



The Influence Of Consumer Behavior On Purchasing Decisions Of Beauty Products On E-Commerce Platforms In South Jakarta

Lia Siti Julaeha

Department of Management, STIMIK ESQ Indonesia

Email: lia.s.julaeha@esqbs.ac.id

Natasha Adistya Puteri

Department of Management, STIMIK ESQ Indonesia

Email: natasha.adistya.p@students.esqbs.ac.id

Abstract. This writing aims to examine the influence of Consumer Behavior on the Purchase Decision of Beauty Products on e-commerce platforms in South Jakarta. The population in this study consists of individuals who purchase beauty products using e-commerce in South Jakarta. and the exact number is unknown. The sampling technique employed is Accidental Sampling using the Lemeshow formula. with a sample size of 68 respondents. The data collection method utilized is a questionnaire. The data analysis techniques include descriptive analysis. quantitative analysis. simple regression analysis. hypothesis testing (t-test). and coefficient of determination. processed using Statistical Product and Service Solution (SPSS) version 25.0. The research findings indicate that Consumer Behavior has a positive and significant influence on the Purchase Decision of Beauty Products on e-commerce platforms in South Jakarta.

Keywords: Consumer Behavior; E-Commerce; Purchase Decision; South Jakarta

INTRODUCTION

The rapid growth of internet users in Indonesia each year is evident. as seen in the survey conducted by the Association of Indonesian Internet Service Providers (APJII). According to the results. the growth of internet users in Indonesia increased from 210 million people in 2022 to an estimated 275.7 million people in 2023. This accounts for approximately 78.19% of the total population residing in Indonesia. Among the internet users surveyed by APJII regarding economic utilization of the internet. 28.98% of the Indonesian population accessed the internet for online shopping in 2023.

This trend presents an opportunity for businesses to engage in e-commerce. especially in providing or establishing online stores. One popular product in e-commerce in 2022 was beauty products. ranking third with a 14.3% share of the most purchased products. according to online statistical data from Data Books in Indonesia. A survey conducted by JakPat in 2023 revealed that 86.4% of respondents perceived skincare and makeup products purchased from e-commerce as original. 85.5% considered them more reliable. and 31.8% found them more affordable.

South Jakarta holds the sixth position in Indonesia for the highest number of e-commerce users. with 612.634 residents engaging in online transactions in 2022. as reported by Data Nesia. With these statistics. it is evident that consumer behavior is shifting from

Received Desember 31, 2023; Accepted Januari 31, 2024; Published Januari 31, 2024

* Lia Siti Julaeha, lia.s.julaeha@esqbs.ac.id

traditional in-store purchases to online purchases. According to Kotler and Keller (2008), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, or experience goods, services, ideas, or experiences to satisfy their desires and needs.

Consumers usually decide on their purchases by assessing what aligns with their preferences and needs. They make choices based on their preferences, and satisfaction follows. Once consumers find a product that suits them, they do not hesitate to make a purchase. This alignment is closely tied to consumers' expectations and perceptions of the product they intend to purchase. The decision to purchase is the consumer's desire to buy a product. Kotler and Keller (2008) explain that this process begins with recognizing a problem or need, followed by information search, evaluation of alternatives, the decision to purchase, and post-purchase behavior. Consumers consciously or unconsciously go through these stages, and after the purchase, they evaluate the product. Kotler and Armstrong state that the decision to purchase is an individual's action or behavior in choosing a product, both in terms of type and quantity.

Various studies on the impact of consumer behavior on purchase decisions have been conducted. For instance, a study by Adhi Bawono et al. (2018) found that consumer behavior significantly influences purchase decisions on the XYZ online shopping site. Gabriella Eva et al. (2021) discovered a positive and significant impact of consumer behavior on purchase decisions at PT. Sinar Galesong Prima Branch Boulevard Manado. Nanin Non Ayu Salmah's study (2015) concluded that consumer behavior has a non-significant impact on the purchase decision of Sari Ayu cosmetics at La Tahzan Store Palembang.

Based on the aforementioned background, it indicates the existence of a phenomenon that requires further research on the Purchase Decision of Beauty Products on e-commerce platforms in South Jakarta. Therefore, the formulation of the research problem addressed by the writer is: How does Consumer Behavior influence the Purchase Decision of Beauty Products on e-commerce platforms in South Jakarta?.

