



Analysis of Factors Influencing the Decision to Purchase Fruit and Vegetable Products Via Online Shops

Rahmawati Setiyani^{1*}, Sugeng Edi Waluyo², Istining Rahmadhani³

Universitas Duta Bangsa Surakarta

Corresponding Author : Rahmawati Setiyani rahmawati_setiyani@udb.ac.id

ARTICLE INFO

Keywords: Buying Decision,
Fruit, Online Shop, Vegetable

Received : 4 December 2025

Revised : 20 January 2026

Accepted: 22 February 2026

©2026 Setiyani, Waluyo, Rahmadhani:

This is an open-access article distributed
under the terms of the [Creative
Commons Attribution 4.0 International](#).



ABSTRACT

The presence of technology in people's lives has brought changes in people's lifestyles that are increasingly modern and practical. People have become accustomed to shopping online. Fruit and vegetable product are one type of product that can be offered through online shops. Consumers search for relevant information regarding various product preferences. Therefore, further research is needed into the factors influencing fruits and vegetable purchasing decisions through online shops. This study used primary data. The study involved 100 research samples. The study employed several data analysis techniques, including validity and reliability testing, classical assumption testing, multiple linear regression analysis, the t-test and the coefficient of determination. Multiple linear regression analysis was used to examine the effect of the independent variables (security, convenience, information quality, trust and risk perception) on the dependent variable (purchase decision). The findings showed that most respondent were aged 20 until 30 years old, female, had completed a high school education, and used the internet for 2 until 5 hours per day. The results further revealed that security, convenience, information quality, trust and risk perception positively influenced the decision to purchase fruit and vegetable products via online shops

INTRODUCTION

The era of globalization provides various conveniences for society. Technological developments have touched various fields, including the business sector, and have become an important part of business sustainability (Younus et al., 2023). The presence of technology in people's lives has brought about changes in people's lifestyles, making them increasingly modern and practical. The internet penetration rate in Indonesia has increased by 79,5%, resulting in 221.563.479 internet connected residents (Komdigi, 2024). One strategic step taken by business actors is to conduct online sales. The agricultural sector is one sector that has been significantly impacted by technological advances. Horticultural crops are a type of plant that contributes to the development of the agricultural sector. Agricultural products have the potential to be marketed online, including horticultural commodity products, namely fruit and vegetable products. The average Indonesian person consumes 81,14 grams of fruit/capita/day or 54,09% of the minimum nutritional adequacy limit set by the World Health Organization (WHO) (Kemenko Perekonomian, 2022). In Indonesia, fruit crop production in 2022 reached 27.712.183 tons (Badan Pusat Statistik, 2023). The increasing population growth in Indonesia and increasing public awareness of the importance of nutritional value of food through healthy food has made vegetables one of the commodities in demand (Septiadi & Nursan, 2020). Eating fruit and vegetables has become a habit that contributes to a healthy lifestyle. People are starting to include more of these foods in their diets to ensure they get all the nutrients they need to stay healthy.

Online markets can help entrepreneurs to market their products and make it easier for consumers to meet their needs by conducting online transactions. Online markets have become part of people's lifestyles as they offer consumers a practical and time-efficient way to meet their needs. Furthermore, consumers are attracted by various online sales promotions, such as discounts and free shipping. Many previous studies have discussed trends in social media marketing research, but few have addressed the topic of digital marketing and consumer behavior (Sudirjo et al., 2023). People have become accustomed to online shopping due to its convenience (Frahianti et al., 2024). Online shops make it easier for consumers to shop without wasting time and provide convenience (Masturoh et al., 2023). Online shopping increasingly requires consumers to see a wider selection of products offered through e-commerce or online shop websites. E-commerce is a trade or business process that involves the transaction of goods and services using electronic media (Raharja et al., 2022). Fruits and vegetable products are one type of product offered through online shops. Many entrepreneurs are currently increasing their market share by selling fruit and vegetables through online stores. However, selling these products online presents its own challenges due to their perishable nature. Consumers expect high-quality, undamaged produce, so entrepreneurs strive to provide the best possible products and services. Consumers will search for relevant information related to various product preferences to be purchased, conduct evaluations, and make choices. Therefore, further research is needed to examine the factors influencing consumers' decisions to buy fruit and vegetables online.

