The Effect Of Brand Ambassador, Website Quality, And E-WOM On Purchase Decision In E-Commerce Shopee

by Chalimatuz Sa'diyah

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Rina Rahmawati
Management Study Program, University of Muhammadiyah Malang
Rohmat Dwi Jatmiko
Management Study Program, University of Muhammadiyah Malang
Chalimatuz Sa'diyah
Management Study Program, University of Muhammadiyah Malang

E-mail: rinarahma173@gmail.com

Abstract.

This study aims to examine the effect of Brand Ambassador, Website Quality, and Electronic Word of Mouth (E-WoM) on Purchase Decisions in Shopee e-commerce. This study uses a quantitative approach with primary data sources collected through questionnaires. The data sample used was 125 respondents from the Management Study Program FEB-UMM as Shopee consumers. The sampling technique is non-probability sampling using the purposive sampling method which gives certain criteria to respondents. In analyzing the data of this study using multiple linear regression analysis tools. The results of this study are Brand Ambassador has a positive and significant effect on Purchase Decision with a weak category, Website Quality has a positive and significant effect on Purchase Decision with a weak category, E-WoM has a positive and significant effect on Purchase Decision with a weak category, Brand Ambassador, Website Quality, E-WoM have a significant simultaneous effect on Purchase Decision with a moderate category.

Keywords: Brand Ambassador, Website Quality, Electronic Word of Mouth (E-WoM), Purchase Decision, E-Commerce.

Abstrak. *Penelitian ini bertujuan untuk menguji pengaruh Brand Ambassador, Website Quality, dan Electronic Word of Mouth (E-WoM) terhadap Purchase Decision pada e-commerce Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan sumber data primer yang dikumpulkan melalui kuisioner. Sampel data yang digunakan adalah 125 responden Mahasiswa Program Studi Manajemen FEB-UMM sebagai konsumen Shopee. Teknik pengambilan sampel adalah non-probality sampling dengan menggunakan metode purposive sampling yang memberikan kriteria tertentu kepada responden. Dalam menganalisis data penelitian ini menggunakan alat analisis regresi linier berganda. Hasil penelitian ini adalah Brand Ambassador berpengaruh positif dan signifikan terhadap Purchase Decision dengan kategori lemah, Website Quality berpengaruh positif dan signifikan terhadap Purchase Decision dengan kategori lemah, E-WoM berpengaruh positif dan signifikan terhadap Purchase Decision dengan kategori lemah, Brand Ambassador, Website Quality, E-WoM berpengaruh signifikan secara simultan terhadap Purchase Decision dengan kategori moderat.*

Kata kunci: Brand Ambassador, Website Quality, Electronic Word of Mouth (E-WoM), Purchase Decision, E-Commerce.

BACKGROUND

  The purchase decision is one of the main components in consumer behavior that leads to the purchase of a product or service (Ramli, 2020). A purchase decision is one of the important factors that need to be identified by a marketer, because with this social factors will emerge that need to be developed so that consumer enthusiasm in making purchasing decisions increases (Hanum & Hidayat, 2017). Purchasing decisions are one of the important aspects that companies need to pay attention to, where a company must be able to attract consumers to decide to buy (Farisi, 2018). In conditions of increasingly fierce competition, every company needs to monitor competition in its business world, and efforts are needed to win the market (Pratama & Santoso, 2018). In winning the market, companies must come up with interesting ideas and analyze them so that consumers continue to use the products or services that have been offered by the company (Sunarti et al., 2018).

  Brand Ambassadors can be termed as supporters of a brand by using celebrities and are chosen interchangeably. Celebrities are known as one of the psychological supporting factors that can influence consumer attitudes and beliefs about a product (Ramadhan & Saputri, 2021). Brand Ambassadors also act as advertising promotion models (Faradasya & Trianasari, 2021). Brand Ambassadors can be judged as advertising attractiveness and able to influence consumer preferences, because Brand Ambassadors can be a trendsetter for the products sold by the company. Brand Ambassador is one of the strategies used by companies in the product marketing process with the aim of increasing sales to the wider community (Nuryanti & Istiyanto, 2020). The right use of Brand Ambassadors can improve consumer purchasing decisions (Brestilliani & Suhermin, 2020).

