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THE IMPACT OF TECHNOLOGY-ACCELERATED SERVICE QUALITY ON MILLENNIAL CUSTOMER SATISFACTION ON THE SHOPEE PLATFORM

Abstract

This study aims to analyze the influence of technology-accelerated service quality on customer satisfaction on the Shopee e-commerce platform. The service quality variables examined include response time, the presence of platform agents, transaction security, and product availability. This study uses a quantitative method with a survey approach. The research sample was taken from active Shopee users. The results of the analysis show that all four service quality variables have a positive and significant effect on customer satisfaction. Product availability was found to be the most dominant factor in influencing customer satisfaction. In addition, this study also found a new phenomenon where customers not only act as consumers but can also act as platform agents, thus changing the traditional paradigm in determining distribution locations. The implications of this study are the importance for e-commerce companies to continue to improve service quality, especially in terms of product availability and responsiveness. In addition, companies can utilize the potential of platform agents to expand market reach.

Keywords: Service Quality, Customer Satisfaction, E-Commerce, Shopee, Platform Agent, Product Availability.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan yang dipercepat teknologi terhadap kepuasan pelanggan pada platform e-commerce Shopee. Variabel kualitas layanan yang diperiksa meliputi waktu respon, kehadiran agen platform, keamanan transaksi, dan ketersediaan produk. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Sampel penelitian diambil dari pengguna aktif Shopee. Hasil analisis menunjukkan bahwa keempat variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Ketersediaan produk ditemukan menjadi faktor paling dominan dalam mempengaruhi kepuasan pelanggan. Selain itu, penelitian ini juga menemukan fenomena baru dimana pelanggan tidak hanya berperan sebagai konsumen namun juga dapat berperan sebagai agen platform, sehingga mengubah paradigma tradisional dalam menentukan lokasi distribusi. Implikasi dari penelitian ini adalah pentingnya bagi perusahaan e-commerce untuk terus meningkatkan kualitas layanan terutama dalam hal ketersediaan dan daya tanggap produk. Selain itu, perusahaan dapat memanfaatkan potensi agen platform untuk memperluas jangkauan pasar.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan, E-Commerce, Shopee, Agen Platform, Ketersediaan Produk.

INTRODUCTION

The rapid development of information technology has significantly transformed the business landscape. One of the most visible impacts is the transformation in how companies provide services to customers. The digital era has given birth to the concept of "technology-accelerated service quality", where companies compete to provide faster, easier, and more personalized services through the utilization of information technology. Millennials, as the largest consumer group today, have high expectations for service quality. They grew up in the

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digital era and are very familiar with technology. Therefore, millennials tend to demand services that are fast, efficient, and tailored to their preferences.

The concept of e-business, as explained by (Nurhadi, 2022), has drastically changed the landscape of trade. By utilizing digital technology, companies can now offer products and services online, interact directly with consumers, and facilitate electronic transactions. This phenomenon is further strengthened by the proliferation of online stores or online shops. Online shops allow consumers to shop from anywhere and anytime without having to visit a physical store.

The advantages of online shops are very apparent in terms of time and location efficiency. Consumers can access a variety of products and services with just a few clicks, without having to leave their homes. In addition, the use of online shopping applications also makes it easier for consumers to compare prices, read product reviews, and communicate with sellers. However, there are several challenges that need to be addressed, such as the difficulty in evaluating product quality directly, the risk of fraud, and the dependence on a stable internet network. For example, the e-commerce platform Shopee has become an integral part of modern society. Through the Shopee application, consumers can easily find a wide variety of products, ranging from electronics to fashion. Features such as live streaming, discount vouchers, and secure payment systems further facilitate the online shopping experience.

According to Arif, F (2024), the number of people shopping online in Indonesia continues to increase from year to year. It is estimated that in 2024 there will be around 46.7 million people shopping online. Then in 2029 the number is expected to reach 133.78 million people. The development of digital technology has significantly changed consumer behavior. The ease and convenience offered by online shops have made many people switch from conventional shopping to online shopping. In addition to practical factors, there are also psychological factors that drive consumers to shop online. For example, the desire to get exclusive offers, the satisfaction of finding desired products at cheaper prices, or simply to meet the need for entertainment.