This study's novelty lies in its specific focus on purchase decisions relating to fruit and vegetable products in online retail settings. The aim of this research is to analyze the factors that influence consumers' decisions to buy fruit and vegetables online.

LITERATURE REVIEW

The development of digital technology has significantly transformed consumer behavior and business practices. According to Kominfo data, internet usage in Indonesia continues to increase, encouraging people to adopt more practical lifestyles, including online shopping. Technological advancements have become an important driver of business sustainability and innovation in modern markets. Research by Younus et al. (2023) explains that government policies and digital systems play a role in improving consumer experiences in online transactions and strengthening the development of e-commerce.

Online shopping has become part of everyday life because it offers efficiency, accessibility, and convenience. Studies by Frahyanti et al. (2024) and Masturoh et al. (2023) show that consumers increasingly prefer online stores because they save time and provide easy access to various products. E-commerce platforms also allow consumers to compare products, prices, and services more easily before making purchasing decisions (Raharja et al., 2022). In the agricultural sector, these developments open new opportunities for marketing perishable products such as fruits and vegetables through digital platforms.

Consumer purchasing decisions in online environments are influenced by several important factors. Security is one of the main considerations in online transactions. Arda and Hasoloan (2021) found that transaction security significantly affects consumer willingness to purchase products online. Consumers expect their personal data and financial information to be protected during online transactions. Similarly, Mantara and Yulianthini (2022) explain that strong security systems increase consumer confidence and encourage repeat purchases.

Convenience also plays a crucial role in shaping online purchasing behavior. Easy access to platforms, simple payment systems, and efficient delivery services make online shopping attractive for consumers. Digital platforms, including social media, also influence consumer perceptions and purchasing behavior (Putri & Rahayu, 2025). When consumers perceive online systems as easy to use, they are more likely to adopt them and make purchases.

Another important factor is information quality. Consumers rely heavily on clear and accurate product information when shopping online. According to Imelda et al. (2025), digital marketing strategies that provide detailed and reliable information can increase consumer satisfaction and influence purchasing decisions. Product descriptions, prices, quality details, and packaging information help consumers evaluate products before purchasing.

Trust is also a key determinant in online shopping decisions. Consumers are more willing to buy when they trust the seller, the platform, and the transaction system. Previous studies show that trust encourages repeat purchases and long-term relationships between consumers and online sellers

(Mantara & Yulianthini, 2022). Without trust, consumers may hesitate to complete transactions.

Risk perception is another factor influencing consumer behavior. Wati and Rijali (2024) explain that consumers often evaluate potential risks before making online purchases, such as product quality, delivery problems, or financial security. These perceptions are shaped by internal factors such as attitudes and experiences, as well as external factors such as social influence and environmental conditions.

In the context of fruit and vegetable consumption, demand continues to grow due to increasing public awareness of healthy lifestyles. Data from Badan Pusat Statistik shows that fruit production in Indonesia remains high, indicating strong market potential. At the same time, government initiatives encourage higher consumption of fruits and vegetables to support national nutrition goals (Kemenko Perekonomian, 2022). Septiadi and Nursan (2020) also note that vegetable commodities have significant economic value and can improve farmers' income.

Overall, previous studies indicate that technological development, consumer trust, information quality, perceived risk, and convenience play major roles in shaping online purchasing decisions. However, research specifically focusing on fruit and vegetable purchasing behavior in online marketplaces remains limited. Therefore, further study is needed to better understand the factors that influence consumers' decisions to purchase horticultural products through online shops.

METHODS

This study employs primary data. These data were collected from respondents living in Surakarta City. Surakarta was selected as the research site because it represents one of the regions in Central Java with a high level of internet penetration. Stable and affordable internet access encourages people to become more active in using digital platforms, including for shopping for daily necessities like fruits and vegetables. As many as 73.5% of teenagers in Surakarta City use the internet for more than four hours per day (Mareta et al., 2020). A structured questionnaire consisting of 30 questions was used to collect data on the factors influencing consumers' decisions to purchase fruit and vegetables through online shops. Measurements were taken using a Likert scale. This study's population consisted of individuals residing in Surakarta City who had previously purchased fruit and vegetable products online. A total of 100 respondents were selected for the study using non-probability sampling. Purposive sampling was employed to select participants based on specific criteria relevant to the study's objectives. One of these criteria was living in Surakarta City, actively using social media and having experience of purchasing fruit and vegetable products online.

