FACTOR'S THAT INFLUENCE PURCHASE INTENTION IN SHOPEE MARKETPLACE FLASH SALE PROGRAMS WITH TRUST AS A MEDIATING VARIABLE

Syafi'ah[1], Agus Suroso[2], Refius P. Setyanto[3]

[123] Faculty of Economy and Bussiness, Jenderal Soedirman University, Purwokerto

ABSTRACT Flash sale is an e-commerce strategy to sell goods exclusively at prices that are sometimes unnatural, and of course with very limited time. The aim of this strategy is to increase e-commerce transactions, soaring users, stimulating product sales. The purpose of this study was to examine the effect of buying interest in the Flash Sale program on the shopee marketplace. Sampling from this study uses purposive sampling and the sample size is 100 respondents who are the general public. The method of data collection is done by distributing questionnaires. This study examines the effect of the magnitude in the cone, transaction security and time pressure on trusts and trusts against buying interest. The method used in analyzing the data is regression analysis which was previously tested by validity test, reliability test, normality test, multicollinearity test, autocorrelation test, and heterocedasticity test

Keywords: flash sale, discounts, transaction security, time pressure, trust, buying interest and shoppe

INTRODUCTION

Internet technology has made many changes in consumer behavior from Offline purchases to online. These changes greatly affect consumer behavior in buying a product. This is influenced by consumer perceptions such as prices, products and promotions that have been applied by online companies today. Consumer purchasing decisions in online business are becoming a new hobby for many people.

Shopee is one of the online trading sites or Marketplace sites, which are very familiar and Shopee features are very easy to apply to smartphones so Shopee is very popular with young people. Shopee began entering the Indonesian market at the end of May 2015 and the new Shopee began operating at the end of June 2015 in Indonesia. Marketplace Kopee is a subsidiary of Garena based in Singapore. As with other Marketplace, Shopee also holds Flashsale every day. Flashsale at Shopee is a discount or promotion offered in a short time which is the best promo that is held three times in one day with a record time of 00: 00-12.00, 12.00-18.00, 18.00-00.00. With Shopee Discount or Flash Sale programs, consumers can get products at a much cheaper price.

Discount or Flash Sale is a reduction of the existing price where the reduction can be in the form of cash or other price discounts (Assauri, 2009: 49). Whereas according to Sutisna (2002: 302) a discount is a price discount which is a reduction in the price of the product from the normal price in a certain period. Whereas according to Fandy Tjiptono (2008: 166) Discount is a price discount given by the seller to the buyer as an appreciation for certain activities of the buyer that are pleasing to the seller.

The success of the marketplace is in the emergence of purchase intentions in its consumers (purchase intention). The large number of consumers who feel the convenience of shopping at the marketplace, make online businesses must provide many business strategies to attract consumers to

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[1]

Corresponding author E-mail: vie.syafie@gmail.com.

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continue to increase transactions. The creation of consumer buying intentions is the goal of online business people.

To identify the factors that influence consumer purchase intentions online (online purchase intention) is important in a marketplace. With the increasing diversity of new marketplace business phenomena, there is an opportunity to conduct further research wherein in this study, the focus is on identifying the factors that influence purchase intention in the shopee flash sale marketplace program. This study explores how factors such as discount prices, transaction security, and time pressure will affect the intention to buy during shopee marketplace flash sale programs.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION
A. Literature Review

According to Morrisan (2010: 84) consumer behavior can be defined as: processes and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires, meaning a process and activities involved when people search, choose, buy using, evaluate and dispose of products and services to satisfy their needs and desires.

According to Mowen and Minor (2001: 6), consumer behavior is defined as the study of buying units and exchange processes involving the acquisition, consumption, and post-purchase behavior of goods, services, experiences, and ideas.

1. Flash Sale Program

Flash sale is an e-commerce strategy to sell goods exclusively at prices that are sometimes unnatural, and of course with very limited time. The aim of this strategy is to increase e-commerce transactions, soaring users, stimulating product sales. Then, this strategy can also increase brand awareness in certain brands so that they can sell well in the market. Deblina Sahavashishta, in a paper entitled "Gone In 60 Seconds-online Flash Sales: The Next Innovation In Indian E-commerce Or Just A Flash In A Pan? -A Critical And Empirical Analysis With Consumer Perspective" says if goods are usually sold in flash sale are items that are not sold or left over. However, because it is sold for a limited time, so consumers feel panic to immediately buy.