However, behind its ease, online shopping also brings some challenges. One of the biggest challenges is the inability of consumers to check product quality directly before purchasing. This can cause anxiety and doubt for consumers, especially for those who are new to online shopping. In addition, the prevalence of online fraud is also a serious threat to consumers.

Research Questions

1. Is there an influence of technology-accelerated service quality on millennial customer satisfaction on the Shopee platform?
2. Which independent variable among the four dimensions of service quality has the greatest impact on millennial customer satisfaction on the Shopee platform?

Research Objectives

The purpose of this research is to examine the influence of technology-accelerated service quality on millennial customer satisfaction. Specifically, this study aims to:

1. Identify the most influential dimension of service quality on millennial customer satisfaction.
2. Analyze the influence of dimensions of technology-accelerated service quality (response time, ease of use, personalized affiliate, product availability, and transaction security) on millennial customer satisfaction.

Research Benefits

The results of this research are expected to contribute both theoretically and practically. Theoretically, this research is expected to enrich the literature on the influence of service quality on customer satisfaction, especially for the millennial generation. Practically, the results of this research can be an input for companies in designing better service strategies to meet the needs and expectations of millennial customers.

Scope of Research

This research will focus on customers of e-commerce applications in the city of Sumenep, namely users of the Shopee application. The independent variable in this study is technology-accelerated service quality, while the dependent variable is millennial customer satisfaction.

METHOD

Research Design

This research is a quantitative study with an associative approach. The purpose of this study is to analyze the influence of technology-accelerated service quality on millennial customer satisfaction on the Shopee platform in Sumenep City.

Population and Sample

1. Population: The entire population of Shopee application users in Sumenep City who actively transact within a four-week period in September 2024.
2. Sample: The sample was taken using random sampling with a total of 160 respondents in Sumenep City District. A more accurate sample size calculation was used using the Slovin formula. There are 12 villages and 4 urban villages where I formed groups of 10 respondents in each village and urban village. Based on the limitations, the selected respondents are millennials, meaning their birth year is between 1980 and 1999.

Variables

1. Independent Variable: Technology-accelerated service quality, which is elaborated into several dimensions, such as response time, platform agent/affiliate, product availability, and transaction security.
2. Dependent Variable: Millennial customer satisfaction with the Shopee application.

Instrument

The research instrument used is a questionnaire. The questionnaire was developed based on a literature review and adapted to the research context. A Likert scale (strongly agree/satisfied, agree/satisfied, neutral/sufficient, disagree/dissatisfied, strongly disagree/dissatisfied) will be used for each question.

Data Collection

Data was collected through the online distribution of questionnaires, forming groups or parties between villages or sub-districts. Each group received predetermined instructions that had been tested in previous research.

Operational Definitions

The four dimensions of service quality can be described as features that are operated simultaneously in a single e-commerce application, as follows:

1. Response time: The time it takes for Shopee to respond to customer inquiries or complaints. Therefore, Shopee has made a commitment with partners and agents.
2. Platform agent (affiliate) quality: The friendliness, competence, and ability of agents to solve customer problems and the convenience of the features offered to affiliates.
3. Product availability: The completeness of products sought by customers and the speed of updating product stock.
4. Feeling secure in conducting transactions (paying/withdrawing cash from ATMs) through the Shopee platform.

Analysis Data
The collected data will be analyzed using the statistical software [SPSS]. The data analysis will include:

Statistical Analysis

The collected data will be analyzed using the statistical software [SPSS]. The data analysis will include:

1. Validity and Reliability Testing
 - a. Validity Test: Ensuring that the instrument used to measure a variable actually measures what it is intended to measure. Confirmatory factor analysis or item-total correlation test will be used.
 - b. Reliability Test: Measuring the consistency of a measuring instrument in measuring a variable. "If the calculated r-value is greater than the tabulated r-value, the question item is considered reliable. If the calculated r-value is less than the tabulated r-value, the question item is considered unreliable."
 - c. Descriptive Analysis: Describing the characteristics of the respondents and research variables. Frequency, percentage, mean, and standard deviation will be used

2. Multicollinearity Test

The purpose of this test is to examine whether there is a correlation between independent variables in a regression model. A good regression model should be free from multicollinearity, meaning there is no correlation between the independent variables. A regression model is considered free from multicollinearity if the correlation between the independent variables is close to 0.5. Additionally, it can be determined by the VIF and Tolerance values, where if the VIF and Tolerance values are less than 10, the regression model is free from multicollinearity.

