

Cross-Cultural Online Purchase Intentions and Behavior between Ethnic Group

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Abstract

In the digital era, online purchasing has become integral to consumer behavior, influenced by complex cultural factors. Fundamental theories like the Theory of Planned Behavior, Technology Acceptance Model, and Diffusion of Innovation Theory effectively predict human behavior in determining interest and attitudes toward online purchasing. This study examines online shopping levels and cross-cultural consumer behavior among ethnic groups in Yogyakarta and Bandung. Data were collected through surveys of individuals actively engaged in online purchases in these regions. Simple Random Sampling selected samples from the e-commerce user population in Bandung (616,109) and Yogyakarta (161,031), with 50 respondents from each area. Simple linear regression was used to analyze the relationship between cultural factors and purchasing behavior. Findings provide an in-depth understanding of how cultural factors influence consumer decisions, offering guidance for businesses to adapt marketing strategies to local purchasing cultures. This research offers insights into online shopping preferences and behaviors across different cultural environments in Indonesia, enabling businesses to tailor customer services to meet local cultural needs and preferences.

Keyword: online purchase; cross-cultural; purchase intentions; cultural approach

1. Introduction

In the development of technology, a person's behavior can change according to existing technology. In this case, a person's consumption behavior is also greatly influenced by existing technology in order to facilitate the process and fulfillment of needs (Praharjo, 2019). At the beginning of its development, people also needed adaptation to use this online purchasing technology. However, along with the development of this behavior, it has become a common habit and it is not uncommon for people to prefer to buy online instead of coming to the store directly for various reasons.

The term online purchasing or online shopping refers to the process of buying goods or services via the internet. According to Bajpai and Lee (2014), online purchasing is part of electronic commerce that allows consumers to conduct transactions online via the World Wide Web. According to Suki and Suki (2013), online shopping not only involves purchasing goods or services but also gives consumers access to search for information and interact directly with online stores.

Data from Susenas 2021 highlights the significance of the Bandung and Yogyakarta regions due to the striking level of online transactions in these areas (Dwi Setyo Irawanto et al., 2022). This information provides an important basis for analyzing in detail online shopping interests and behaviors, as well as the factors that influence online purchasing tendencies. From this analysis, an in-depth understanding of consumer preferences and behavior in online shopping in the region will be obtained.

Purchasing behavior is also influenced by various factors, cultural factors are one of the influences in making purchasing decisions (Sudirjo et al., 2023). People have a foundation to determine their behavior, with the cultural influences they bring can encourage them to make online purchases. This factor also makes different lifestyles among people. Like individualistic people who prefer online shopping because they can choose independently or some people who make online purchases to meet needs that cannot be met in their area (PRASETYO & TRI BODROASTUTI, 2012). With these cultural factors, the creation of many groups of people have different reasons for creating consumer behavior in society.

Understanding cross-cultural consumer behavior is of great importance to businesses and marketers so that they can effectively adapt strategies and offerings in serving heterogeneous international markets (Nuryakin, 2021). This involves considering cultural differences, language strategies, and the impact of global events on consumer behavior. With this understanding, businesses can better position themselves to achieve success in the global marketplace.

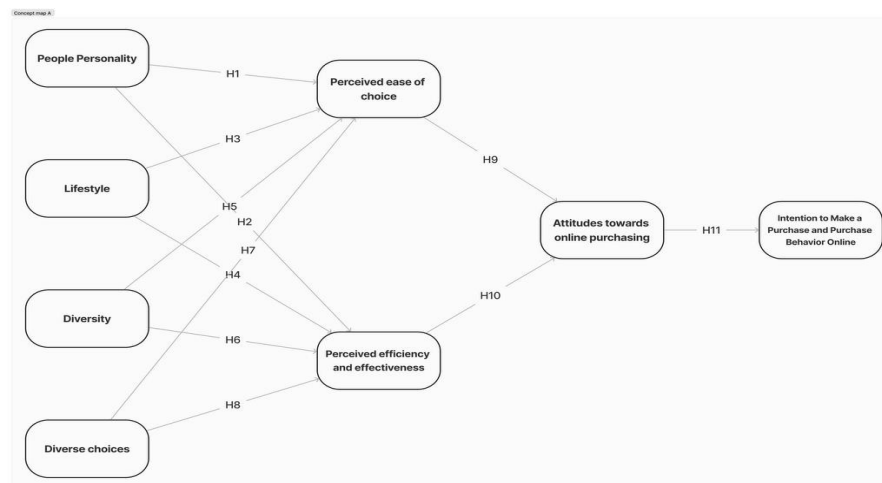
Cross-cultural consumer behavior involves a number of elements, such as cultural norms, values, beliefs, and attitudes, which play a key role in shaping consumer preferences and decision-making processes (Peña-García et al., 2020). The diversity of cross-cultural interactions in Indonesia, which hosts visitors from different countries and cultural backgrounds, makes this research highly relevant and wide-ranging.