2. Purchase Intention

According to Kotler & Keller (2012), Purchase Intention is a consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even in choosing, using and consuming or even in wanting a product. According to Keller (2012), Purchase Intention is how likely consumers are to buy a brand or move from one brand to another.

According to (Schiffman and Kanuk, 2000: 206) purchase intention is an internal factor (individual) that influences consumer behavior, intention is a form of real thought from the reflection of the buyer's plan to buy several units in a certain number of brands available in a period of time certain.

3. Discount on trust

According to Kotler (2003) price discount is a savings offered to consumers from the normal price of a product, which is printed on the label or packaging of the product. Belch & Belch (2009) said that price discounts provide several benefits including: can trigger consumers to buy in large quantities, anticipate competitor promotions, and support trade in larger quantities. According to Peng, L. et al (2018) The use of discounts by business people to promote sales confirms that the price value is an important dimension of the perceived value of customers. Promotional price discounts that involve limited purchase time are considered useful because "customers will feel happy if they don't buy within a limited purchase".

H1: There is an effect of discounts on trust

4. Security Transactions against trust

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E-commerce customers are still afraid of credit card thieves, the secrets of their personal information being open, and poor network performance. Generally buyers are still unsure that it will be profitable by connecting to the internet, looking for shopping sites, waiting for image downloads, trying to understand how to order something, and then having to fear whether their credit card numbers are taken by hackers. Miyazaki and Fernandez (2001) found that system security is related to the tariff rates of online products purchased by consumers. However, there is no negative relationship between the presence of security and privacy statements and the risks found. Consumers who feel safe about the internet environment as a whole will tend to believe in websites that provide e-commerce services compared to people who feel that the internet is not safe because they are not sure of adequate protection on e-commerce sites (Gefen et al., 2003).
H2: There is an effect of transaction security on trust

5. Time Pressure on trust

Time pressure according to Solomon and Broen (2005) is a pressure on the audit time budget that has been prepared. Time pressure consists of two dimensions, namely time budget pressure and time deadline pressure. The emergence of time dealine press is caused by the need to complete audit tasks based on certain time guidelines, while the emergence of time budget pressures is caused by the amount of time allocated in completing certain audit tasks. In this study, researchers used a time budget pressure that would influence auditor behavior in audit assignments. Kang et al. (2018) have defined time pressure as a condition in which consumers feel lack of time when involved in buying and consuming behavior from the perspective of consumer behavior and subjective psychological state of consumers who feel the poverty of time. Umesh et al. (1989) have found that consumers who are sensitive about the time to buy large quantities of goods at one time to reduce the time they live in the store and the amount of time spent shopping. Trust is the foundation of business. A business transaction between two or more parties will occur if each trusts one another.
H3: There is an effect of time pressure on trust.

6. Transaction security against buying interest

According to Resa and Aulia (2016) in his research defines trust in online shopping sites as consumers' willingness to trust online shopping sites. Trust factors are a key factor in every sale and purchase online. Only customers who have trust and courage will make transactions through internet media. Therefore, if there is no foundation of trust between the seller and the buyer, there will be no transactions in the e-commerce world, let alone knowing if the product being sold and offered by the seller is a pseudo product, in the sense that the product sold is still a shadow of the seller. Safety factor because before making a transaction, consumers are required to create an account first. In making these accounts, users must include personal data in the form of full names, cellphone numbers, e-mails and so on. The requirement to register by including personal information sometimes makes some people reluctant to do so. According to Fransiska (2017), states that buyers have several considerations before deciding to buy a product.
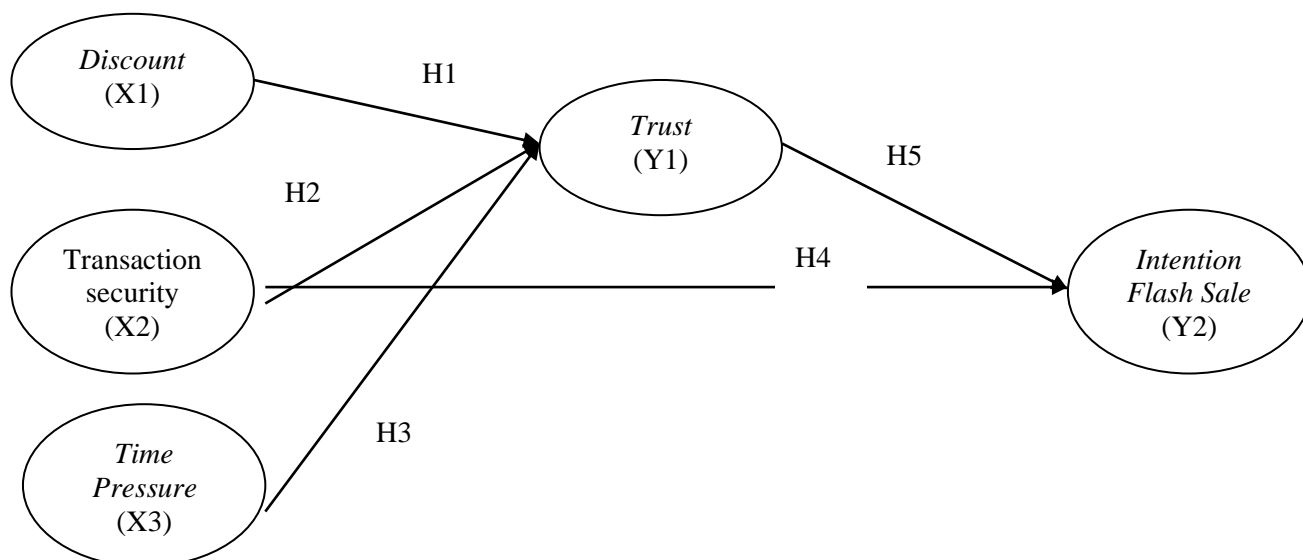**H4: There is an effect of transaction security on buying interest**