3. Heteroscedasticity Test

The purpose of this test is to examine whether the error terms/residuals of a regression model have a constant variance from one observation to another. If the variance of the residuals differs from one observation to another, it is called heteroscedasticity. A good regression model should not exhibit heteroscedasticity. The decision-making basis for a regression model to be considered free from heteroscedasticity is if there is no clear pattern and the points are scattered above and below the 0 (zero) on the Y-axis, then heteroscedasticity is not present.

4. Multiple Linear Regression Analysis

This is used to examine the influence of each dimension of technology-enhanced service quality on customer satisfaction.

The general equation for multiple linear regression

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Explanation:

Y: Dependent variable (the variable we want to predict)

β_0 : Intercept (the value of Y when all X variables are zero)

$\beta_1, \beta_2, \beta_3, \beta_4$: Regression coefficients for each independent variable (indicating the influence of each independent variable on the dependent variable)

X_1, X_2, X_3, X_4 : Independent variables (predictor variables)

ε : Error term or residual (the difference between the actual value and the predicted value from the model)

Statistical Tests

T-test: Used to test the significance of the influence of each independent variable on the dependent variable.

F-test: Used to test the overall significance of the regression model.

Coefficient of Determination (R-squared): Measures the proportion of the variance in the dependent variable that is predictable from the independent variable(s).

Hypothesis

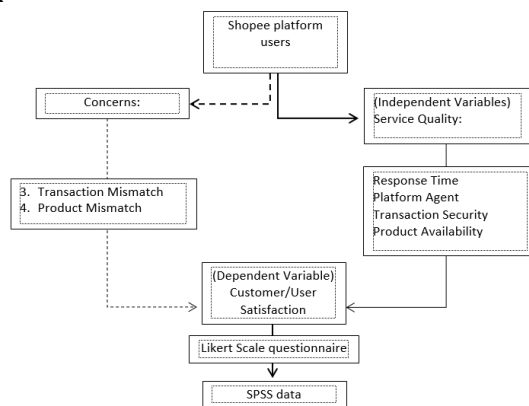
With a significance level of 0.05.

Null Hypothesis (H0): There is no relationship/influence between technology-accelerated service quality and customer satisfaction on the Shopee platform.

Alternative Hypothesis (H1): There is a relationship/influence between technology-accelerated service quality and customer satisfaction on the Shopee platform.

If the probability level (p-value) is below 0.05, then the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

Conceptual Framework



Gambar 1. Conceptual Framework

RESEARCH RESULTS AND DISCUSSION

Research Results

The objective of this study was to examine the influence of technology-accelerated service quality on millennial customer satisfaction on the Shopee e-commerce platform in Sumenep City, focusing on four dimensions as independent variables: X1: response time, X2: platform agent (affiliate), X3: transaction security, and X4: product availability. This research was conducted from September to October 2024. Multiple linear regression analysis was employed to analyze the data.

Validity and Reliability Test

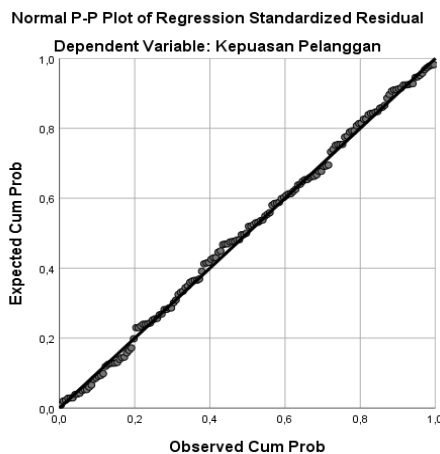
All variables in this study were found to be valid. This is based on the correlation values obtained, which were greater than 0.1552. This indicates that each indicator has a significant correlation with the total construct score of each variable, and the calculated r-value is greater than the tabulated r-value. Therefore, it can be concluded that all questionnaire items are valid. Based on the reliability test, all variables in this study were found to be reliable.