The data analysis techniques employed in this study included validity and reliability testing, as well as classical assumption tests consisting of normality, heteroscedasticity and multicollinearity assessments. Multiple linear regression analysis, the coefficient of determination and t-tests were also used. Multiple

linear regression analysis was applied to examine the influence of the independent variables (security, convenience, information quality, trust and risk perception) on the dependent variable (purchase decision). The multiple regression model used in this study is expressed as follows:

RESULTS AND DISCUSSION

This study involved 100 respondents. Respondent characteristics represent the socioeconomic status of the respondents, as determined during the course of the study. Respondent characteristics are important in this study because the different characteristics of each respondent can influence their assessment of the responses to the research questions. Key characteristics of the respondents to be determined include age, gender, level of education, type of employment, monthly income and time spent using the internet daily. Table 1 summarises these characteristics.

Table 1. Respondent Characteristics

Characteristics	Amount	Percentage
Age (Year)		
< 20	17	17
20-30	53	53
30-40	12	12
40-50	13	13
>50	5	5
Total	100	100
Gender		
Female	63	63
Male	37	37
Total	100	100
Education Level		
High school graduates	57	57
Undergraduate (S1)	23	23
Master Degree (S2)	16	16
Doctoral Degree (S3)	4	4
Total	100	100
Duration of Internet Access (Hours per day)		
1 - 2	13	13
2 - 5	44	44
5 - 10	31	31
> 10	12	12
Total	100	100

(Source: Primary Data Analysis, 2025)

Based on the study's findings, 53% of the respondents were aged 20 until 30 years old. This age group represents a young, productive age group. People of productive age generally possess strong thinking and decision-making skills. This productive age group is active in online shopping (Hasibuan et al., 2025). The research results show that the respondents were predominantly female 63%.

Within household women generally play a role in shopping for household needs. Women also play a role in improving family health (Chairani, 2020). The highest educational level of the study respondents was high school, at 57%. Adequate education can improve an individual's mindset, enabling them to more readily accept advances in technology and information. Education is a conscious effort to develop personality and abilities, the higher a person's education, the greater the abilities they acquire (Khanif & Mahmudiono, 2023). Respondents spent 2 until 5 hours on the internet each day, with 44% reporting a higher amount of time spent online. These findings suggest that the respondents had adequate internet access to engage in online shopping. Technological advancements influence consumer shopping practices, including access to e-commerce platforms and online shopping applications (Hasibuan et al., 2025).

Validity and Reliability Testing

Validity testing is used to evaluate the accuracy and reliability of questionnaires completed by respondents. The validity of each item is evaluated by comparing the calculated r-value with the critical r-value in the table. The table r-value is determined using $df = N - 2$. For 100 respondents, for example, $df = 100 - 2 = 98$, yielding $r(0.05; 98) = 0.1966$. An item is considered valid if the calculated r-value is greater than the value in the table. The results of the validity assessment are summarises in Table 2. Based on these results, all measurement instruments are confirmed to meet the validity criteria.

Table 2. Validity Test

Indicator Code	r count	r table	Information
Y1	0,683	0,1966	Statistically valid
Y2	0,407	0,1966	Statistically valid
Y3	0,546	0,1966	Statistically valid
Y4	0,673	0,1966	Statistically valid
Y5	0,672	0,1966	Statistically valid
X1.1	0,725	0,1966	Statistically valid
X1.2	0,601	0,1966	Statistically valid
X1.3	0,698	0,1966	Statistically valid
X1.4	0,761	0,1966	Statistically valid
X1.5	0,754	0,1966	Statistically valid
X2.1	0,625	0,1966	Statistically valid
X2.2	0,696	0,1966	Statistically valid
X2.3	0,548	0,1966	Statistically valid
X2.4	0,663	0,1966	Statistically valid
X2.5	0,772	0,1966	Statistically valid
X3.1	0,608	0,1966	Statistically valid
X3.2	0,581	0,1966	Statistically valid
X3.3	0,722	0,1966	Statistically valid
X3.4	0,684	0,1966	Statistically valid
X3.5	0,732	0,1966	Statistically valid
X4.1	0,717	0,1966	Statistically valid
X4.2	0,651	0,1966	Statistically valid
X4.3	0,731	0,1966	Statistically valid
X4.4	0,699	0,1966	Statistically valid
X4.5	0,683	0,1966	Statistically valid
X5.1	0,598	0,1966	Statistically valid
X5.2	0,694	0,1966	Statistically valid
X5.3	0,644	0,1966	Statistically valid
X5.4	0,637	0,1966	Statistically valid
X5.5	0,770	0,1966	Statistically valid

