

# THE INFLUENCE OF DIGITAL MARKETING, SERVICE PERCEPTIONS, CUSTOMER COMMENTS ON CUSTOMER SATISFACTION USERS OF THE SHOPEE APPLICATION IN MEDAN CITY

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## Abstract

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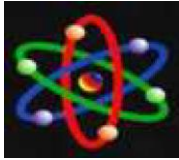
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**Background :** Digital marketing is currently making it easier for millennials to fulfill their daily needs. One proof of digital marketing progress is the shopee application, but digital marketing progress is still not 100% satisfactory to consumers because there are several things that are thought to affect customer satisfaction, namely digital marketing, it is often difficult to access the shopee application at certain hours due to frequent buffering and loading. page so that it can affect customer satisfaction. **Method :** The research approach is made with quantitative methods. **Result :** With 164,910 people, the population of the Medan - Helvetia village is called. The Slovin formula is a formula that is trusted to select a sample and then 100 respondents are obtained using a % error of 10%. **Conclusion :** Digital marketing, service perceptions and customer comments have a positive and significant impact on customer satisfaction of shopee application users in Medan City..

**Keywords :** E-Digital Marketing, Service Perceptions And Customer Comments Have A Positive And Significant Impact On Customer Satisfaction Of Shopee Application Users In Medan City.

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## INTRODUCTION

In the era of the industrial revolution 4.0, daily needs are increasing according to the times, online shop is an alternative that is commonly used for consumers because it is easy to use and is widely known in Indonesia, including the city of Medan. In an online shop, digital marketing is a means that connects buyers and sellers to reach an online transaction agreement. In addition, in digital marketing, we must pay attention to the importance of the perception of the services we provide to consumers, therefore we must create several service features that can satisfy customers, such as the service feature that is becoming a current trend, namely COD[1], where customers can transact after goods which was ordered arrived. As for some of the services that we provide to customers, they will usually put them in words through comments that contain satisfaction or dissatisfaction with the service system that we provide. Satisfaction is also no less important, because there is a rating system in the online shop which makes the rating can decrease at any time depending on the satisfaction of consumers or customers who use the application[2].

Shopee is one of the applications that takes part in the digital marketing era and is the most popular online transaction medium in 2021. Shopee is very well known among the public because of the many advertisements they display, be it on the internet or television broadcast advertisements. Shopee also provides convenience to its customers by making purchase transactions without having to come to the store directly[3], by only providing product images and descriptions of the goods.

The reason behind the popularity of shopee is that their platform follows trends, making it easier for people to use it. The thing that makes this application growing is the promos that attract the attention of the use of the shopee application. In addition, shopee also has a target market, namely among women, because we know that basically the people who often shop are women[4][5].

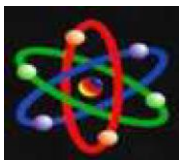
Customer satisfaction is a form of feeling that occurs after using goods or services that can be in the form of feelings of disappointment and pleasure. Therefore, customer satisfaction in using shopee is an option to use the shopee application or not, satisfaction can occur because of the services provided by the shopee application. However, in determining the use of shopee, there are several things that may determine customer satisfaction, namely digital marketing, service perception, and customer comments[6].

|                         | blibli | BUKALAPAK | JD.ID | LAZADA | Shopee | tokopedia |
|-------------------------|--------|-----------|-------|--------|--------|-----------|
| Good reputation         | 14.0%  | 13.0%     | 12.9% | 13.7%  | 10.9%  | 14.3%     |
| Cheaper product price   | 6.5%   | 15.1%     | 11.0% | 13.5%  | 18.0%  | 13.3%     |
| More product selection  | 6.5%   | 14.6%     | 5.2%  | 11.3%  | 13.0%  | 16.8%     |
| Authentic products      | 13.9%  | 3.9%      | 19.5% | 7.2%   | 4.2%   | 4.3%      |
| Good customer service   | 12.0%  | 8.9%      | 5.2%  | 6.5%   | 7.7%   | 8.8%      |
| Fast delivery           | 7.4%   | 6.0%      | 8.6%  | 10.0%  | 7.6%   | 5.8%      |
| Free delivery           | 13.0%  | 6.8%      | 14.8% | 10.6%  | 18.4%  | 3.2%      |
| Easy return policy      | 6.5%   | 3.7%      | 2.9%  | 5.4%   | 4.5%   | 5.3%      |
| Easy navigation on site | 4.4%   | 7.0%      | 3.3%  | 3.8%   | 3.5%   | 9.3%      |
| More payment options    | 9.3%   | 8.9%      | 11.0% | 13.4%  | 5.3%   | 8.4%      |
| Better mobile app       | 4.6%   | 9.6%      | 5.7%  | 4.4%   | 6.8%   | 9.4%      |
| Loyalty program         | 0.0%   | 0.3%      | 0.0%  | 0.0%   | 0.1%   | 0.0%      |
| More promo              | 0.9%   | 0.0%      | 0.0%  | 0.0%   | 0.2%   | 0.9%      |
| More secure             | 0.0%   | 0.3%      | 0.0%  | 0.1%   | 0.0%   | 0.2%      |