Results of Classical Assumption Test

1. Normality Test

Table 1. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test						
		Kecepatan Respon	Agen Platform (Affiliate)	Keamanan Transaksi	Ketersediaan Produk	Kepuasan Pelanggan
N		160	160	160	160	160
Normal Parameters ^{a,b}	Mean	10,84	10,26	11,41	12,45	11,13
	Std. Deviation	4,785	4,485	3,316	3,403	4,458
Most Extreme Differences	Absolute	,296	,236	,258	,294	,284
	Positive	,192	,145	,160	,227	,192
	Negative	-,296	-,236	-,258	-,294	-,284
Test Statistic		,042	,031	,063	,052	,040
Asymp. Sig. (2-tailed)		,200 ^{c,d}	,200 ^{c,d}	,200 ^{c,d}	,200 ^{c,d}	,200 ^{c,d}
a. Test distribution is Normal.						
b. Calculated from data.						
c. Lilliefors Significance Correction.						
d. This is a lower bound of the true significance.						



Picture 2. Normality Test (P-P Plot of Reg)

Based on the Normal P-P plot in Figure 2, the distribution of standardized residuals in the regression model is consistent with a normal distribution. This is indicated by the scatter of data points that tend to follow the diagonal line, suggesting that the assumption of normality of residuals has been met.

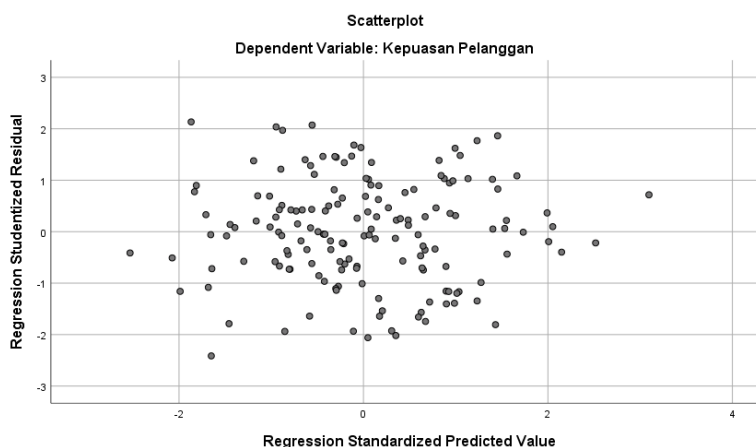
2. Deskriptive Analysis

Table 2. Analisis Statistical Deskriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kecepatan Respon	160	3	15	10,84	4,785
Agen Platform (Affiliate)	160	3	15	10,26	4,485
Keamanan Transaksi	160	4	15	11,41	3,316
Ketersediaan Produk	160	3	15	12,45	3,403
Kepuasan Pelanggan	160	4	15	11,13	4,458
Valid N (listwise)	160				

The table above provides an initial overview of the collected data. It can be observed that all variables have the same value range, which is between 3 and 15. The average value for each variable also varies, indicating that there is variation in respondents' perceptions of each aspect evaluated.

3. Heteroscedasticity test



Picture 3. Heteroscedasticity test

Picture 3, the scatterplot displayed for the heteroscedasticity test, shows randomly scattered data points. This indicates the absence of heteroscedasticity in the regression model, thus making the regression model suitable for predicting the dependent variable Customer Satisfaction (Y) based on the input variables Response Time (X1), Platform Agent/Affiliate (X2), Transaction Security (X3), and Product Availability (X4).