  Website quality is a seller's effort in displaying products and information that aims to attract buyers in making purchasing decisions. In this case, a good quality website is needed because a consumer will be more interested in a website that has design features and is used effectively (Chen et al., 2017). Website quality is something that all online sellers need to pay attention to. Website quality has an important influence on consumers in the buying process. Therefore, a good website will have a good impact on the company, namely a consumer to make a purchase decision. Because buyers will be interested in the quality of the website and can make purchasing

decisions if they can use it easily and efficiently (Lelani et al., 2019). In e-commerce, the role of the website is very important in attracting, and maintaining consumer enthusiasm in making purchasing decisions. Because consumers expect a high-quality website when they shop online. The website is no longer just an information system but also a marketing channel (Ardhi & Wijaksana, 2019). This means that the better the quality of the website, the higher the enthusiasm of consumers in making purchasing decisions (Harsanto & Hidayat, 2017).

The emergence of the internet provides a new pattern in Word Of Mouth communication, and this is the beginning of the emergence of the term Electronic Word of Mouth (E-WoM) (Kartika & Ganarsih, 2019). E-WoM is an activity to disseminate information about products, brands, services, or companies that are considered important as sources of information in influencing human behavior through the internet (Ismagilova et al., 2020). E-WoM is carried out through social media networks so that consumers can experience more effective and practical communication that can positively influence consumers in making purchasing decisions.

The shift in behavior that occurs at this time, makes people prefer shopping with an online system. Based on the survey results of the Indonesian Internet Service Providers Association (APJII) regarding internet users for 2019-2020 (Q2), it shows that the number of internet users in Indonesia has increased by 8.9%, equivalent to 196.7 million users. This proves that most people in Indonesia have access to the internet. Based on this phenomenon, it has opened up new opportunities for online business people. Shopee is one of the many parties who take advantage of this opportunity (Nurjanah et al., 2019).

Shopee is an e-commerce company that uses a customer to customer (C2C) system, which is an online transaction activity in a Marketplace space. Users can present their products on the site (C2C) so that other users can see and be interested in buying (Siregar et al., 2020). Shopee offers various features that make it easy for sellers and buyers to interact with each other quickly and easily (Kartika & Ganarsih, 2019). Shopee also provides attractive offers in conducting transactions for its users (Sastika, 2018). Therefore, Shopee has the most number one downloaders in Indonesia and is the Top 1 most website visitor in Southeast Asia (Japarianto & Adelia, 2020). Based on the explanation of the background data, researchers are interested in examining the effect of

Brand Ambassador, Website Quality, and E-WoM on Purchase Decisions in E-Commerce Shopee.

THEORETICAL REVIEW

A brand ambassador is someone who describes the best image of a product in an advertisement. This person is usually from among celebrities or other popular people (Rozalia et al., 2020). Brand Ambassador is generally synonymous with a celebrity who is already well-known in the public's mind. Celebrities are known as one of the psychological supporting factors that can influence consumer attitudes and beliefs about a product (Ramadhan & Saputri, 2021). Brand Ambassador is one of the strategies used by companies in the product marketing process with the aim of increasing sales to the wider community (Nuryanti & Istiyanto, 2020). Brand Ambassador variable indicators are visibility (popularity), credibility (credibility), attraction (attractiveness), and power (strength) Rossiter and Percy (2001). Various studies have shown that Brand Ambassadors have an influence on Purchase Decisions, namely in research (Brestilliani & Suhermin, 2020), (Nurhasanah et al., 2021), (Nadia & Aulia, 2020), (Sari Dewi et al., 2020).

Website quality is an effort by sellers to display products and information that aims to attract buyers in making purchasing decisions (Chen et al., 2017). Website quality is one of the techniques or methods in measuring quality on a website based on end user perceptions (Safuan & Khuzaini, 2018). Website Quality can be reviewed as an attribute of a website that contributes to its usefulness to consumers. Website Quality indicators are the Shopee website is easy to use or operate, the Shopee website has a nice and attractive appearance, the Shopee website provides accurate information, the Shopee website provides up to date information, the Shopee website provides easy-to-understand information, the Shopee website provides information that details, the Shopee website ensures security in transactions, the Shopee website is known as a trusted site (Barnes & Vidgen, 2002). Various studies have shown that Website Quality has an influence on Purchase Decisions, namely in research (Solihin & Zuhdi, 2021), (Chotimah, 2019), (Ardhi & Wijaksana, 2019), (Ghafiki & Setyorini, 2017).