Figure 1. Comparison of e-commerce services)

Based on the picture above, it can be seen that it can be concluded that Shopee still lacks service in the field of delivery when compared to other platforms. This is





material for consumers to think again if they want to shop at Shopee[7].

For example, if a consumer wants to ask whether the number of products is available or not, it may take a few minutes or a few hours for a message from the consumer to be replied to. This is evidenced by the comparison of data from 6 E-commerce in Indonesia taken from the perspective of consumers where the Shopee application gets a value (good customer service) or good service to customers only at 7.7%. Still very far compared to blibli with a fairly large value of 12.0%, Bukalapak of 8.9% and Tokopedia of 8.8% with a thin difference of 1.1% This causes a good reputation for shopee or (good reputation) being the lowest compared to other E-commerce, namely Shopee only got 10.9%. So shopee must be able to compete in shipping costs, product prices and get a high enough value, namely 18.4% and 18.0%. Customer comments are something that needs to be considered because it involves customer satisfaction in using the Shopee application. Customer comments come from the responses of shopee application users which can contain negative comments and positive comments. If this is not considered, then the company's image or company reputation can be bad in the eyes of the public and cause doubts for customers to use the shopee application[8].

What is called digital is the human ability to manipulate it into a process of reporting information from sender to acceptor so that it is fast, spreads widely, and is stored durable[9].

Corporate can add value to the product or service where it is produced by the maker, expand the marketing network, and increase

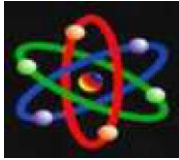
the value of selling levels through implementing Digital Marketing. This can be done in various ways, including entering the product into Bing, Yahoo, Qwant, Startpage, or others. Then create advertisements and affiliates for celebrities and websites. Various ways can be done to serve as a medium of information for users or customers to the purchase of service products. Daniel Laksana and Diah Dharmayanti, 2018 Digital sales are used for digital technology to provide managed feedback. This is defined by the digital marketing institute. It is also conveyed that digital sales follow immediate marketing, looking at users as individuals, not looking at them with personal characteristics but also based on behavior. their behavior, and super active sales. It can be seen from the opinions of these experts that it can be captured where digital marketing is an important thing to build customer satisfaction in using the Shopee application, where the digital service features must be easy to use by customers[10].

## METHOD

The type of approach used is a quantitative approach. In submitting research, steps, hypotheses, plunging into the actual situation, analyzing data, and making data decisions up to the delivery sequence using calculations, evaluations, number provisions and formulas are said to be quantitative approaches.

According to Morissan (2012: 19) in his research states where a set of variables, phenomena, subjects, and concepts is called a population. The population of the city of Medan in the Medan Hevetia sub-district in





2020 which amounted to 164,910 was then referred to as the population in this research[11].