LITERATURE REVIEW

1. Consumer Behavior

According to Swastha and Handoko (2006), consumer behavior refers to the individual activities directly involved in acquiring and using goods and services, including the decision-making process, preparation, and determination of these activities. Consumer behavior involves the decisions individuals make and the determination to obtain and use goods and services. Major corporations extensively research and study consumer buying

decisions in detail to answer questions about what consumers will buy, where they will buy it, and why they make purchases.

Setiadi (2010) defines consumer behavior as actions directly involved in acquiring, consuming, and expending products or services, including the decision-making processes preceding and following these actions. On the other hand, according to Prasetijo (2005), consumer behavior is the study of how individuals, groups, or organizations make decisions, either individually or collectively, about purchasing or using a product, and engaging in the transaction of buying and consuming it. According to Kotler (1997), the primary factors influencing consumer purchasing behavior include cultural, social, personal, and psychological factors. Here is an explanation of each:

a. Cultural Factors

Cultural factors are influenced by culture, sub-culture, and social class. Culture encompasses beliefs, values, and habits that guide the behavior of individuals in a particular society. Sub-cultures, smaller groups within a culture, contribute additional characteristics and specific socialization to their members. Social classes, representing different strata in society, significantly impact the types of products, services, and brands consumed by consumers. Social class reflects the community's expectations regarding the lifestyle of each class, including positive or negative social estimations.

b. Social Factors

Social factors, including reference groups, family, social roles, and status, influence purchasing behavior. Reference groups, both primary and secondary, aspirational and dissociative, formal and informal, play a crucial role in shaping an individual's beliefs and attitudes. Family, as a fundamental social unit, significantly influences decision-making processes, determining who initiates, influences, decides, purchases, and uses a product.

c. Personal Factors

Personal factors include age, life cycle stage, occupation, economic situation, personality, self-concept, lifestyle, and values. These factors highlight the dynamic nature of consumer preferences, with tastes for beauty products often associated with age. Occupation guides needs and desires, impacting consumption patterns. Economic situations, such as income, savings, assets, borrowing power, and attitudes toward expenditure and savings, directly affect product choices. Personality is described as consistent responses to stimuli, while self-concept reflects how individuals perceive themselves. Lifestyle represents the patterns and behaviors of individuals, indicating

how they live, spend money, and utilize their time. Values, including core values and belief systems underlying attitudes and behaviors, play a fundamental role in long-term decision-making.

d. Psychological Factors

Psychological factors influencing purchasing decisions include motivation, perception, learning, beliefs, and attitudes. Motivation is the internal drive that prompts individuals to engage in activities to achieve goals. Perception involves how stimuli are selected, organized, and interpreted, influenced by an individual's thoughts and surroundings. Learning is the process through which experiences bring about changes in knowledge, attitudes, or behavior. Beliefs and attitudes, shaped by psychological factors, contribute to an individual's decision-making process.

According to Kotler & Armstrong (2012), the types of buying behavior based on the level of buyer involvement and the degree of differentiation among various brands are as follows:

a. Complex Buying Behavior

Consumers exhibit complex buying behavior when they are highly involved in the purchase and perceive significant differences among existing brands. This often occurs with expensive, risky, infrequently purchased products that have a substantial impact on the consumer's self-expression. Consumers tend to conduct extensive research and thoroughly study the product category before making a decision.

b. Dissonance-Reducing Buying Behavior

This behavior arises when consumers are involved in a costly and risky purchase but perceive little difference among existing brands. Consumers may experience uncertainty post-purchase and seek ways to reduce cognitive dissonance (mental discomfort) associated with the decision.

c. Habitual-Buying Behavior

This behavior occurs when consumer involvement is low, and perceived differences among brands are not significant. Consumers adopting this behavior do not have a strong commitment to a particular brand and tend to make purchases automatically without deep consideration.

d. Variety-Seeking Buying Behavior

This behavior occurs when consumer involvement is low, but perceived differences among brands still carry significance. Consumers tend to seek variety and often switch brands to try something new or overcome boredom.

