Suhayati et al., 2021) where most small business actors have been helped by selling through e-commerce. Therefore, e-commerce is a service that can help the development of a business. The results of this study are in line with research conducted by (Cay & Irnawati, 2020) where the results show that MSMEs, especially in South Tangerang City, use marketing strategies through E-commerce. That way their product sales and skills can increase

CONCLUSION

92 Coffee runs a variety of coffee and beverage businesses using online media such as social media and e-commerce. This has a major influence on product sales such as expanding market reach, saving marketing costs, time and easier to improve brand image. 92 Coffee has been running its business for 7 years (2015 – present). The coffee shop is more exposed to online media, it makes it easier to expand the target market without spending a lot of capital and is able to increase sales in a short time. 92 Coffee has received many good reviews from consumers through online media (instagram/Grab and Gojek), so that its brand image is easily improved and known to many people. Making sales through online media, 92 Coffee makes it easy for buyers to transact without having to visit a physical store. The number of product variations is also increasing because consumer demand and the products sold often get the same customers through online media. 92 Coffee uses the services of well-known influencers/public figures to promote the products it sells, so that the brand is easily known to the wider community through online media (Instagram).

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