Investigate the cultural factors that influence the consumer buying process. By knowing the influencing factors, businesses and policymakers can find out the appropriate needs for consumers and adjust the right strategies to meet diverse consumer preferences (Santoso, 2021). Thus, store owners or buyers can meet according to their needs appropriately. This can increase efficiency both in the development of the store itself, sales or meeting the needs of consumers through the cultural approach itself.

Research Purpose & Framework

The purpose of this research is to determine the level of online shopping in various regions to see the differences through a cultural approach. The final results obtained are factors obtained from a person to make a purchase based on the culture they have. This research is also

intended to help store owners who want to target their buyers based on goods according to the purchasing culture that people have.



2. Literature Review

1) Online Purchase

According to Mujiyana & Elissa (2013), online shopping is a form of electronic commerce where consumers can directly purchase goods or services from sellers via the internet without intermediaries. Advances in technology have opened new opportunities in online purchases. Nowadays, customers can interact online with organizations anytime and anywhere through the internet. Online commerce also plays a crucial role in increasing internet use by consumers through mobile devices. From a one-on-one communication tool, the internet has evolved into a versatile technology that facilitates various tasks supporting customer interaction (Hassanein & Coursaris, 2001).

2) Consumer Behavior

According to Hawkins & Mothersbaugh (2010), consumer behavior is the study of how individuals, groups, or organizations select, acquire, use, and dispose of goods, services, experiences, or ideas to satisfy their needs, and the impact of these processes on consumers and society. It involves the processes by which consumers seek information related to products or services before purchasing, make purchases, and evaluate the performance of products after purchase.

The scope of consumer behavior includes various aspects because it is the study of how processes evolve when individuals or groups of people choose, use, or dispose of products, services, ideas, or experiences to meet their needs and desires (Solomon, 2007).

It can be concluded that consumer behavior is the study of individuals or groups in determining their preferences in selecting, purchasing, using, and replacing products or services to achieve the desired goals from those products or services.

3) Cultural Approach

A person's behavior in doing something can be identified based on the culture they possess. This is also known as the cultural approach, which is understanding a person's culture as a determinant of their behavioral decisions (Kustiawan et al., 2022). Purchasing behavior is also influenced by each person's culture, so it can be used as a determinant of the most basic needs or desires, both for the consumer themselves or as a strategy used by sellers (Budiman, 1997).

According to Triyanto (2018), culture is defined as the values, beliefs, and knowledge of a person born within the same social sphere. This culture is also used as a basis for making decisions. In this sense, purchasing decisions are also influenced by culture because it involves their values and beliefs in choosing the goods or services they will buy.

4) Previous Research

Various studies by several researchers have been conducted with different objectives but with the same variables, providing this research with numerous general insights regarding the results achieved by previous researchers. According to Suharto (2016), culture has a direct positive influence on purchasing satisfaction, whether in relatively large or small amounts; culture continues to affect every purchasing decision and satisfaction. Based on research conducted by Dea et al. (2022) to determine the influence of culture on the purchase of the Indomie brand, it was found that cultural factors positively influence purchasing decisions. This study indicates that culture significantly influences both men and women in purchasing this product.