(Source: Primary Data Analysis, 2025)

Reliability is a measure of the consistency of respondents' answers (Hasibuan et al., 2025). Reliability testing evaluates the consistency and dependability of a data collection instrument. In this study, the Cronbach's alpha

method was used. An instrument is considered reliable if its alpha value exceeds 0.60. The results of the reliability analysis are presented in Table 3. As can be seen in Table 3, all variables have a Cronbach's alpha value greater than 0.60, indicating that all instruments are reliable.

Table 3. Reliability Test

Variable	Cronbach Alpha	Standard Coefficient	Information
Buying decision (Y)	0,734	0,60	Reliable
Security (X1)	0,780	0,60	Reliable
Convenience (X2)	0,763	0,60	Reliable
Information Quality (X3)	0,763	0,60	Reliable
Trust (X4)	0,776	0,60	Reliable
Risk Perception (X5)	0,766	0,60	Reliable

(Source: Primary Data Analysis, 2025)

Results of the Classical Assumption Test

Normality Test

A normal probability plot was used to assess whether the residuals in the regression model follow a normal distribution. Both the t-test and the F-test make the assumption that the residuals follow a normal distribution. The test results indicated an Asymp. Sig. value of 0.064, which is greater than the critical value of 0.05. This suggests that the regression model satisfies the normality assumption. The results of the normality test are summarised in Table 4.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1,01855967
Most Extreme Differences	Absolute	0,086
	Positive	0,086
	Negative	-0,051
Test Statistic		0,086
Asymp. Sig. (2-tailed)		,064 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

(Source: Primary Data Analysis, 2025)

Heteroscedasticity Test

As part of the classical assumption analysis, the heteroscedasticity test was conducted using a scatter plot. The plot shows that the data points are randomly distributed and exhibit no discernible pattern. This suggests that the regression model in this study is homoscedastic, meaning that the variance of the residuals

is constant across observations. Figure 1 illustrates the results of the heteroscedasticity test.

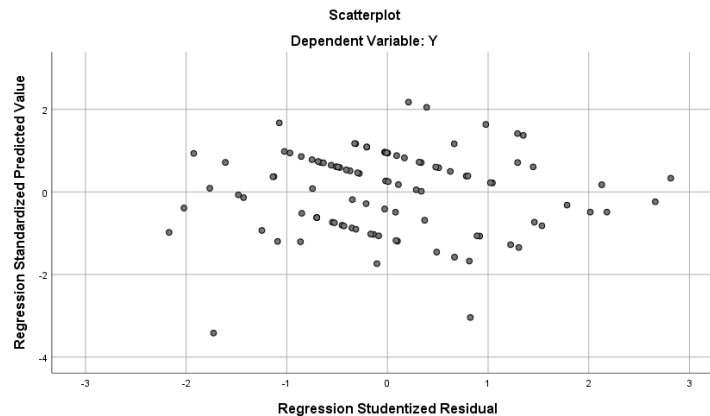


Figure 1. Heteroscedasticity Test Results
Source: Primary Data Analysis, 2025

Multicollinearity Test

The results of the multicollinearity test indicate that the regression model is free from multicollinearity. This is demonstrated by VIF values below 10 and tolerance values above 0.1. The findings of the test are presented in Table 5.

Table 5. Multicollinearity Test Results

Model	Unstandardized Coefficients	Collinearity Statistic	VIF
		Tolerance	
1	(Constant)		
	Security (X1)	0,418	2,39
	Convenience (X2)	0,641	1,559
	Information Quality (X3)	0,479	2,086
	Trust (X4)	0,436	2,292
	Risk Perception (X5)	0,406	2,461

a. Dependent Variable: Buying decision (Y)
(Source: Primary Data Analysis, 2025)

Multiple Linear Regression Analysis

This study used a multiple linear regression model to analyze the impact of security, convenience, information quality, trust and perceived risk on consumers' decisions to purchase goods online. The outcomes of the analysis are presented in Table 6.