In the context of makeup products, consumer behavior may vary depending on the level of involvement and differences among the brands. Some consumers may consistently choose the same product out of habit, while others may be more open to trying different brands to seek variety. According to Suryani as cited in Melania et al. (2023), consumer behavior in purchasing a product can be measured by several indicators, namely: (1) High willingness of consumers to purchase the product; (2) Willingness of consumers to purchase a product even if it is expensive; (3) Willingness of consumers to choose a specific product over others; (4) Continuous attachment between consumers and the product; and (5) Influence generated by group norms on consumers in making purchases.

2. Purchasing decision

According to Simamora in Melania et al. (2023), decision-making is a process consisting of stages such as problem recognition, information search, alternative evaluation, purchase, and consumer behavior. On the other hand, according to Kotler and Keller (2009), purchasing decision is a consumer action to buy one brand from several planned brands, based on factors including the timing of the purchase, product quality, distribution, and various others. Sutisna (2002), the consumer's decision-making process to purchase a product begins with the awareness of meeting needs and desires. Once the consumer is aware of these needs and desires, they will take subsequent actions to fulfill them. In contrast, Mowen and Minor (2007) state that the purchasing decision-making process includes the consumer's journey in recognizing the problem, seeking solutions, evaluating alternatives, and choosing among their purchase options. In the process of purchasing decisions, consumers go through five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

According to Kotler and Keller (2009), there are several dimensions or stages that consumers go through in the purchasing process:

a. Need Recognition

The purchasing process begins with the recognition of a problem or need. Consumers sense a difference between their actual state and their desired state. This can be triggered by internal stimuli when a normal need arises to a significant level, creating a drive. External stimuli can also play a role, driven by influences from others that prompt consumers to fulfill their needs.

b. Information Search

Consumers can gather information from various sources, including; (1) Personal sources like family, friends, neighbors; (2) Commercial sources such as advertisements.

salespeople. exhibitions; (3) Public sources including mass media. consumer organizations. internet searches; and (4) Experiential sources involving handling. examination. and product usage.

c. Alternative Evaluation

Alternative evaluation is the process by which consumers process information to assess alternative brands. leading to the selection of various brands.

d. Purchase Decision

The purchase decision is the stage where consumers decide whether to make the purchase or not. Two factors emerge between the inclination to purchase and the decision to purchase: first. the influence of others' opinions. and second. unforeseen circumstances. Consumers may form preferences based on expected opinions. price. and expected product benefits.

e. Post-purchase Behavior

After the purchase. consumers experience a level of satisfaction or dissatisfaction. This satisfaction or dissatisfaction influences their subsequent behavior. Satisfied consumers tend to speak positively about the product to others. If consumers are dissatisfied. two possibilities arise: they may either abandon the product and not make a second purchase. or they may seek additional information about the purchased product to reinforce their reasons for choosing it. thereby reducing dissatisfaction.

Research Method

The approach employed utilizes a quantitative method. with a five-point Likert scale serving as the measurement instrument in this case. In this writing. the methods applied for data analysis include descriptive analysis. quantitative analysis. and simple regression analysis. The data collection technique involves distributing questionnaires. Statistical data processing is conducted using SPSS version 25.0. The writing is focused on the community purchasing beauty products through e-commerce in South Jakarta. According to Wawan and Dewi (2021). Operational definition encompasses all variables and terms to be used in the study in an operational manner. thereby facilitating readers or examiners in interpreting the research's meanings. When collecting data. operational definitions guide the creation and development of research instruments. while during data processing and analysis. operational definitions can streamline the process since the generated data is already measurable and ready for processing and analysis. In this writing. there are two variables: Consumer Behavior as an independent variable or the explanatory variable (X) and Purchase Decision as a dependent variable or the response variable (Y).