5) Conceptual Framework

Online shopping is a phenomenon that is increasingly popular today, continuously evolving alongside advancements in communication technology and the rapid emergence of new media. The significant growth in online shopping activities cannot be separated from the advancements in information technology and the presence of various technologies that generate diverse new media (Ikayanti & Inayati, 2021; Sazali & Rozi, 2020). Highlighting the popularity of the online shopping phenomenon, according to Susenas data, the regions of Bandung and Yogyakarta occupied the highest positions on the list of the top 10 regions with the highest online transaction rates in Indonesia in 2021 (Datanesia, 2022).

According to Vijayasarathy (2004), the suitability of online shopping will depend on the values held by individuals. Culture, a set of shared values and symbols by a group of individuals, plays an important role in determining the level of suitability with online shopping. Therefore, cultural value differences can cause variations in the level of suitability with online shopping across different regions. Thus, further study is needed to understand the cultural factors influencing the different levels of online transactions in these two regions. The research method used is a literature review of international and national journal articles.

This research aims to determine the level of online shopping in various regions through a cultural approach and to identify the factors that influence individual purchasing behavior based on their culture. The final results of this study will include a deep

understanding of the factors influencing someone's purchasing decisions according to the cultural values they hold. Additionally, this research aims to provide guidance for business practitioners who want to adjust their marketing strategies to the purchasing culture of the community.

3. Material and Method

1) Research Time and Location

The research location chosen to collect the necessary data is the areas of Bandung and Yogyakarta. These locations were selected because they are densely populated regions with a high number of online transactions and diverse cultural backgrounds, which would contribute to more varied data. The research will be conducted over a period of 3 months, from March 2024 to May 2024.

2) Sample and Population

Sample

According to Sugiyono (2018), a sample is a portion of the population that possesses certain characteristics. It represents the segment of the population that the researcher aims to study. The sample in this research includes individuals who actively make online purchases, are aged 18 years and above, and reside in the Bandung and Yogyakarta regions.

Population

Sugiyono (2012) defines a population as a set of objects or subjects with specific qualities and characteristics determined by the researcher for study and analysis to draw conclusions. The population studied includes individuals from the Bandung and Yogyakarta regions who engage in online purchases, totaling 616,109 out of 2,529,714 individuals for the Bandung region and 161,031 out of 436,220 individuals for the Yogyakarta region.

3) Sampling Technique

Sampling is the technique (procedure or device) used by researchers to systematically select a smaller number of items or individuals (subset) from a predetermined population to be subjects (data sources) for observation or experimentation according to the research objectives (Delice, 2010). This study employs the Simple Random Sampling (SRS) technique to randomly select samples from the population. The purpose of using this technique is to understand the general distribution of culture and their purchasing behavior decisions. It aims to provide a general value for each region and compare it with other regions without considering the population levels in each area.

4) Sample Size

To collect data, a sufficient sample size is needed for comparison to determine the dominant data in each region. This data will later show the correlation with other variables. In this study, the sample size to be collected is as follows:

- The sample size for each region to be analyzed is 50 respondents.
- If one region does not meet the 50 respondents threshold, the maximum number for all regions will be equalized so that the data is balanced and unbiased.

5) Operational Variables

Operationalization of variables is an attribute of a person or object or activity that has specific variations determined by the researcher for study and conclusion (Sugiyono, 2017). The variables measured are broken down into several indicators. These indicators are used as points to formulate items in the questionnaire. The variables included in the questionnaire distributed to respondents are as follows:

Tabel 3.1 Cultural Factor Variable Indicator(X)

Variable	Indicator	Sub Indicator	No. Item
Cultural Factors	Culture	Family habit of buying products	1
		Consumer desire to buy products	2
		Consumer behavior in purchasing products	3
		Perception of product suitability	4
	Subculture	Based on friends' recommendations	5
		Easily obtainable in the area of residence	6
	Social Class	Reflects a certain social class	7
		Having the same interests as consumers with the same social class	8

Source: (Kotler dan Keller., 2012)

Tabel 3.2 Purchase Behavior indicators (Y)

Variable	Indicator	Sub Indicator	No. Item
Purchasing Behavior	Problem Recognition	Recognizing the need for a product	1
		Recognizing product differences	2
	Information Search	Search based on personal experience	3
		Search for information based on recommendations	4