7. Trust against buying interest

Ridings et al. (2002) examined the causes and effects of trust in virtual communities. The results of this study explain that trust is a significant predictor of the desire of members of the virtual community to share and obtain information with each other. Attention, openness, and good character can build trust. According to Mohmed at.al (2013) said that this study assumes that "Past Experience" & "Social Presence" are factors that strengthen with "Trust" which increases the intention to buy online. Social Presence represents a social context with the idea of social presence and trust. According to Kotler (1999: 222) consumer behavior determines consumer purchase intentions. Marketers need to focus on consumers' buying intentions. (Ajzen, 2005), said that "buying interest is a state in a person on the dimension of subjective possibility which includes the relationship between the person himself and some actions".
H5: There is a trust effect on buying interest.

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The Concept of Research Model as follows

RESEARCH METHODS
Data collection technique
This research was conducted using survey and interview methods in data collection. Respondents in this study are the general public who use the Shopee application for online shopping activities. The sample selection method in this study was conducted on a non-probability basis with a purposive sampling technique. The purposive sampling or conditional sampling technique is used based on the criteria of sample candidates who have made online purchases with shopee applications who have made a minimum purchase of 2x that will be used as respondents in this study.

The number of users using the Shopee application based on the Google Play Store is 50 million users. To determine the number of respondents, purposive sampling was used.

The sample size is determined by the Slovin formula (Sugiono, 2010), as follows:

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

Information :
n = Sample size
N = population size
e^2 = Percentage of inaccuracy due to sampling errors that are still tolerated is 10%.

From the existing population, with the level of leeway inaccuracy of 10%, then using the Slovin formula obtained a sample size of 99.99 or 100 respondents. Taking the number of samples 100 because of anticipating respondents who did not return the questionnaire.

Data analysis technique
Data analysis was performed using Regression Analysis using the SPSS program (Sugiyono, 2010), which consisted of:
a. Simple Regression Analysis
   The collected data is tabulated and then classical assumption tests will be carried out as a prerequisite for regression analysis.
b. Normality test

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To find out whether the residuals studied are normally distributed or not, a normality test is carried out. Using the Kolmogorov Smirnov method. The standardized residual value curve is said to spread normally if the value of Kolmogorov Smirnov Z <Ztabel or value of Asymp. Sig. (2-tailed)>α.

c. Multicollinearity Test

To determine the presence or absence of multicollinearity between variables, a multicollinearity test was conducted. If the regression equation contains symptoms of multicollinearity, it means that there is a correlation (near perfect) between independent variables. According to Algifari (2000) if the value of Variance Inflation Factor (VIF) is not more than 10, this indicates that there is no symptom of multicollinearity which means there is no relationship between independent variables. In addition to using VIF values can also be seen by the magnitude of the correlation coefficient between the independent variables, if not less than 0.5, the model does not contain elements of multicollinearity.

d. Heteroscedasticity Test

To find out the existence of variable variants in a model that is not constant (constant), heteroscedasticity tests are carried out. To detect the presence or absence of heterokesdasticity symptoms in this study used the Glejser method. Heterokesdasticity symptoms are shown by regression coefficients of each independent variable to the absolute value of the residue (e), if the probability value> alpha value (0.05), then the model does not contain elements of heterkesdasticity.