4. Multicollinearity test

Table 3. Multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Kecepatan Respon	,956	1,046
	Agen Platform (Affiliate)	,944	1,059
	Keamanan Transaksi	,988	1,013
	Ketersediaan Produk	,980	1,020

a. Dependent Variable: Kepuasan Pelanggan

Based on the table above, it can be seen that all three variables have VIF values of 1.046, 1.059, 1.013, and 1.020, which are all less than 10. This indicates that there is no multicollinearity among the independent variables in the regression model.

5. Multiple Linear Regression Analysis Results

Table 4. F-test (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2394,754	4	598,688	121,343	,000 ^b
	Residual	764,746	155	4,934		
	Total	3159,500	159			
a. Dependent Variable: Kepuasan Pelanggan						
b. Predictors: (Constant), Ketersediaan Produk, Kecepatan Respon, Agen Platform (Affiliate), Keamanan Transaksi						

Table 4 shows the results of the test for the simultaneous effect of all independent variables (x) on the dependent variable (y). The significant p-value of 0.000 indicates that the null hypothesis can be rejected, suggesting a significant simultaneous relationship

Table 5. magnitude of the influence of all independent variables (x) on the dependent variable (y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,871 ^a	,758	,752	2,221
a. Predictors: (Constant), Ketersediaan Produk, Kecepatan Respon, Agen Platform (Affiliate), Keamanan Transaksi				

Table 5. The Determination Table shows the magnitude of the influence of all independent variables (x) on the dependent variable (y), which is obtained by multiplying r-squared by 100, resulting in a value of 75.8%.

Table 6. Coefficients (T-test) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,456	,812		-1,794	,075
	Kecepatan Respon	,174	,070	,187	2,477	,014
	Agen Platform (Affiliate)	,250	,100	,252	2,502	,013
	Keamanan Transaksi	,302	,142	,224	2,128	,035
	Ketersediaan Produk	,376	,080	,287	4,680	,000
a. Dependent Variable: Kepuasan Pelanggan						

The independent variables (x) were tested individually (partially), showing the following results:

- a. X1 sig= 0.014 < 0.05, there is a partial significant effect of response time (x1) on customer satisfaction (y).
- b. X2 sig= 0.013 < 0.05, there is a partial significant effect of platform agent/affiliate (x2) on customer satisfaction (y).
- c. X3 sig= 0.035 < 0.05, there is a partial significant effect of transaction security (x3) on customer satisfaction (y).
- d. X4 sig= 0.000 < 0.05, there is a partial significant effect of product availability (x4) on customer satisfaction (y).

Discussion

- 1. The Impact Of Technology-Accelerated Service Quality On Millennial Customer Satisfaction On The Shopee Platform

Variable	Beta	Zero-order	%
Response Time	0,187	0,782	14,6
PlatformAgent/Affiliate Support	0,252	0,818	20,6
Transaction Security	0,224	0,825	18,5
Product Availability	0,287	0,768	22,0
	Total		75,8

The simultaneous hypothesis test shows that the Technology-Accelerated Service Quality variable has four (4) dimensions, namely Response Time (X1), Platform Agent/Affiliate (X2), Transaction Security (X3), and Product Availability (X4), which have a positive and direct relationship with Customer Satisfaction (Y) and have a very strong correlation with a correlation coefficient of 75.8%.

Based on the presented table, it can be seen that all four service quality variables, namely response time, platform agent/affiliate, transaction security, and product availability, have a positive impact on customer satisfaction. This means that the better the performance of each of these variables, the higher the level of customer satisfaction.

2. Analysis of Each Variable

a. Response Time

This variable contributes 14.6% to customer satisfaction. This indicates that customers highly value the speed of response to their questions, complaints, or requests. A quick response gives the impression that the company is caring and responsive to customer needs.

b. Platform Agent (Affiliate)

This variable contributes 20.6%. This means that the presence of competent and helpful platform agents or affiliates in the transaction process greatly influences customer satisfaction. Good platform agents can provide accurate information, resolve problems quickly, and provide a pleasant shopping experience.

c. Transaction Security

This variable contributes 18.5%. Transaction security is one of the important factors considered by customers, especially in online transactions. Customers will feel more comfortable and secure if the transactions they make are guaranteed to be secure.

d. Product Availability

This variable has a contribution of 22.0%. The complete availability of products that meet customer needs is a key factor in increasing customer satisfaction. Customers will be satisfied if they can easily and quickly find the products they are looking for. Variabel yang paling berpengaruh

3. The most influential variable on customer satisfaction

Based on the data, the variable of product availability has the greatest contribution to customer satisfaction, at 22.0%. This indicates that customers highly value the availability of the products they want, such as a common example where customers are interested in markets or stores that serve retail or single-unit prices. If the desired product is not available, customers will tend to look for other alternatives and switch to competitors.