The sample is part of the overall nature as a population. The technique for determining the sample is the Slovin formula below[12]:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{164.910}{1 + 164.910(0.1)^2}$$

$$= \frac{164.910}{1 + 1649,1}$$

$$= 99,9393 \approx 100 \text{ Responden}$$

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$$= 99,9393 \approx 100 \text{ Responden}$$

Figure 1. Solvin Formula

## RESULT AND DISCUSSION

### Validity Test and Reliability Test

In testing the validity, it can be seen that the Digital Marketing (X1), Service Perception (X2), Customer Comments (X3), and Customer Satisfaction (Y) variables have a correlation value > 0.361 and have the right value unit, which must be < 0.5 which means that all question items are declared valid.

| Kuesioner | Digital Marketing (X <sub>1</sub> ) |                       | Persepsi layanan (X <sub>2</sub> ) |                       | Komentar Pelanggan (X <sub>3</sub> ) |                       | Kepuasan Pelanggan (Y) |                       |
|-----------|-------------------------------------|-----------------------|------------------------------------|-----------------------|--------------------------------------|-----------------------|------------------------|-----------------------|
|           | Pearson Correlation                 | Signifikan (2-tailed) | Pearson Correlation                | Signifikan (2-tailed) | Pearson Correlation                  | Signifikan (2-tailed) | Pearson Correlation    | Signifikan (2-tailed) |
| 1         | 0.370                               | .000                  | .436                               | .000                  | 0.654                                | .000                  | 0.796                  | .000                  |
| 2         | 0.532                               | .000                  | .628                               | .000                  | 0.737                                | .000                  | 0.812                  | .000                  |
| 3         | 0.653                               | .000                  | .880                               | .000                  | 0.784                                | .000                  | 0.621                  | .000                  |
| 4         | 0.706                               | .000                  | .639                               | .000                  | 0.843                                | .000                  | 0.684                  | .000                  |
| 5         | 0.460                               | .000                  | .367                               | .000                  | 0.822                                | .000                  | 0.717                  | .000                  |
| 6         | 0.590                               | .000                  | .733                               | .000                  | 0.485                                | .000                  | 0.639                  | .000                  |
| 7         | 0.342                               | .000                  | .638                               | .000                  | 0.657                                | .000                  | 0.613                  | .000                  |
| 8         | 0.579                               | .000                  | .462                               | .000                  | 0.835                                | .000                  | 0.552                  | .000                  |
| 9         |                                     |                       | .671                               | .000                  |                                      |                       | 0.223                  | .000                  |
| 10        |                                     |                       | .632                               | .000                  |                                      |                       | 0.607                  | .000                  |

Sumber: Data Primer Diolah (2022)

Figure 2. Validity Test and Reliability Test

In testing the validity, it can be seen that the Digital Marketing (X1), Service Perception (X2), Customer Comments (X3), and Customer Satisfaction (Y) variables have a correlation value > 0.361 and have the right value unit, which must be < 0.5 which means that all question items are declared valid.

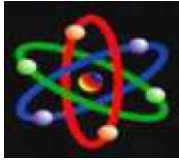
| Variabel                             | Nilai α | Kriteria | Keterangan      |
|--------------------------------------|---------|----------|-----------------|
| Digital Marketing (X <sub>1</sub> )  | 0.715   | >0.60    | Sangat Reliabel |
| Persepsi Layanan (X <sub>2</sub> )   | 0.801   | >0.60    | Sangat Reliabel |
| Komentar Pelanggan (X <sub>3</sub> ) | 0.865   | >0.60    | Sangat Reliabel |
| Kepuasan Pelanggan (Y)               | 0.832   | >0.60    | Sangat Reliabel |

Sumber: Data Primer Diolah (2022)

Figure 3. Reliability Test

In this test the form that states the size of the indicator from the form of a predetermined variable with a statement that states if the results of the Digital Marketing (X1) variable, Service Perception (X2), Customer Comments (X3) are reliable because Cronbach alpha has a value > 0.60 to 0.80. Based on the data obtained, the Digital Marketing variable has a sample of 100 respondents with an average value of 0.439, the lowest value of 15, the highest value of 40, and a standard deviation of 4.387. Service perception has an average value of 0.578, the lowest value is 18, the highest value is 50, and the standard deviation is 5.776. Customer Comments





have a mean score of 0.428, the lowest score of 17, the highest score of 40, and a standard deviation of 4.283. The result is Customer Satisfaction has an average value of 0.654, the lowest value is 14, the highest value is 50, and the standard deviation is 6.542.