Electronic Word of Mouth (E-WoM) is a positive or negative statement made by actual, potential or previous consumers of a product or company where this information can be reached by the wider community through internet media (Sari,

2019). E-WoM is carried out through social media networks so that consumers can experience more effective and practical communication that can positively influence consumers in making purchasing decisions (Syuhada & Widodo, 2019). E-WoM indicators are the frequency of accessing information, the frequency of interacting with users, the number of reviews written by social media users, information on product choices, information on product quality, information on prices, information on security in conducting transactions and internet networking sites. that have been provided, positive statements from social media users, as well as recommendations from social media users (Goyette I. et al., 2010). Various studies have shown that E-WoM has an influence on Purchase Decisions, namely in research (Sudarita, 2020), (Sari, 2019), (Santosa, 2019), (Purnamasari & Yulianto, 2018).

The purchase decision is a consumer's final act in deciding to buy a product or service (Nuryanti & Istiyanto, 2020). Purchasing decisions are the result of a thought process on choices made based on several alternative choices used in the buying process (Nurjanah et al., 2019). In this case, a consumer will go through a process of assessing to choosing from these various alternatives to determine an option that is considered the most profitable according to his interests (Keren & Sulistiono, 2019). Purchase decision indicators include stability in making purchases at Shopee, habits in making purchases at Shopee, providing recommendations to others in making purchasing decisions at Shopee e-commerce, making repeat purchase decisions at Shopee e-commerce (Kotler & Keller, 2009). Based on the theoretical review and previous research, the research model can be structured as follows:
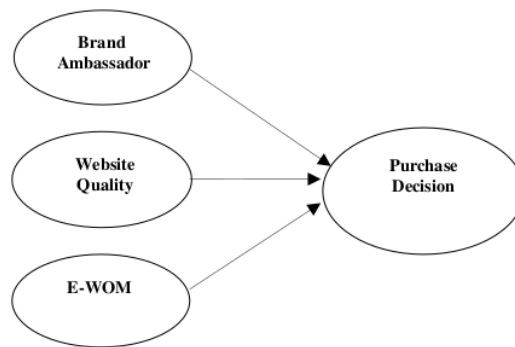
Figure 1. Framework

H1: Allegedly Brand Ambassador Affects Purchase Decisions on Shopee E-commerce.

H2: Allegedly Website Quality Affects Purchase Decisions on Shopee's E-commerce.

H3: Allegedly E-WoM Affects Purchase Decisions on Shopee's E-commerce.

H4: Allegedly Brand Ambassador, Website Quality, E-WoM Affects Purchase Decisions on Shopee's E-commerce.

RESEARCH METHODS

This type of research is explanatory research with a quantitative approach. The location of this research was conducted in Malang City. This research uses primary data type, where primary data is obtained directly by the researcher. Primary data was obtained by distributing questionnaires to respondents. The population in this study were all students of the FEB-UMM Management Study Program as Shopee consumers. In taking the number of samples using the indicator formula multiplied by 5. In this study there were 25 indicators, so the total sample was 125 respondents. The sampling technique in this research is non-probability sampling using purposive sampling method which gives certain criteria to the respondents. In analyzing the data, this study used multiple linear regression analysis tools. In addition, this research also uses Instrument Test (Validity, Reliability, and Normality Test), Classical Assumption Test (Multicollinearity Test, Autocorrelation, and Heteroscedasticity), Coefficient of Determination, Hypothesis Test (F Test and t Test).

RESULTS AND DISCUSSIONS

Instrument Test
1. Validity test

The validity test is an index test that illustrates that the instrument in the study is correct in measuring what is to be measured. The instrument is declared valid if rcount > rtable with a significant level of 5%. The number of n = 125 then rtable 0.174. The results of the recapitulation of the validity test results are as follows.