According to Sugiyono (2018). Population is a set consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and then draw conclusions. In this writing. the population used is the community purchasing beauty products through e-commerce in South Jakarta. the exact number of which is unknown. According to Sugiyono (2018). Sample is a part of the quantity and characteristics owned by that population. If the population is too large and the writer cannot reach the entire population. a sample can be used. The sampling technique used in this writing is the accidental sampling method. a method of sampling based on what is convenient. meaning the sample obtained by a writer accidentally without prior planning. and the researcher believes that the person is a suitable source of information for the research (Sugiyono. 2018). According to Riyanto and Hermawan (2020). the calculation of the sample using the Lemeshow formula can be used to determine the sample size when the total population is unknown. In the research sample. the criteria used are (1) Residents in South Jakarta who buy beauty products through e-commerce; and (2) Females aged 18 to 30 and above.

The data collection technique employed in this writing uses a single data source. namely primary data. The tool used for data collection in this writing is a list of questions or statements (questionnaire) distributed to the respondents. According to Hasan and Misbahuddin (2016). Descriptive statistics is a part of statistics that studies the ways of collecting and presenting data to make it easily understandable. Descriptive statistics is only concerned with describing or providing information about data. situations. or phenomena. In other words. descriptive statistics function to explain conditions. phenomena. or issues. According to Emzir (2019). the quantitative approach is an approach that fundamentally uses post-positivism in developing scientific knowledge (such as causality. reduction to variables. hypotheses. and specific questions with measurement. observation. and theory testing). It employs research strategies such as surveys and experiments that require statistical data.

RESULTS AND DISCUSSION

Table 1 Respondent Identification

Classification	Frequency
Age	
18–24 years	27
25–30 years	41
Beauty Product Types:	
Make Up	30
Skincare	38

Sumber : Processed Primary Data. 2023

Data Validity Test

Used to determine the validity of a questionnaire. the validity test is obtained by comparing the r-value (correlated item-total correlations) with the r-table value (Ghozali, 2018). The r-table is obtained from a significance level (α) of 5% (0.05) with degrees of freedom calculated using the formula $(df) = n-2$. Thus. the obtained result $(df) = 68 - 2 = 66$ is 0.2012. The testing criteria are as follows:

1. If $r\text{-value} \geq r\text{-table}$. then the instrument or item questions are significantly correlated with the total score (considered valid).
2. If $r\text{-value} < r\text{-table}$. then the instrument or item questions are not significantly correlated with the total score (considered invalid).

Table 2. Data Validity Test

Variable	Statement Item	r- calculated	r table	Description
<i>Consumer Behavior</i> (X)	X1.1	0.951	0.2012	Valid
	X1.2	0.889	0.2012	Valid
	X1.3	0.911	0.2012	Valid
	X1.4	0.931	0.2012	Valid
	X1.5	0.890	0.2012	Valid
	X1.6	0.881	0.2012	Valid
	X1.7	0.907	0.2012	Valid
	X1.8	0.938	0.2012	Valid
	X1.9	0.881	0.2012	Valid
	X1.10	0.850	0.2012	Valid
Purchasing decision (X)	Y1.1	0.881	0.2012	Valid
	Y1.2	0.913	0.2012	Valid
	Y1.3	0.871	0.2012	Valid
	Y1.4	0.825	0.2012	Valid
	Y1.5	0.879	0.2012	Valid
	Y1.6	0.869	0.2012	Valid
	Y1.7	0.865	0.2012	Valid
	Y1.8	0.877	0.2012	Valid
	Y1.9	0.895	0.2012	Valid
	Y1.10	0.856	0.2012	Valid

Source : Results of SPSS 25.0 Data Processing (2023)

In Table 2, the Data Validity Test indicates that the values of all statement items measured through the correlated item-total correlations, which exceed the r-table of 0.2012, are utilized to determine the values of all statement items. Consequently, each statement is considered to have a significant correlation with the total score, deemed valid, and is eligible for further analysis.

Data Reliability Test

Utilized to demonstrate the level of reliability, accuracy, precision, and consistency of the indicators present in the questionnaire (Sugiyono, 2019). Reliability testing employs the Cronbach's Alpha coefficient method, with the following criteria::

1. If the Cronbach's Alpha value (α) is > 0.600 , then the questions/statements included in the questionnaire are considered trustworthy or reliable.
2. If the Cronbach's Alpha value (α) is < 0.600 , then the questions/statements included in the questionnaire are deemed untrustworthy or unreliable

Table 3. Data Reliability Test

No.	Variable	CronbachAlpha	Standard of Reliability	Description
1.	Consumer Behavior (X)	0.981	0.600	Reliabel
2.	Purchasing decision (X)	0.975	0.600	Reliabel

Source : Results of SPSS 25.0 Data Processing (2023)

Reliability testing results in Table 3 indicate that the Cronbach's Alpha values for each variable are greater than 0.600. This suggests that the instrument employed to elucidate Consumer Behavior and Purchase Decision variables is sufficiently reliable and accurate to be considered in the study.