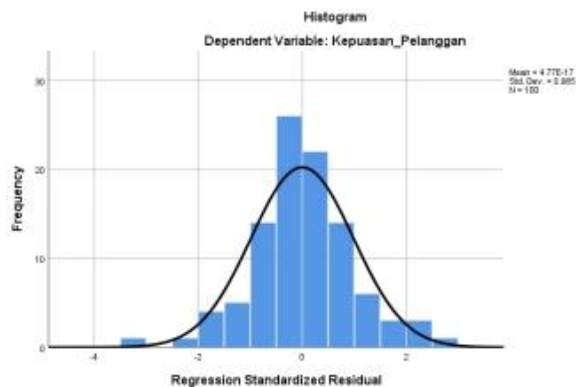


Figure 4. Histogram

The histogram graph shows a normal distribution pattern because the curved line in the form of a mountain of the highest data is found on a parallel curved line between the numbers 0. Likewise for the results using the P-P plot graph.

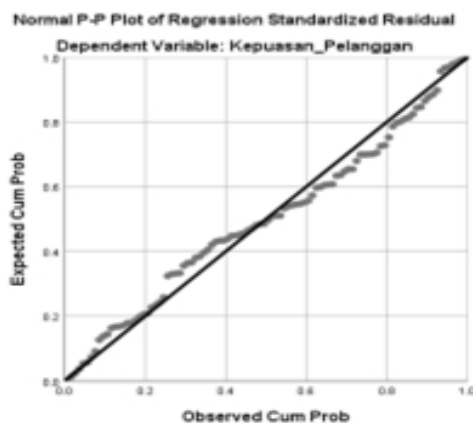


Figure 5. Scatterpot

For the p-p plot graph will be declared normal because the p-p plot points are between the diagonal lines and the spread is followed by the diagonal line. To test the normality of the research, the one sample Kolmogorov Smirnov test is also used.

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 100                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 4.05629835              |
| Most Extreme Differences         | Absolute       | .072                    |
|                                  | Positive       | .072                    |
|                                  | Negative       | -.072                   |
| Test Statistic                   |                | .072                    |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>     |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. e. Sumber : Data Primer Diolah (2022)

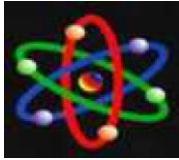
Figure 6. Test Kolmogorov Smirnov

It is stated that the significance is  $< 0.1$  on the contrary, if a significant value is obtained  $> 0.1$  then the resulting distribution data has an effect. Based on the results of the research on the Kolmogorov Smirnov test, the significance value of  $0.200 > 0.1$  can be understood that the data used in the residual value research has an effect on.

Multicollinearity test is the condition of the independent variable seen by a linear combination of other independent variables. Multicollinearity test with Collinary Diagnostic determines if the tolerance value of the independent variable  $> 10$  from the VIF value  $< 10$  ensures that there is no multicollinearity between independent variables in the regression model. The digital marketing variable tolerance value is  $(0.351) > 0.10$  and the VIF value  $(2.851) < 10$  shows that there is no multicollinearity. The service perception tolerance value is







(0.279) > 0.10 and the VIF value (3.590) < 10 shows that there is no multicollinearity. The customer comments tolerance value is (0.480) > 0.10 and the VIF value (2.084) < 10 shows that there is no multicollinearity. It can be understood that the data is free from multicollinearity conflicts.

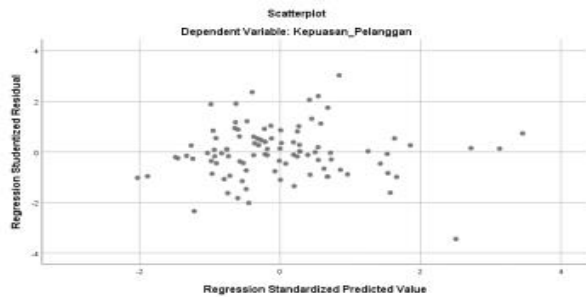


Figure 7. Scatterplot

As the scatterplot image shows, the points obtained are randomly distributed and do not create a pattern. The scatterplot graph above illustrates how the data distribution is centered at zero. The test results show that this regression model is not heteroscedastic, meaning that the variables studied are homoscedastic, as shown in the following figure:

|       |                    | Coefficients <sup>a</sup>   |            |                           |       |      |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | .959                        | 1.037      |                           | .925  | .357 |
|       | Persepsi_Layanan   | .066                        | .049       | .238                      | 1.367 | .175 |
|       | Komentar_Pelanggan | -.005                       | .056       | -.013                     | -.089 | .929 |
|       | Kepuasan_Pelanggan | -.032                       | .039       | -.130                     | -.816 | .417 |