Table 1. Recapitulation of Validity Test Results

Variable	Items	Correlation value	r table (N = 125 ; α = 5%	Description
Brand Ambassador (X1)	X1.1	0,820	0,174	Valid
	X1.2	0,762	0,174	Valid
	X1.3	0,788	0,174	Valid
	X1.4	0,839	0,174	Valid
Website Quality (X2)	X2.1	0,742	0,174	Valid
	X2.2	0,758	0,174	Valid

	X2.3	0,731	0,174	Valid
	X2.4	0,778	0,174	Valid
	X2.5	0,760	0,174	Valid
	X2.6	0,786	0,174	Valid
	X2.7	0,729	0,174	Valid
	X2.8	0,717	0,174	Valid
E-WoM (X3)	X3.1	0,614	0,174	Valid
	X3.2	0,700	0,174	Valid
	X3.3	0,722	0,174	Valid
	X3.4	0,803	0,174	Valid
	X3.5	0,747	0,174	Valid
	X3.6	0,757	0,174	Valid
	X3.7	0,770	0,174	Valid
	X3.8	0,668	0,174	Valid
	X3.9	0,771	0,174	Valid
Purchase Decision (Y)	Y1	0,779	0,174	Valid
	Y2	0,684	0,174	Valid
	Y3	0,835	0,174	Valid
	Y4	0,742	0,174	Valid

Source: Own Primary Data

2. Reliability Test

Reliability test is an index test that aims to determine the extent to which the instrument can be trusted or relied on. The reliability test can be measured using the Cronbach's alpha formula with the condition that if the Cronbach's Alpha coefficient > 0.6 then it can be said to be reliable. The results of the recapitulation of the reliability test results are as follows.

Table 2. Recapitulation of Reliability Test Results

Variabel	Alpha-Cronbach	Description
Brand Ambassador (X1)	0,814	Reliabel
Website Quality (X2)	0,888	Reliabel
E-WoM (X3)	0,885	Reliabel
Purchase Decision (Y)	0,750	Reliabel

Source: Own Primary Data

3. Normality test

Testing for normality using the Kolmogorov-Smirnov test, the data is said to be normal if the resulting significance value is > 0.05 (5%). The results of the Kolmogorov-Smirnov test can be seen in table 3 below.

Table 3. Normality Test Results (Kolmogorov-Smirnov)

Value of Sig.	Keterangan
0,200	Normal

Source: Own Primary Data

Multiple Linear Regression Analysis

Linear regression analysis is a statistical technique that aims to determine the effect of several independent variables (variable Brand Ambassador, Website Quality, Electronic Word of Mouth (E-WoM)) on the dependent variable, namely Purchase

Decision. The results of processing regression data using SPSS show the following regression equation:

$$Y = 2,894 + 0,112X_1 + 0,163X_2 + 0,179X_3$$

The value of constant (a) which is 2.894 means that if without Brand Ambassador, Website Quality, and Electronic Word of Mouth or equal to zero, the Purchase Decision has a fixed value of 2.894. The value of the coefficient (b1) Brand Ambassador has a positive and significant effect based on the value of Sig. namely 0.041 < 0.05 and t count 2.063 > 1.657. Has a Beta value of 0.112 or 11.2%. It can be stated that H0 is rejected and H1 is accepted. It can also be interpreted that Brand Ambassador has a positive (unidirectional) and significant effect on Purchase Decisions in the weak category. Coefficient value (b2) Website quality has a positive and significant effect based on the value of Sig. namely 0.000 < 0.05 and t count 3.947 > 1.657. Has a Beta value of 0.163 or 16.3%. It can be stated that H0 is rejected and H1 is accepted. It can also be interpreted that Website Quality has a positive (unidirectional) and significant effect on Purchase Decisions with a weak category. The coefficient value (b3) of E-WoM has a positive and significant effect based on the Sig value. namely 0.000 < 0.05 and t count 5.136 > 1.657. Has a Beta value of 0.179 or 17.9%. It can be stated that H0 is rejected and H1 is accepted. It can also be interpreted that E-WoM has a positive (unidirectional) and significant effect on Purchase Decisions in the weak category.

Classic assumption test

1. Multicollinearity Test

The multicollinearity test is carried out by means of the VIF test, this test is carried out by looking at the Tolerance value if it is greater than 0.10 then there is no multicollinearity and if the VIF value is less than 10 then there is no multicollinearity. The results of the multicoloniarity test can be seen in table 4 below.