Table 6. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,546	1,009		3,515	0,001
	Security (X1)	0,151	0,067	0,205	2,239	0,028
	Convenience (X2)	0,138	0,062	0,164	2,218	0,029
	Information Quality (X3)	0,163	0,074	0,187	2,188	0,031
	Trust (X4)	0,178	0,074	0,215	2,401	0,018
	Risk Perception (X5)	0,183	0,074	0,229	2,459	0,016

a. Dependent Variable: Buying decision (Y)
(Source: Primary Data Analysis, 2025)

The following equation for the influence of brand awareness on perceived quality is obtained by examining the regression model: $Y = 3,546 + 0,151X1 + 0,138X2 + 0,163X3 + 0,178X4 + 0,183X5$. Based on the various variables in the regression equation, the following interpretation can be provided:

A constant value of 3.546 means that the predicted purchase decision is 3.546 when all the independent variables are set to zero. Security has a positive impact on purchase decisions, with a regression coefficient of 0.151. This implies that an increase of one unit in security is associated with a corresponding increase in the predicted purchase decision of 0.151, provided that all the other independent variables remain constant. The study's findings indicate that security positively influences online fruit and vegetable purchasing decisions. Higher levels of security significantly increase online purchasing decisions. These findings align with previous research that found security significantly influences online consumer purchasing decisions on Lazada (Arda & Hasoloan, 2021). When shopping online, consumers are faced with transaction security challenges, so businesses must protect transaction security and consumer personal data to achieve a competitive advantage (Mantara & Yulianthini, 2022). Security is a key consideration for consumers when making online purchases. Ensuring the security of personal data during transactions and product delivery will encourage consumers to buy fruit and vegetables online.

Convenience has a positive influence on purchasing decisions, as indicated by a regression coefficient of 0.138. This suggests that an increase in convenience by one unit is associated with an increase in purchasing decisions by 0.138, provided that all other independent variables remain constant. Research results indicate that convenience positively influences the decision to purchase fruit and vegetables online. Higher convenience, higher online purchasing decisions. In an era of rapid technological advancement, digital platforms have become a crucial tool in shaping consumer behavior, particularly through social media (Putri &

Rahayu, 2025). Convenience reflects a feeling of trust in a system or product that is perceived as easy to use to achieve desired goals. The ease of use of a system or product can be seen from the frequency of use (Mantara & Yulianthini, 2022). The ease of transaction significantly influences online purchasing decisions. For consumers, the convenience of online shopping for fruit and vegetables is a key consideration. Shopping for fruit and vegetables online offers greater convenience and savings in terms of time and energy.

Information quality has a positive impact on purchasing decisions, with a regression coefficient of 0.163. This indicates that a one-unit increase in information quality is associated with a 0.163-unit increase in purchasing decisions, provided that all other independent variables remain constant. The research findings indicate that information quality positively influences online fruit and vegetable purchasing decisions. Higher information quality increases online purchasing decisions. High-quality information provides consumers with comprehensive and relevant information, which can improve online purchasing decisions. Digital marketing is a crucial strategy in modern marketing, increasing brand awareness, expanding reach, and supporting customer satisfaction (Imelda et al., 2025). The quality of information about products and services will be a key consideration for consumers. They need information about the fruit and vegetables on sale, such as price, quality, shelf life, net weight and packaging.

Trust has a positive influence on purchasing decisions, as evidenced by a regression coefficient of 0.178. Assuming all other independent variables remain constant, this indicates that a one-unit increase in trust corresponds to a 0.178 increase in purchasing decisions. The study's findings indicate that trust positively influences online fruit and vegetable purchasing decisions. Higher trust increases online purchasing decisions. These findings align with previous research that found trust significantly influences online purchasing decisions in Semarang. Trust is a mental state influenced by a person's situation and social context (Mantara & Yulianthini, 2022). Trust in sellers also influences consumers' decisions to purchase fruit and vegetables online. Those who trust a seller are more likely to make repeat purchases.