e. Regression Analysis

Multiple linear regression analysis with the SPSS program produces:
  1) Model Summary Table
  2) ANOVA Table
  3) Table Coefficiens
     The equation formed:
  $Y = ß_0 + ß_1X_1$ (1)

RESULTS AND DISCUSSION
Results
Normality test
Table 1. Normality Test of the Kolmogorov-Smirnov Method

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.27981329
Most Extreme Differences	Absolute	.111
	Positive	.060
	Negative	-.111
Kolmogorov-Smirnov Z		1.111
Asymp. Sig. (2-tailed)		.169

a. Test distribution is Normal.
b. Calculated from data.
Source: Data processed, 2019

Can be seen in table 1. Asymp Value. Sig. (2-tailed) has a value of 0.169 with. The data requirements are normal if the alpha value (0.05) is smaller than the asymp value. sig. seen from the table above, then the data can be said to be normal.

Multicollinearity Test
Table 2. Variable Discount, Security Multicollinearity Test, Timpe Pressure Against Trus

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.111	.977		-.113	.910		
	DISKON	.120	.043	.198	2.817	.006	.828	1.207
	KEAMANAN	.635	.079	.593	8.030	.000	.752	1.330
	TIME	.098	.045	.160	2.203	.030	.780	1.282

a. Dependent Variable: TRUST
Source: Data processed, 2019
Table 3. Security Variable Multicollinearity Test Against Trus

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.048	2.024		5.952	.000		
	KEAMANAN	.851	.169	.453	5.030	.000	1.000	1.000

a. Dependent Variable: MINAT
Source: Data processed, 2019
Table 4. Variable Multicollinearity Test of Trusts Against Interest

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.946	1.492		5.996	.000		
	TRUST	1.178	.131	.671	8.961	.000	1.000	1.000

a. Dependent Variable: MINAT
Source: Data processed, 2019
Judging from tables 2, 3 and 4 above, it can be seen that the VIF values of all variables not greater than 10 means that there are no symptoms of multicolinerity.

Heteroscedasticity Test
Table 5. Heteroscedasticity Test of Variables Discount, Security and Time Pressure on A BRESID

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.385	.597		2.321	.022
	DISKON	-.041	.026	-.172	-1.578	.118
	KEAMANAN	.076	.048	.180	1.569	.120
	TIME	-.033	.027	-.137	-1.217	.227

a. Dependent Variable: ABRESID
Source: Data processed, 2019
Table 6. Security Variable Heteroscedasticity Test for ABRESID

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.515	1.286		1.955	.053
	KEAMANAN	-.005	.108	-.005	-.049	.961

a. Dependent Variable: ABRESID
Source: Data processed, 2019

Table 7. Heteroscedasticity of Variable Trust Tests for ABRESID

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.417	.963		2.511	.014
	TRUST	-.036	.085	-.043	-.423	.673

a. Dependent Variable: ABRESID
Source: Data processed, 2019

From tables 5, 6 and 7 above, the probability value is greater than the alphabet value (0.05), so that in this research model does not contain heteroscedasticity elements.

Test F

Table 8. Test F Variables Discount, Security and Time Pressure on trusts

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	249.956	3	83.319	49.327	.000^a
	Residual	162.154	96	1.689		
	Total	412.110	99			

a. Predictors: (Constant), TIME, DISKON, KEAMANAN
b. Dependent Variable: TRUST
Source: Data processed, 2019

From the results of the F test in this study, the calculated F value is 49,327 with a significance number (P value) of 0,000. With a significance level of 95% (α = 0.05). The number of significance (P value) is 0,000 <0,05. Or by looking at the value F, the condition is accepted if F Count> from F Table. It can be seen that in calculating the value of F Calculate is 49,327 and the F value of Table is 2,699 which means F Calculate> from F Table or 49,327> 2,699. On the basis of these comparisons, H0 is rejected or means the variable discount, security and time pressure have a significant effect jointly on the trust variable.

Table 9. Test F Security Variables for interest

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260.371	1	260.371	25.298	.000^a
	Residual	1008.629	98	10.292		
	Total	1269.000	99			

a. Predictors: (Constant), KEAMANAN

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ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260.371	1	260.371	25.298	.000^a
	Residual	1008.629	98	10.292		
	Total	1269.000	99			

a. Predictors: (Constant), KEAMANAN

b. Dependent Variable: MINAT

Source: Data processed, 2019

From the results of the F test in this study, the calculated F value is 25,298 with a significance number (P value) of 0,000. With a significance level of 95% (α = 0.05). The number of significance (P value) is 0,000 <0,05. Or by looking at the value F, the condition is accepted if F Count> from F Table. It can be seen that in calculating the value of F Calculate is 25,298 and the value of F Table is 3,938 which means F Count> from F Table or 25,298> 3,938. On the basis of these comparisons, H0 is rejected or means that the security variable has a significant influence together on the variables of interest.