Table 4. Multicollinearity Test Results

Variable	Colinearity Statistics		Description
	Tolerence	VIF	
Brand Ambassador (X1)	0,635	1,574	There is no multicollinearity
Website Quality (X2)	0,540	1,852	There is no multicollinearity
E-WoM (X3)	0,507	1,973	There is no multicollinearity

Source: Own Primary Data

Based on the table above, it can be concluded that the three variables Brand Ambassador, Website Quality, Electronic Word of Mouth (E-WoM) have a tolerance value above 0.10 and a VIF value below 10.0, it can be stated that Brand Ambassador, Website Quality , and Electronic Word of Mouth (E-WoM) is free from multicollinearity symptoms.

2. Autocorrelation Test

In a good regression model there should be no autocorrelation. The basis for decision making if the value of dU < d < 4-dU, then there is no autocorrelation symptom in the regression model.

Table 5. Autocorrelation Test Results

d	dL	dU	4-dU
1.965	1.659	1.757	2.242

Source: Own Primary Data

Based on the table above, it can be concluded that there is no relationship between confounding error in period t and confounding error in period t-1 in the linear regression model. This is obtained from the value of Durbin Watson, the test results are between dU < d < 4-dU with a value of (1.757 < 1.965 < 2.242).

3. Heteroscedasticity Test (Park Test)

A good regression model does not occur heteroscedastically by looking at the significance value > 0.05. Park Test results can be seen in table 6.

Table 6. Heteroscedasticity Test Results

Variable	Sig	Description
Brand Ambassador (X1)	0,251	There is no heteroscedasticity
Website Quality (X2)	0,146	There is no heteroscedasticity
E-WoM (X3)	0,264	There is no heteroscedasticity

Source: Own Primary Data

Based on the table above, it shows that the significance (sig) of Brand Ambassador (X1) = 0.251; (sig) Website Quality (X2) = 0.146 ; and (sig) Electronic Word of Mouth (X3) = 0.264 where the significance of the three variables is > 0.05, so the model is free from heteroscedasticity.

Coefficient of Determination

The coefficient of determination aims to determine how much the ability of all independent variables to explain the variation of the dependent variable. The results of the coefficient of determination are as follows:

Table 7. Results of the coefficient of determination (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.768	0,590	0,579	1,347

Independent variable: *Brand Ambassador, Website Quality, E-WoM*

Based on table 7 above, it can be concluded that the value of the coefficient of determination is 0.579. So it can be stated that 57.9% of the dependent variable is influenced by the independent variable with moderate category, the remaining 42.1% is influenced by other factors.

Hypothesis test

1. F test (simultaneous)

Simultaneous F test is used with the aim of testing whether the independent variable on the dependent variable has a significant effect simultaneously. The basis for making the decision if the significance value of Sig. smaller than 0.05 then the independent variable has a simultaneous effect. The results of the Simultaneous Hypothesis Test (Test F) are described in the following table 8.

Table 8. Hasil Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	315.248	3	105.083	57.947	.000^b
	Residual	219.424	121	1.813		
	Total	534.672	124			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), E-WOM, Brand Ambassador, Website Quality

Source: Own Primary Data

Based on table 8, it can be seen that the calculated F value is 57.947 which indicates that the calculated F value is greater than the F table value of 2.68, and has a p-value (sig.) 0.000 <0.05, it can be concluded that the test Simultaneous hypothesis (Test F) of Brand Ambassador, Website Quality and E-WoM variables on the dependent variable, namely Purchase Decision, has a significant effect in the moderate category.

2. t test (partial)

Hypothesis testing using (t test) aims to determine the effect of each independent variable partially (alone). In this case, hypothesis testing will be carried out using a significance level of 0.05 ($\alpha = 5\%$) and a t table of 1.657.

Table 9. T-Test Results (Partial)

Model	Unstandardized Coefficients		t	Sig.	Description
	B	Std. Error			
(Constant)	2.894	1.134	2.551	.012	
Brand Ambassador	.112	.054	2.063	.041	Accepted
Website Quality	.163	.041	3.947	.000	Accepted
E-WOM	.179	.035	5.136	.000	Accepted

a. Dependent Variable: Purchase Decision

Source: Own Primary Data

Based on Table 9 by observing the row, column t and sig. can be explained as follows:

The significance value of the Brand Ambassador variable is 0.041 < 0.05 and t count is 2.063 > 1.657. Has a beta value of 0.112 or 11.2%. This means that H0 is rejected and H1 is accepted. So it can be stated that the Brand Ambassador has an effect on the Purchase Decision with a weak category. The significance value of the Website Quality variable is 0.000 <0.05 and the t count is 3.947 > 1.657. Has a beta value of 0.163 or 16.3%. This means that H0 is rejected and H1 is accepted. So it can be stated that Website Quality has an effect on purchasing decisions with a weak category. The significance value of the E-WoM variable is 0.000 < 0.05 and the t count is 5.136 > 1.657. Has a beta value of 0.179 or 17.9%. This means that H0 is rejected and H1 is accepted. So it can be stated that E-WoM has an effect on purchasing decisions with a weak category.