Simple Regression Test

Table 4. Simple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	12.751	3.272	3.897	.000
	Consumer Behavior	.959	.068	14.192	.000

Source : Results of SPSS 25.0 Data Processing (2023)

The regression equation derived from the data analysis presented above is $Y = 12.751 + 0.959 + e$. Based on this regression equation, the interpretation is as follows

- 1) The constant term of 12.751 implies that when the independent variable Consumer Behavior (X) is constant or (0), the value of Purchase Decision (Y) is 12.751.
- 2) The regression coefficient for Consumer Behavior (X) is 0.959, indicating that for every one-unit increase in the Consumer Behavior variable (X), the Purchase Decision variable (Y) is expected to increase by 0.959.

Hypothesis Testing (T-Test)

This test is utilized to determine the influence of each independent variable on the dependent variable and to assess the extent of the impact of independent variables on the dependent variable. The test is conducted at a significance level of $\alpha = 0.05$, meaning there is a 95% probability of the accuracy of the conclusion drawn or a 5% tolerance for error (Ghozali, 2018). The decision-making criteria are as follows:

1. If the p-value < 0.05 , the hypothesis is accepted (significant). This indicates that the independent variable has a significant partial effect on the dependent variable.
2. If the p-value > 0.05 , the hypothesis is rejected (not significant). This indicates that the independent variable does not have a significant partial effect on the dependent variable.

Table 5. Hypothesis Testing (T-Test)

Unstandardized Coefficients		B	Std. Error	Standardized Coefficients Beta	t	Sig.
Model						
1	(Constant)	12.751	3.272		3.897	.000
	Perilaku Konsumen (Consumer Behavior)	.959	.068	.868	14.192	.000

Source : Results of SPSS 25.0 Data Processing (2023)

The hypothesis testing results from Table 5 reveal a positive B value for Consumer Behavior (X) at 0.959, with a significance level (sig.) of 0.000. Since the sig. value of 0.000 is lower than $\alpha = 0.05$, the hypothesis is accepted (significant). Therefore, it can be concluded that the Consumer Behavior (X) variable has a positive and significant influence on the Purchase Decision variable (Y).

Coefficient Of Determination (R^2)

Table 6. Coefficient Of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.749	5.265

Source : Results of SPSS 25.0 Data Processing (2023)

As observed from Table 6 above, the correlation coefficient (R) is 0.868. This indicates that the independent variable nearly provides all the information needed to predict the variation in the dependent variable. With an R2 value of 0.753, it means that 75.3% of the Purchase Decision variable is influenced by the Consumer Behavior variable. The remaining 24.7% is influenced by other variables not examined in this study.

Based on the test results in this study, it can be concluded that there is a positive and significant influence of Consumer Behavior on the Purchase Decision of Beauty Products in e-commerce in South Jakarta. The analysis of variables can be explained as follows:

1. Positive and Significant Influence

Consumer Behavior has a positive and significant influence on the Purchase Decision of Beauty Products in e-commerce in South Jakarta. The positive B value of 0.959 and the significance level (sig.) of 0.000, which is lower than the significance level $\alpha = 0.05$. Therefore, the hypothesis (H1) stating that Consumer Behavior has a positive and significant effect on the Purchase Decision of Beauty Products in e-commerce in South Jakarta is accepted.

2. Magnitude of the Influence of the Consumer Behavior Variable

The magnitude of the influence of the Consumer Behavior variable on the Purchase Decision of Beauty Products can be seen from the Coefficient of Determination test. The correlation coefficient (R) value of 0.868 indicates a strong relationship between the

independent and dependent variables. Furthermore, the R² value of 0.752 indicates that 75.3% of the variation in the Purchase Decision of Beauty Products can be explained by the Consumer Behavior variable. The remaining approximately 24.7% is influenced by other factors not examined in this study.