Table 10. Test F Trust variables for interest

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	571.488	1	571.488	80.294	.000^a
	Residual	697.512	98	7.117		
	Total	1269.000	99			

a. Predictors: (Constant), TRUST

b. Dependent Variable: MINAT

Source: Data processed, 2019

From the results of the F test in this study, the calculated F value is 80,294 with a significance number (P value) of 0,000. With a significance level of 95% (α = 0.05). The number of significance (P value) is 0,000 <0,05. Or by looking at the value F, the condition is accepted if F Count> from F Table. It can be seen that in calculating the value of F Calculate is 80,294 and the value of F Table is 3,938 which means F Calculate> from F Table or 80,294> 3,938. On the basis of these comparisons, H0 is rejected or means that the trust variable has a significant effect jointly on the variables of interest.

Regression Test

Table 11. Regression Test of Variables Discounts, Security and Time Pressure on trusts

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.111	.977		-.113	.910
	DISKON	.120	.043	.198	2.817	.006
	KEAMANAN	.635	.079	.593	8.030	.000
	TIME	.098	.045	.160	2.203	.030

a. Dependent Variable: TRUST

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Source: Data processed, 2019
Based on table 11, we get the following multiple linear regression equation:
Y = -0,111 + 0,120 Discount + 0,635 Security + 0,098 Time Pressure + e

Table 12. Regression testing Security variables for interest

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.048	2.024		5.952	.000
	KEAMANAN	.851	.169	.453	5.030	.000

a. Dependent Variable: MINAT

Source: Data processed, 2019
Based on table 12, we get the following multiple linear regression equation:
Y = 12,048 + 0,851 Security + e

Table 13. Regression testing Trust variables for interest

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.946	1.492		5.996	.000
	TRUST	1.178	.131	.671	8.961	.000

a. Dependent Variable: MINAT

Source: Data processed, 2019
Based on table 13, we find the following multiple linear regression equation:
Y = 8,946 + 1,178 Trust + e

Discussion

H1: Discounts have a significant effect on Trusts.
The statement of the first hypothesis that discounts have a significant effect on proven trusts. This can be indicated by a significance value (P Value) of 0.006 which is smaller than 0.05 and a regression coefficient of 0.120. This is because consumers are more likely to want a discount at any time on the shoppe application so that consumers will prefer the desired product.

H2: Security Transactions have a significant effect on Trusts.
The statement of the second hypothesis that the security of transactions has a significant effect on proven trusts. This can be indicated by a significance value (P Value) of 0,000 smaller than 0.05 and a regression coefficient of 0.635. This transaction security is very important in buying and selling online, if the security in the application is not strong, then consumers will not believe in the application.

H3: Time pressure has a significant effect on trust.
The third hypothesis statement that time pressure has a significant effect on proven trusts. This can be indicated by a significance value (P Value) of 0.030 which is smaller than 0.05 and the regression coefficient value is 0.098. This is because consumers feel familiar with the time pressure provided by the shoppe application.

H4: Transaction security has a significant effect on interest.
The statement of the fourth hypothesis that transaction security has a significant effect on proven interest. This can be indicated by a significance value (P Value) of 0,000 smaller than 0.05 and a regression coefficient of 0.851. This is because consumers feel confident about the security of transactions in the shoppe application.

H5: Security trust has a significant effect on interest.

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The statement of the fifth hypothesis that transaction trust has a significant effect on proven interest. This can be indicated by a significance value (P Value) of 0,000 smaller than 0.05 and a regression coefficient of 1.178. This is because consumers feel they already believe in shoppe applications that have good testimonials than buyers.

CONCLUSION

Based on the results of the research and discussion above, then in this study it can be concluded that the discount has a significant effect on trust. Transaction security has a significant effect on trust. Time pressure has a significant effect on trust. Transaction security has a significant effect on buying interest. Trust has a significant effect on interest.

SUGGESTION

Based on the conclusions obtained, the suggestions put forward are to increase buying interest by conducting attractive promotions to consumers that are more attractive in the shoppe application. Product quality by telling consumers that products in the Shoppe application are more reliable.

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