4. Novelty within a phenomenon

Product availability is a fundamental customer need. If the desired product is unavailable, the customer's primary goal of making a transaction is unmet. Complete product availability or availability that meets customer expectations provides a better shopping experience for customers. Customers can easily compare various products and choose the product that best suits their needs and preferences, whether it's in bundles, dozens, retails, or even services. For this reason, it can certainly increase customer loyalty. Customers are more likely to return to shop if they can always find the products they want. All product availability is displayed on online media, whether in the form of photos, videos, or even live streaming, thus impacting the stability of interest or purchasing power.

This phenomenon gives rise to a new algorithm or trend where platform users/customers transform into business actors in the Shopee platform ecosystem. Platforms like Shopee facilitate this through the feature of agents or affiliates (influencers) with stipulated terms and conditions. In addition to getting benefits, platform agents can also apply to be service providers as a distribution house or distribution warehouse for products/goods that have been ordered by their customers/users. If customers pick up their goods (after checking out) at that place, a shipping fee of Rp.0 or free will be charged. Considering that the reach of this company/platform is no longer limited to inter-city or inter-island, shops located abroad can also be accessed. Of course, with the existence of a distribution house or warehouse from the platform agent, it is very beneficial for Shopee platform customers/users.

We see this phenomenon as an indication of a new approach in determining the distribution points of products to be sold. So we get a new and in-depth understanding that "If previously distribution locations were often determined based on factors such as population density, government policies, and potential distance from the market, then in this context the level of customer satisfaction that shifts interest to become an agent/affiliator becomes a significant indicator without considering the agglomeration of government policies, without surveying the number of residents, and without looking at the distance to the large market", because platform agents/affiliators can reach customers without limitations of distance and time. Some previous researchers have put forward several indications/criteria in determining the location of outlets. According to Djojodipuro (Suryani, 2015) , In terms of choosing a location for its construction, traditional markets should be established in crowded and spacious locations. The establishment of a market in a location where there is no trading activity, it is very difficult to expect to be visited by the community. While the number of population, per capita income, income distribution, agglomeration and government policies also greatly influence the determination of the location of an activity. Factors that influence the location decisions of an economic activity such as production activities or service provision activities. Production activities include industrial companies such as furniture companies, plywood companies, beer factories, manufacturing companies, and bakery companies, which create form utility by processing raw materials and other inputs into outputs (outputs or finished goods) and create other utilities (place utility and/or time utility) where needed. (Soepono, 1999)

CONCLUSION

This study demonstrates that the quality of service accelerated by technology, specifically response time, the presence of platform agents, transaction security, and product availability, has a significant impact on customer satisfaction. This is in line with the rapid development of information technology and the changing behavior of consumers, especially millennials, who demand faster, easier, and more personalized services.

The most prominent finding is the crucial role of product availability in enhancing customer satisfaction. The availability of complete and easily accessible products is a determining factor for consumers in choosing an e-commerce platform. Moreover, the emergence of the platform agent phenomenon, which allows customers to become part of the business ecosystem, has changed the way companies view product distribution. Customer satisfaction and the activities of platform agents are now important indicators in determining distribution locations, shifting the traditional paradigm that focuses more on geographic and demographic factors.

The learning process is lifelong, therefore all forms of study or research will continue to develop. Further research is needed on variables that are a new approach in determining the location of business development. Research can analyze how social media influences consumer perception of service quality and purchasing decisions, and then compare different platforms such as comparing various e-commerce platforms to identify best practices in providing service quality.

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