3. Consistency with Previous Research

The findings of this study are consistent with the research results of Melania Yuliana Ari et al. (2023), which also stated that Consumer Behavior significantly influences Purchase Decisions. Consumer behavior, as the behavior of final consumers, has a significant impact on purchase decisions, particularly in the context of personal consumption products. Understanding consumer behavior requires an understanding of their thoughts, actions, and environmental factors that influence and are influenced by their thoughts and actions.

CONCLUSION AND RECOMMENDATION

Based on the test results in this study, it can be concluded that there is a positive and significant influence of Consumer Behavior on the Purchase Decision of Beauty Products in e-commerce in South Jakarta. The analysis of variables can be explained as follows:

1. Positive and Significant Influence

Consumer Behavior has a positive and significant influence on the Purchase Decision of Beauty Products in e-commerce in South Jakarta. The positive B value of 0.959 and the significance level (sig.) of 0.000, which is lower than the significance level $\alpha = 0.05$. Therefore, the hypothesis (H1) stating that Consumer Behavior has a positive and significant effect on the Purchase Decision of Beauty Products in e-commerce in South Jakarta is accepted.

2. Magnitude of the Influence of the Consumer Behavior Variable

The magnitude of the influence of the Consumer Behavior variable on the Purchase Decision of Beauty Products can be seen from the Coefficient of Determination test. The correlation coefficient (R) value of 0.868 indicates a strong relationship between the independent and dependent variables. Furthermore, the R² value of 0.752 indicates that 75.3% of the variation in the Purchase Decision of Beauty Products can be explained by the Consumer Behavior variable. The remaining approximately 24.7% is influenced by other factors not examined in this study.

3. Consistency with Previous Research

The findings of this study are consistent with the research results of Melania Yuliana Ari et al. (2023), which also stated that Consumer Behavior significantly influences Purchase Decisions. Consumer behavior, as the behavior of final consumers, has a significant impact on purchase decisions, particularly in the context of personal consumption products. Understanding consumer behavior requires an understanding of their thoughts, actions, and environmental factors that influence and are influenced by their thoughts and actions.

REFERENCES

- A, M. Y., dkk. (2023). Pengaruh Konsumen dan Persepsi Konsumen Terhadap Keputusan Pembelian Produk Pakaian Bekas di Pasar Inpres Naikoten 1 Kota Kupang (Studi Pada Mahasiswa/I Universitas Nusa Cendana), 4(2), 335-347.
- Al, R. H., & Tri, I. A. (2015). Pengaruh Inovasi Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha di Kota Tangerang Selatan. *Perspektif*, 16(1), 39-49. <https://doi.org/2550-1778>
- Emzir. 2019. *Metodologi Penelitian Pendidikan*. Depok : PT. Raja Grafindo Persada.
- Engel, James F., Roger D Blackwell, dan Paul W Miniard. 1994. *Perilaku Konsumen*, Alih bahasa Budiyanto, Jakarta : Binarupa Aksara.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang : Badan Penerbit Universitas Diponegoro.
- Hasan, Iqbal dan Misbahuddin. 2016. *Analisa Data Penelitian dengan Statistik*, Edisi 2. Jakarta : PT. Bumi Aksara
- Kotler, P. & Keller, L. K. (2008). *Manajemen Pemasaran*. Jakarta.
- Kotler, P. & Keller, L. K. (2009). *Manajemen Pemasaran*. Jakarta
- Kotler, Philip & Amstrong, Gary. 2015. *Prinsip-prinsip Pemasaran*. Jilid 2. Edisi 12. Erlangga, Jakarta
- Kotler, Philip. 1997. *Manajemen Pemasaran*. Alih Bahasa : benyamin Molan. Jakarta : PT. INDEKS.
- Kotler, Philip. 2005. *Marketing Management*. 11th Edition. Pearson Education Inc, NewJersey
- Mangkunegara, A. A. Anwar Prabu. 2002. *Perilaku Konsumen*. Bandung : PT. Refika Aditama
- Maulidizen, A., Nugraha, R., Muctar, A. H., Naibaho, M. H. A. A., Thoriq, M. R., Zuhri, N. A., & Zakiyah, N. R. (2023). Pelatihan dan Workshop Promosi Digital Produk Unggulan BUMDES Sebagai Penggerak Ekonomi Masyarakat di Desa Waru Kecamatan Parung Kabupaten Bogor. *ALKHIDMAH: Jurnal Pengabdian dan Kemitraan Masyarakat*, 1(4), 157-166.
- Maulidizen, A., Nugraha, R., Muchtar, A. H., Naibaho, M. H. A. A., Thoriq, M. R., Zuhri, N. A., & Zakiyah, N. R. (2023). Pelatihan dan Workshop Pengembangan Produk