a. Dependent Variable: RES2

Figure 8. Glejser Test Result

Based on the glejser test in figure above that the significant value of the Digital Marketing variable is 0.175 > 0.1, so there is

no heteroscedasticity. Meanwhile, the significant value of the Service Perception variable is 0.000 > 0.1, which means that there is no heteroscedasticity. And the significant value of the Customer Comments variable is 0.402 > 0.1, which means that there is no heteroscedasticity. Because the significant value of the three variables above is greater than 0.1, it can be concluded that the three variables above are greater than 0.1, so it can be concluded that the three variables do not occur heteroscedasticity.

| Model              | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
|                    | B                           | Std. Error | Beta                      | T     | Sig. |
| 1 (Constant)       | -2.103                      | 2.752      |                           | -.764 | .447 |
| Digital Marketing  | .312                        | .159       | .210                      | 1.961 | .053 |
| Persepsi Layanan   | .518                        | .136       | .458                      | 3.817 | .000 |
| Komentar Pelanggan | .288                        | .140       | .188                      | 2.062 | .042 |

Dependent Variable: Keputusan Pelanggan  
 Sumber : Data Primer Diolah (2022)

Hasil output SPSS table coefficients maka persamaan regresinya adalah;

$$Y = -2,103 + 0,312 X_1 + 0,518 X_2 + 0,288 X_3 + e$$

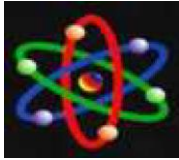
Figure 9. Multiple Linear Analysis

If all independent variables are considered constant then the digital marketing value, service perception and customer comments do not change, the customer satisfaction value is -2.103 units. If digital marketing increases by one unit, customer satisfaction will increase by 0.312 units. If the service perception grows once, the customer satisfaction increases by 0.518. If customer comments grow once then customer satisfaction will grow 0.288.

**Simultaneous Regression Coefficient Test (F)**

Testing the effect of digital marketing, service perception, customer comments on customer satisfaction by: The





F test shows whether all of the research independent variables have a joint impact on the dependent variable Simultaneous Regression (F).

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 2608.008       | 3  | 869.336     | 51.235 | .000 <sup>b</sup> |
|                    | Residual   | 1628.902       | 96 | 16.968      |        |                   |
|                    | Total      | 4236.910       | 99 |             |        |                   |

a. Dependent Variable: Keputusan Pelanggan

b. Predictors: (Constant), Komentar Pelanggan, Digital Marketing, Persepsi Layanan

c. Sumber: Data Primer Diolah (2022)

Figure 10. F-Test

Degree of freedom 1 (df1) = k-1 = 4-1 = 3, and degree 2 (df2) = n-k-1 = 100-4-1 = 95, where n = number of samples, k = number of variables. So, from the table above, it can be seen that Fcount of 51.235 with an error rate of =10%, obtained ftable which amounted to 2.14, it can be seen that 51,235 > 2.14 and a significant level of 0.000 < 0.1 based on hypothesis testing if Fcount > Ftable and a significant level of 0.000 < 0.1 then H0 is rejected and Ha is accepted, meaning that digital marketing variables, service perceptions, customer comments simultaneously have a significant effect on customer decisions.

| Coefficients <sup>a</sup> |                    |                             |            |                           |       |       |      |                         |     |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|-------|------|-------------------------|-----|
| Model                     |                    | Unstandardized Coefficients |            | Standardized Coefficients |       | t     | Sig. | Collinearity Statistics |     |
|                           |                    | B                           | Std. Error | Beta                      |       |       |      | Tolerance               | VIF |
| 1                         | (Constant)         | -2.103                      | 2.752      |                           |       | -.764 | .447 |                         |     |
|                           | Digital_Marketing  | .312                        | .159       | .210                      | 1.961 | .053  | .351 | 2.851                   |     |
|                           | Persepsi_Layanan   | .518                        | .136       | .458                      | 3.817 | .000  | .279 | 3.590                   |     |
|                           | Komentar_Pelanggan | .288                        | .140       | .188                      | 2.062 | .042  | .480 | 2.064                   |     |