Risk perception has a positive effect on purchasing decisions, with a regression coefficient of 0.183. Assuming that all the other independent variables remain constant, this indicates that an increase in risk perception of one unit is associated with an increase in purchasing decisions of 0.183 units. The study's findings indicate that risk perception positively influences the decision to purchase fruit and vegetable products through online stores; as risk perception increases, so does the likelihood of making a purchase online. This result is in line with previous research that there is a significant influence of risk perception on purchasing decisions in student users of e-commerce Shopee at the Tabalong College of Administrative Sciences (Wati & Rijali, 2024). Risk perception is the uncertainty experienced by consumers that fosters subjective confidence in a decision they will take. The factors that influence an individual's perception can be categorized as either internal or external. Internal factors include emotions, attitudes, personality, biases, desires, aspirations, attention, learning processes, physical condition, mental health, appreciation, values, needs, interests, and

motivations. Examples of external factors include family background, acquired knowledge, the surrounding environment, needs, the intensity and scale of actions or movements, and resistance.

t-Test

This partial test examines the effect of each independent variable on the dependent variable. The results of the study indicate that security positively influences the decision to purchase fruit and vegetable products from online shops. Similarly, convenience positively impacts online purchasing decisions for these products. The quality of information also has a positive effect on the decision to purchase these products online. Both trust and perceived risk positively influence the decision to purchase these products through online stores.

Coefficient of Determination Analysis

Analysis of the coefficient of determination yielded a value of 0.653. This indicates that the independent variables account for 65.3% of the variance in the dependent variable. The remaining 34.7% is explained by factors not included in this study. The results of the analysis are presented in Table 7.

Table 7. Coefficient of Determination Analysis

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,819 ^a	0,670	0,653	0,85682

a. Predictors: (Constant), X5, X2, X3, X4, X1

b. Dependent Variable: Y

(Source: Primary Data Analysis, 2025)

CONCLUSIONS AND RECOMMENDATIONS

The findings showed that most respondent were aged 20 until 30 years old, female, had completed a high school education, and used the internet for 2 until 5 hours per day. Furthermore, the findings reveal that security positively influences the decision to purchase fruit and vegetable products from online shops. Convenience also positively affects online purchasing decisions for these products. Similarly, information quality positively impacts the decision to buy fruit and vegetable products online. Trust demonstrates a positive influence on online purchase decisions, and perceived risk likewise positively affects the decision to purchase fruit and vegetable products through online channels.

Based on the conclusions of the research, the following recommendations are made: academics conducting research on similar topics can use this study as a reference. However, to ensure that future research can produce more realistic results, further research should include additional variables beyond those included in this study. Agribusinesses should maintain and improve customer service relating to trust, convenience, perceived risk, information quality and security, since these factors significantly influence online consumer purchasing decisions. These include: improving the security of online sales and enhancing the reputation of online sales through websites will encourage consumers to purchase online.

FURTHER STUDY

The following limitations apply to this study:

1. The primary data, obtained from 100 respondents, was based solely on a questionnaire. Therefore, there may be differences between respondents' perceptions and their actual answers, and the situation they experienced.
2. This study only used closed questions, forcing respondents to provide answers based on the given options.

ACKNOWLEDGMENT

The research team would like to thank LPPM at Universitas Duta Bangsa Surakarta, the Faculty of Science and Technology, the Agribusiness Study Programme and all the respondents who helped with this research project. This research was financially supported by a 2025 Internal Research Grant from Universitas Duta Bangsa Surakarta. We hope that this research will contribute to advancing the Indonesian business and education sectors.

REFERENCES

- Arda, S., & Hasoloan, A. (2021). Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen Secara Online pada Shop Lazada. *Jurnal Bisnis Corporate*, 6(1).
- Badan Pusat Statistik. (2023). Produksi Tanaman Buah-buahan, 2023. *Produksi Tanaman Buah-Buahan, 2023*. <https://www.bps.go.id/id/statistics-table/2/NjIjMg==/produksi-tanaman-buah-buahan.html>
- Chairani, I. (2020). Dampak Pandemi Covid-19 Dalam Perspektif Gender Di Indonesia. *Jurnal Kependudukan Indonesia*, 2902, 39. <https://doi.org/10.14203/jki.v0i0.571>
- Frahyanti, F., Syafi, M. A., & Devi, H. S. (2024). Analisis Faktor-Faktor Yang Menyebabkan Konsumen Memilih Belanja Online Store Daripada Offline Store. 3(1), 42-49.
- Hasibuan, A., Syahriza, R., & Padli, I. (2025). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen dalam Industri Fashion melalui Media Sosial. *Journal of Economics and Management Scinties*, 7(4), 606-614. <https://doi.org/10.37034/jems.v7i4.194>
- Imelda, S., Huwaida, H., & Amelia, R. (2025). The Influence of Personal Selling , Digital Marketing , and Perceived Value on Student Satisfaction with Service Quality as a Moderation Variable at State Polytechnic of Banjarmasin. *Jurnal Multidisiplin Madani (MUDIMA)*, 5(8), 781-791.
- Kemenko Perekonomian. (2022). Terus Dorong Peningkatan Konsumsi Buah Nusantara, Pemerintah Gelar Kembali Gelar Buah Nusantara (GBN) ke-7 Tahun 2022. Terus Dorong Peningkatan Konsumsi Buah Nusantara, Pemerintah Gelar Kembali Gelar Buah Nusantara (GBN) Ke-7 Tahun 2022. <https://www.ekon.go.id/publikasi/detail/4450/terus-dorong-peningkatan-konsumsi-buah-nusantara-pemerintah-gelar-kembali-gelar-buah-nusantara-gbn-ke-7-tahun-2022>