- Unggulan BUMDES Sebagai Penggerak Ekonomi Masyarakat di Desa Waru Kecamatan Parung Kabupaten Bogor. *Jurnal Nusantara Berbakti*, 1(4), 144-153.
- Maulidizen, A., Nugraha, R., Muchtar, A. H., Naibaho, M. H. A. A., Thoriq, M. R., Zuhri, N. A., & Zakiyah, N. R. Pelatihan dan Workshop Badan Usaha Milik Desa (BUMDes) Sebagai Penggerak Ekonomi Masyarakat di Desa Waru Kecamatan Parung Kabupaten Bogor. *MENARA RIAU*, 17(2), 102-114.
- Maulidizen, A., Sofian, E., Alawiyah, E. D. A., Nuha, F. A., Putri, J. P. G., Perdana, M. M. K., & Thoriq, M. R. (2022). Penerapan Teknologi Pemasaran Untuk Mendorong Tingkat Penjualan Umkm Dalam Penerapan Pemasaran Melalui Media E-Commerce Shopee & Gofood. *SAFARI: Jurnal Pengabdian Masyarakat Indonesia*, 2(3), 128-132.
- Maulidizen, A., Sofian, E., Karimah, F., Hayuningrum, N., Rizki, N. R., & Adinda, A. P. (2022). Workshop Instagram Marketing Pada Tji Liwoeng Coffee: Instagram Marketing Workshop At Tji Liwoeng Coffee. *KREATIF: Jurnal Pengabdian Masyarakat Nusantara*, 2(2), 51-59.
- Mowen, J.C., dan Minor, M. 2007. *Perilaku Konsumen*. Jilid Kedua. Erlangga: Jakarta
- Nisa, T. A., Deswindi, L., & Maulidizen, A. (2022). Pengaruh Citra Merek, Promosi dan Online Customer Experience Terhadap Keputusan Pembelian Studi Pada Aplikasi Tokopedia. *Jurnal Penelitian Ekonomi Manajemen dan Bisnis*, 1(2), 38-52.
- Prasetijo, Ristiyanti dan John, I. 2005. *Perilaku Konsumen*. Yogyakarta: Penerbit Andi
- Riyanto & Hatmawan. 2020. *Metode Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen*. Sleman : Deepublish
- Sastha, B. dan Handoko, T. H. 2006. *Manajemen Pemasaran; Analisa Perilaku Konsumen*. Edisi Kelima. Liberty. Yogyakarta
- Schiffman, Leon, L. Lazar Kanuk. 2008. *Perilaku Konsumen*. Alih Bahasa : Zoelkifli Kasip. Jakarta : PT. INDEKS.
- Setiadi, J. N. (2003). *Perilaku Konsumen : Konsep Implikasi Untuk Strategi dan Penelitian Pemasaran*. Jakarta : Prenada Media
- Simamora, Bilson. 2001. *Panduan Riset perilaku Konsumen*. Jakarta : PT. Gramedia Pustaka Utama
- Sugiyono. 2018. *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sumarwan, Ujang. 2002. *Perilaku Konsumen*. Bogor: Ghalia Indonesia.
- Sutisna. 2002. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung : PT. Remaja Rodaskaya.
- Swastha DH, Basu dan Handoko. 2000. *Manajemen Pemasaran, Analisa Perilaku Konsumen*. Yogyakarta : BPF
- Wawan, A dan Dewi, M. 2021. *Teori dan Pengukuran Pengetahuan, Sikap Dan Perilaku Manusia*. Yogyakarta : Nuha Medika