	Purchase Evaluation	Comparing product quality	5
		Comparing product prices	6
	Purchase Decision	Purchase decision according to the opinions of those around	7
		Purchase decision based on income	8
		Purchase decision based on a particular brand	9
	Post-Purchase Behavior	Satisfaction with the purchased product	10
		Desire to repurchase	11

Source: (Kotler dan Keller., 2012)

4. Results

		Correlations										
		P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	TOTAL
P01	Pearson Correlation	1	.326*	.272	.173	-.018	.240	.575**	.195	.269	.124	.486**
	Sig. (2-tailed)		.021	.056	.229	.902	.094	<.001	.176	.059	.389	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P02	Pearson Correlation	.326*	1	.181	.286*	.132	.350*	.397**	.310*	.118	.057	.508**
	Sig. (2-tailed)	.021		.209	.044	.360	.013	.004	.028	.414	.693	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P03	Pearson Correlation	.272	.181	1	.162	.511**	.240	.385**	.364**	.164	.048	.562**
	Sig. (2-tailed)	.056	.209		.261	<.001	.093	.006	.009	.254	.742	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P04	Pearson Correlation	.173	.286*	.162	1	.009	.270	.190	.136	.099	.174	.460**
	Sig. (2-tailed)	.229	.044	.261		.952	.058	.186	.347	.495	.228	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P05	Pearson Correlation	-.018	.132	.511**	.009	1	.559**	.350*	.374**	.212	.017	.528**
	Sig. (2-tailed)	.902	.360	<.001	.952		<.001	.013	.008	.139	.908	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P06	Pearson Correlation	.240	.350*	.240	.270	.559**	1	.608**	.381**	.179	.404**	.730**
	Sig. (2-tailed)	.094	.013	.093	.058	<.001		<.001	.006	.214	.004	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P07	Pearson Correlation	.575**	.397**	.385**	.190	.350*	.608**	1	.403**	.286*	.525**	.806**
	Sig. (2-tailed)	<.001	.004	.006	.186	.013	<.001		.004	.044	<.001	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P08	Pearson Correlation	.195	.310*	.364**	.136	.374**	.381**	.403**	1	.081	.130	.579**
	Sig. (2-tailed)	.176	.028	.009	.347	.008	.006	.004		.575	.369	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P09	Pearson Correlation	.269	.118	.164	.099	.212	.179	.286*	.081	1	.306*	.484**
	Sig. (2-tailed)	.059	.414	.254	.495	.139	.214	.044	.575		.031	<.001
	N	50	50	50	50	50	50	50	50	50	50	50
P10	Pearson Correlation	.124	.057	.048	.174	.017	.404**	.525**	.130	.306*	1	.568**
	Sig. (2-tailed)	.389	.693	.742	.228	.908	.004	<.001	.369	.031		<.001
	N	50	50	50	50	50	50	50	50	50	50	50
TOTAL	Pearson Correlation	.486**	.508**	.562**	.460**	.528**	.730**	.806**	.579**	.484**	.568**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	50	50	50	50	50	50	50	50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Based on the Pearson correlation table provided, the following is an analysis of the correlation between variables P01 to P10 and their relationship with the TOTAL variable:

Correlation Analysis

1. Significant Correlation at the 0.01 Level

- P02 and P06: Pearson correlation of 0.350 with a significance value of <0.01 . This indicates a positive and significant relationship between P02 and P06.

- P04 and P05: Pearson correlation of 0.559 with a significance value <0.01 , indicating a positive and significant relationship.

- P05 and P06: Pearson correlation of 0.559 with a significance value of <0.01 .

- P06 and P07: Pearson correlation of 0.608 with a significance value of <0.01 .

- P07 and P08: Pearson correlation of 0.403 with a significance value <0.01 .

- P08 and P09: Pearson correlation of 0.306 with a significance value of <0.01 .

- P08 and P10: Pearson correlation of 0.306 with a significance value of <0.01 .

- P09 and P10: Pearson correlation of 0.306 with a significance value of <0.01 .