- Khanif, A., & Mahmudiono, T. (2023). Hubungan Tingkat Pendidikan terhadap Pengetahuan pada Pedagang Tahu Putih tentang Kandungan Formalin di Pasar Tradisional Kota Surabaya. *Media Gizi Kesmas*, 12(1), 118-124.
- Komdigi. (2024). Siaran Pers No. 80/HM/KOMINFO/01/2024 tentang Pengguna Internet Meningkat, Kominfo Galang Kolaborasi Tingkatkan Kualitas Layanan. Siaran Pers No. 80/HM/KOMINFO/01/2024 Tentang Pengguna Internet Meningkat, Kominfo Galang Kolaborasi Tingkatkan Kualitas Layanan.
<https://www.komdigi.go.id/berita/pengumuman/detail/siaran-pers-no-80-hm-kominfo-01-2024-tentang-pengguna-internet-meningkat-kominfo-galang-kolaborasi-tingkatkan-kualitas-layanan>
- Mantara, M. A., & Yulianthini, N. N. (2022). Faktor-Faktor yang Menentukan Keputusan Pembelian Secara Online di Bukalapak pada Mahasiswa Fakultas Ekonomi UNDIKSHA. *Prospek: Jurnal Manajemen Dan Bisnis*, 4(2), 168-177.
- Mareta, H. R., Hardjono, H., Syifa, L., & Agustina, S. (2020). Dampak Pola Komunikasi Keluarga Laissez-Faire Terhadap Kecanduan Internet Pada Remaja di Kota Surakarta. 5(1), 44-53.
- Masturoh, F., Isyanto, P., & Sumarni, N. (2023). Faktor-Faktor Yang Mempengaruhi Perilaku Belanja Online Mahasiswa Universitas Buana Perjuangan Karawang. 4(5), 6174-6182.
- Putri, E. S. S., & Rahayu, Y. S. (2025). The Influence of Influencer Marketing and User Generated Content on Skintific Brand Awareness Among Generation Z '. *Jurnal Multidisiplin Madani (MUDIMA)*, 5(9), 946-954.
- Raharja, M. F., Yuliana, M. E., Duta, U., & Surakarta, B. (2022). Teknologi Informasi Sebagai Sarana Komunikasi Penjual Kepada Pembeli di Platform E-Commerce. *Jurnal Ekonomi Teknologi & Bisnis (JETBIS)*, 1(3), 131-134.
- Septiadi, D., & Nursan, M. (2020). Optimasi Produksi Usaha Tani Sebagai Upaya Peningkatan Pendapatan Petani Sayuran di Kota Mataram. *AGRIFO*, 5(2), 7-96.
- Sudirjo, F., Praja, S. J., & Rijal, S. (2023). Exploring the Influence : A Bibliometric Analysis of Social Media Marketing in the Digital Era. 01(06), 302-313.
- Wati, V., & Rijali, N. F. (2024). Pengaruh Persepsi Risiko Terhadap Keputusan Pembelian pada E-Commerce Shopee oleh Mahasiswa Sekolah Tinggi Ilmu Administrasi Tabalong. *JAPB*, 7, 1969-1982.
- Younus, M., Nurmandi, A., Suswanta, & Shah, I. (2023). Government Guidelines to Transform the Online Shopping Experience for Customers. *West Science Interdisciplinary Studies*, 1(03), 1-7.
<https://doi.org/10.58812/wsiv1i03.49>