

The Effect of Suitability of Product Description and Service Quality on Purchase Decisions on the Tokopedia Marketplace

Fika Narulita ^{a,1*}, Junaidi Gafar ^{a,2}

^{1,2} Institut Ilmu Sosial dan Manajemen STIAMI, Jakarta Indonesia

¹ fikanarulita169@gmail.com , ² junaidi.gafar@yahoo.com

* corresponding author

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ABSTRACT

This study aims to analyze the effect of suitability of product description and service quality on purchasing decisions on the Tokopedia marketplace. The population in this study are buyers who have bought products in the Tokopedia marketplace with a minimum purchase of 1 time. Samples were taken from a representative samples (representing) with a total sample of 120. Data collection was done by distributing a list of questions or questionnaires to respondents to buyers who had bought products in the Tokopedia marketplace, about the suitability of product descriptions and service quality to purchasing decisions. This study uses instrument test analysis tools, classic assumption tests, simple linear regression analysis, multiple linear regression analysis and coefficient of determination test. The hypothesis is tested by t test and F test. The test results show tyhat the suitability of the product description partially influences but not significantly to the purchase decision, while the service quality partially has a significant effect on the purchase decision, and the suitability of the product description and service quality simultaneously has a significant effect on the decision purchase. The appropriateness of product description and service quality variables are able to explain the purchase decision variable by 29.4% and the remaining 70.6% is explained by other variables that are not thorough. and the suitability of the product description and service quality simultaneously has a significant effect on the decision purchase. The appropriateness of product description and service quality variables are able to explain the purchase decision variable by 29.4% and the remaining 70.6% is explained by other variables that are not thorough. and the suitability of the product description and service quality simultaneously has a significant effect on the decision purchase. The appropriateness of product description and service quality variables are able to explain the purchase decision variable by 29.4% and the remaining 70.6% is explained by other variables that are not thorough.

1. INTRODUCTION

The business world that is growing rapidly is both a challenge and a threat for business actors in order to win the competition and maintain the viability of the company. Moreover, the development of communication technology is growing rapidly, with the increasing use of the internet.

At this time around the world including in Indonesia, the use of the internet as a medium for browsing and searching for electronic communications that provide social media networking services such as Facebook, Twitter, Blogger, Instagram, WhatsApp, email, and others is increasingly widespread, the use of Internet media is also changing. as a medium for buying and selling various products and services.

So now shopping does not have to be done by selling it somewhere. Online shops are now more and more growing. With so many online shops, it is easier for people to buy products according to the needs they want to buy.

online shop is a store that sells goods or services over the internet. The reason people turn to online shops is that they can shop without being constrained by place and time, which means that it can be done anywhere and anytime, information about goods or services can be obtained easily, and service users can open many shops without having to pay a place rental fee.

The number of online shop sellers makes competition in businesses that sell similar products increasingly high, and with this number of businesses emerging, resulting in consumers having many

choices to choose an online shop that provides the best service at prices and sales promotions that attract them to buy.

In Indonesia, there are e-commerce companies that apply the form of consumer to consumer (C2C), which is an activity of buying and selling products or services that provides online marketplaces and malls for consumers to make sales and purchases online. Users can display their merchandise on the C2C site so that other users can see and be interested in buying. Examples of C2C businesses in Indonesia are Tokopedia, Shopee, Bukalapak. (according to Wikipedia).

Tokopedia managed to excel and become the number one marketplace site in Indonesia with various attractive offers. These include providing 24-hour service through discussion, chat, help centers listed on the Tokopedia website and mobile application, explaining product descriptions such as product color, size or product specifications, how to use the product so that potential buyers can find out about the product, and provide a suitable payment method. variety to make it easier for customers. (according to wikipedia).

Here are some marketplace sites that are often visited to shop online Here are the top ten rankings in the third quarter of 2019.

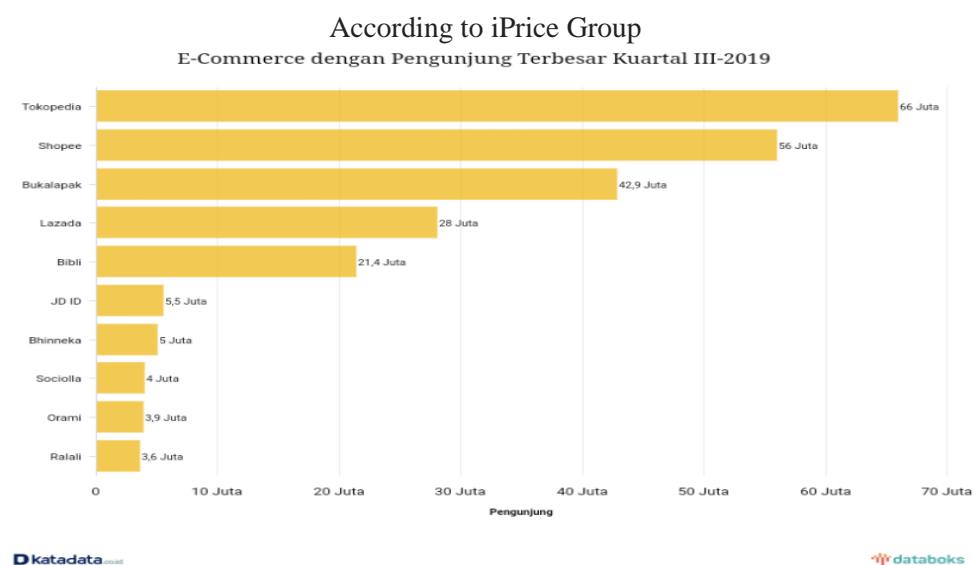


Figure 1 Marketplace Site Order Source iPrice 2019

Tokopedia has the leading marketplace business in Indonesia that allows individuals, small shops, and brands to open and manage online stores. To date, Tokopedia has become the most visited marketplace by the Indonesian people compared to other marketplaces. Since its launch, Tokopedia's basic services can be used by everyone for free (According to iPrice Group).