a. Dependent Variable: Keputusan\_Pelanggan

Figure 11. T-Test

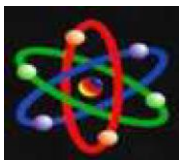
The t-test refers to the results of digital marketing (X1), service perception (X2), customer comments (X3) on customer

satisfaction (Y). in the table it can be seen that: The digital marketing t-count is 1.961 > 1.661 then the significant value is 0.053 < 0.10 so Ha is accepted, meaning that digital marketing has a significant effect on customer satisfaction of shopee application users in the city of Medan. This is similar to previous research conducted by Nugroho, Aryo Utomo (2021) in which in his research there was the influence of digital marketing on customer satisfaction.

The t-count value of service perception is 3.817 > ttable 1.1661 then a significant value of 0.000 < 0.10 so Ha is accepted, meaning that service perception has a significant effect on customer satisfaction of shopee application users in Medan city. These results are supported by previous research conducted by Setyaningsih, Oktania (2014) with the title the effect of perceived quality of E-commerce services on customer satisfaction, trust and loyalty to fashion products with the results showing that the service perception variable has a tcount of 5.578 with a probability of 0.000. This proves that H1 is accepted because the value of tcount > ttable (5.578 > 1.112) or significant t (0.000 < 0.001), it can be interpreted that service perception has a significant effect on customer satisfaction.

The tcount value of customer comments is 2.062 > ttable 1.661 with a significant value to customer satisfaction 0.042 < 0.10 so Ha is accepted, it means that customer comments have a significant effect on customer satisfaction of shopee application users in the city of Medan. This statement is reinforced by research from





Muhammad Agung Anggoro, Mas Intan Purba (2019) in his research it is stated that based on the significance value of the attractiveness of advertisements and customer comments, it can be seen that the factors that most influence the increase in customer product purchasing decisions are the use of online shop applications in the city. field is customer comment variable. The results of the study indicate that the digital marketing variable has a positive influence on consumer satisfaction of shopee application users in Medan City with a positive coefficient value of 1.961 with  $t_{count} (1.961) > t_{table} 1.661$  then a significant value of  $0.053 < 0.10$ . Some of the problems in this digital marketing research are consumer dissatisfaction that occurs in the use of the Shopee application so that not all consumers use the services offered. Based on the results of research from Nugroho, Aryo Utomo (2021) states that there is an influence of digital marketing on customer satisfaction. The results of this study are also reinforced by the answers of the respondents who have the most dominant responses having experienced problems with service access when transacting on the shopee application. The results in this study indicate that the service perception variable has a positive influence on consumer satisfaction of shopee application users in the city of Medan with a positive coefficient value of 3.817 with a service perception  $t_{count}$  of  $3.817 > t_{table} 1.1661$  then a significant value of  $0.000 < 0.10$  so  $H_a$  is accepted, meaning that service perception has a significant effect on customer satisfaction using the Shopee application in Medan City. These results are supported by previous research conducted by Setyaningsih, Oktania (2014) with the title the effect of perceived quality of E-commerce

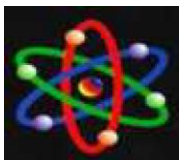
services on customer satisfaction. The results of this study are also reinforced by the answers of the most dominant respondents giving good responses to the speed of service providers on consumer satisfaction on the Shopee application. The results in the research show that the customer comments variable has a positive influence on consumer satisfaction of shopee application users in Medan City with a positive coefficient value of 2.062 with  $t_{count} (2.062) > t_{table} 1.661$  then a significant value of  $0.042 < 0.10$  so that  $H_a$  is accepted. customer/consumer complaints to producers. Important input to assist in increasing customer satisfaction using the Shopee application in Medan City. The results of this study are also strengthened by the answers of the respondents who are the most dominant in responding to the importance of the quality of the products offered during the Shopee promo.

## CONCLUSION

Digital marketing is important to build customer satisfaction in using the shopee application, where the digital service features must be easy to use by customers. Service perception is important to build customer satisfaction in using the shopee application, where the perception of the service provided must be in accordance with customer perception. Customer comments are important to build customer satisfaction in using the shopee application, where customer comments contain customer satisfaction and dissatisfaction in using the application.





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