A brand ambassador is someone who describes the best image of a product in an advertisement. Brand Ambassadors can be judged as advertising attractiveness and able to influence consumer preferences, because Brand Ambassadors can be a trendsetter for the products sold by the company. Brand Ambassador is one of the strategies used by companies in the product marketing process with the aim of increasing sales to the wider community. This study shows that there is a positive or direct and significant influence between the Brand Ambassador variable and the Purchase Decision variable with a weak category. This illustrates that the more capable the Brand Ambassador is in describing the best image of e-commerce when doing promotions or Shopee advertisements, it will have an impact that more and more consumers are determined to make Purchase Decisions on Shopee e-commerce, in this study the Brand Ambassador variable is able to influence Purchase Decision with a weak category. This study

supports research (Brestilliani & Suhermin, 2020), (Nurhasanah et al., 2021), (Nadia & Aulia, 2020), (Sari Dewi et al., 2020).

Website quality is a seller's effort in displaying products and information that aims to attract buyers in making purchasing decisions. In this study, the results showed that there was a positive or unidirectional and significant influence between the Website Quality variable and the Purchase Decision variable with a weak category. This illustrates that the better the quality of the website displayed by Shopee's e-commerce, both in terms of operation, quality of information, and services, the more consumers will make Purchase Decisions on Shopee's e-commerce, in this study the Website Quality variable is able to affect Purchase Decision with a weak category. This research supports research (Solihin & Zuhdi, 2021), (Chotimah, 2019), (Ardhi & Wijaksana, 2019), (Ghafiki & Setyorini, 2017).

E-WoM is an activity to disseminate information about products, brands, services, or companies that are considered important as sources of information in influencing human behavior through internet media. E-WoM is carried out through social media networks so that consumers can experience more effective and practical communication that can positively influence consumers in making purchasing decisions. This study shows the results that there is a positive or direct and significant influence between the E-WoM variable and the Purchase Decision variable with a weak category. This illustrates that if there are more positive reviews and recommendations from Shopee customers on the internet and social media, it will have an impact on more and more consumers who make Purchase Decisions on Shopee e-commerce, in this study the E-WoM variable is able to influence Purchase Decisions by category weak. This research supports research (Rumpana et al., 2021), (Sudarita, 2020), (Sari, 2019), (Santosa, 2019), (Purnamasari & Yulianto, 2018).

Based on the research, the results also show that the Brand Ambassador, Website Quality, and E-WoM variables have a significant simultaneous effect on Purchase Decisions at E-Commerce Shopee with moderate categories. This illustrates that if the Brand Ambassador, Website Quality, and E-WoM variables can be optimized and further improved, it will have an impact that more consumers will make purchasing decisions on Shopee e-commerce. This research supports research (Nurpermana, 2019).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion, it can be concluded: 1) Brand Ambassador has a positive and significant effect on Purchase Decision with a weak category, this illustrates that the better Shopee e-commerce in choosing celebrities as Brand Ambassadors correctly, the better. both the promotions carried out by the Brand Ambassadors which will later have an impact on more and more consumers who make purchasing decisions at Shopee e-commerce. 2) Website Quality has a positive and significant effect on Purchase Decision with a weak category. This illustrates that the better the Shopee e-commerce design and features, the more consumers will be interested in making purchasing decisions. 3) E-WoM has a positive and significant effect on Purchase Decision with a weak category. This illustrates that the more positive reviews and recommendations from Shopee customers on the internet, the more stable consumers will be in making purchasing decisions on Shopee e-commerce. 4) Brand Ambassador, Website Quality, and E-WoM have a simultaneous (together) effect on Purchase Decision with moderate category. This illustrates that the better the right Brand Ambassador selection, the better the Shopee e-commerce design and features, and the more positive reviews and recommendations from Shopee customers on the internet, the more consumers will make purchasing decisions in e-commerce. Shopee.

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