2. Significant Correlation at 0.05 Level

- P01 and P02: Pearson correlation of 0.326 with a significance value of 0.021. This indicates a positive and significant relationship between P01 and P02.

- P01 and P07: Pearson correlation of 0.575 with a significance value of <0.001 .

- P02 and P03: Pearson correlation of 0.286 with a significance value of 0.044.

- P02 and P08: Pearson correlation of 0.310 with a significance value of 0.028.

- P03 and P08: Pearson correlation of 0.364 with a significance value of 0.009.

- P05 and P08: Pearson correlation of 0.374 with a significance value of 0.008.

- P05 and P10: Pearson correlation of 0.212 with a significance value of 0.017.

3. Not Significant Correlation

- Some variables show insignificant correlations among themselves, such as P01 and P04, P01 and P05, P04 and P06, etc. These correlations do not make a significant contribution to the study. These correlations do not contribute significantly to the relationship between variables.

Relationship with TOTAL

- The variables that show significant correlation with TOTAL are P01, P02, P03, P05, P06, P07, P09, and P10.

- The variables with the highest correlation with TOTAL are P07 (0.806) and P06 (0.730).

Conclusion

From this correlation analysis, it can be concluded that:

- There is a significant positive relationship between several variables such as P01, P02, P03, P05, P06, P07, P09, and P10.

- The significant relationship between these variables suggests the potential for a more targeted development strategy focusing on the most influential variables.

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.745	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P01	35.6600	25.821	.391	.731
P02	36.1800	24.885	.383	.729
P03	36.1800	23.742	.418	.723
P04	36.9600	24.407	.275	.747
P05	35.5600	24.374	.391	.727
P06	35.8200	22.967	.646	.696
P07	35.9200	22.442	.744	.684
P08	36.3200	23.447	.435	.720
P09	36.4600	24.580	.328	.736
P10	36.9200	21.749	.330	.754

Reliability Analysis

Cronbach's Alpha

- Cronbach's Alpha: 0.745

- Number of Items (N of Items): 10

Interpretation of Cronbach's Alpha

Cronbach's Alpha is a coefficient used to measure the reliability or internal consistency of a scale or research instrument. The following is the interpretation of the Cronbach's Alpha value obtained:

1. Good Reliability:

- The Cronbach's Alpha value of 0.745 indicates that the instrument is reliable.
- Generally, Cronbach's Alpha values above 0.7 are considered acceptable and indicate adequate internal consistency.

2. Internal Consistency:

- With a value of 0.745, this indicates that the items in the instrument have fairly good consistency. That is, each item in the scale tends to measure the same construct or related to each other.

3. Number of Items:

- The number of items measured is 10. This is a sufficient number of items to obtain reliable reliability values.

5. Conclusion, Implication, and Recommendation

Conclusion

The Cronbach's Alpha value of 0.745 indicates that the research instrument consisting of 10 items has a good level of reliability. This means that the items consistently measure the intended construct and are reliable for research purposes. Users of this instrument can have confidence that the data collected will be consistent and stable. The results of the analysis show that cultural factors generate positive values in online purchasing behavior. Many variables express positive values, which means that the causal influence has a strong value.

Implication

This research has important implications for business actors in multicultural markets. Business actors need to adjust their marketing strategies to align with the cultural values of various ethnic groups and consider market segmentation based on cultural backgrounds. They must design products and services that take into account the cultural preferences of different target markets and provide culturally sensitive customer service. Businesses can also build trust by implementing education and training programs that enhance digital literacy and cultural awareness, thereby increasing participation in online shopping.

Suggestion

- 1) Conduct further research to delve deeper into specific cultural preferences and their impact on online shopping behavior.
- 2) Develop personalized marketing campaigns that resonate with different cultural segments to enhance customer engagement and loyalty.
- 3) Collaborate with local influencers or cultural experts to create authentic and culturally relevant content that appeals to diverse consumer groups.
- 4) Offer a variety of payment options and shipping methods to accommodate the preferences of customers from different cultural backgrounds.
- 5) Continuously monitor and analyze consumer feedback and behavior to adapt strategies and offerings in alignment with evolving cultural trends.

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