From time to time the competition between online shops is getting higher, therefore the right marketing strategy is needed to be able to add new customers and retain customers in order to survive in this business. One of the right strategies to survive the high competition in today's online shop business is to maintain customer loyalty.

To gain loyalty from its customers, Tokopedia provides the best service and similarities between the product description and the original product.

Because in the world of online sales, product descriptions can be called the spearhead of sales. The product description sentence written by the seller is a means for the seller to introduce their product without face to face with the buyer. The more complete and informative the product description is, the more confident and confident customers will be to buy the product. (content).

In addition to creating sales, attractive product descriptions by highlighting the functions and benefits of the actual product can also provide customer satisfaction, and are also a consideration before deciding to buy the product. (content)

According to (Fandy Tjiptono, 2012:145) Service quality plays an important role in purchasing decisions for a product. With the existence of good service quality within a company, it will create

satisfaction for its customers. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. If consumers are really satisfied, they will repurchase and recommend others to buy at the same place. Therefore, companies must start thinking about the importance of more mature customer service through service quality, because now it is increasingly realized that service is a vital aspect in order to survive in business and win the competition.

According to Kotler (2009:179) the purchasing decision process is a consumer behavior to determine a decision development process in buying a product.

2. METHOD

Research purposes

Based on the background and problem formulation above, the objectives of this research are as follows:

1. To analyze the effect of product description suitability on purchasing decisions on the Tokopedia marketplace.
2. To analyze the quality of service on purchasing decisions on the Tokopedia marketplace.
3. To analyze the effect of the suitability of product descriptions and service quality simultaneously on purchasing decisions on the Tokopedia marketplace.

Thinking Framework and Research Model

1. Effect of Conformity of Product Description on Purchase Decision.

The suitability of product descriptions is a means for sellers to introduce their products without face-to-face with buyers. The more complete and informative the product description is, the more confident and confident customers will be to buy the product. (content).

In the product description suitability variable there are several elements of the main product description activities which include explaining in detail the benefits of the product, explaining in detail the raw materials used, explaining in detail product variations, explaining in detail product features, explaining in detail information on how to care for the product, giving discounts. price and product guarantee.

There are also seven indicators that characterize product descriptions by content, namely:

- a. State the benefits of the product clearly.
- b. Explain about the raw materials used and their uniqueness.
- c. Include care information for the product.
- d. List product variations Clearly.
- e. Provide information about product features.
- f. Provide product guarantee
- g. Provide discounts for certain purchases.

2. The Influence of Service Quality on Purchase Decisions

Service quality plays an important role in purchasing decisions for a product. With the existence of good service quality within a company, it will create satisfaction for its customers. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. If consumers are completely satisfied, they will repurchase and recommend others to buy at the same place. (Fandy Tjiptono, 2012:145).

According to Fandy Tjiptono, 2012:58, there are four dimensions of service quality that can be used to analyze the characteristics of service quality on purchasing decisions, namely as follows:

- a. Speed
- b. Accuracy
- c. Friendliness
- d. Convenience

3. The Effect of Conformity of Product Description and Service Quality on Purchase Decisions

There are many things that consumers need to consider in making decisions. Every consumer before making a buying decision has various considerations. This means that every consumer has different considerations, there are two considerations before buying, namely rational considerations containing elements such as according to need, economical, price according to ability. And conversely irrational or emotional considerations, which are based on feelings or feelings of encouragement and are no longer based on calculations, for example someone who decides to buy a product because of good service. (Damiani, et al, 2017: 157-158).

According to Kotler (2009:179) the purchasing decision process is a consumer behavior to determine a decision development process in buying a product. The process is a solution to the price problem which consists of five stages. The five stages of the buying decision process are:

- a. Recognition of the problem or need.
- b. Information search
- c. Alternative assessment
- d. Buying decision
- e. Post-purchase buyer behavior

Based on the literature review above, the hypothesis of this research are stated below:

H1: The suitability of the product description has a positive and significant effect on purchasing decisions.

H2: Service quality has a positive and significant effect on purchasing decisions.

H3: The suitability of product descriptions and service quality simultaneously have a positive and significant effect on purchasing decisions.

3. RESULTS AND DISCUSSION

Overview of Research Objects

It all started in 2007, two young people (William Tanuwijaya and Leontinus Alpha Edison) tried to solve the problems of online buyers and sellers in Indonesia. Indonesia is an archipelagic country, often buyers cannot meet directly with sellers, buyers are afraid of being cheated, they have transferred money, but the goods have not been delivered.

Tokopedia is present as an intermediary, payments are only forwarded to the seller after the goods are received by the buyer, besides that there are also many individuals or business owners who want to sell online but they encounter technical problems, fees, connections to banks, connections to logistics, and marketing problems. Tokopedia is here as an online mall that is easy to use and free of charge.

Tokopedia was slowly started on February 6, 2009, until finally it was officially released to the public on August 17, 2009.

Tokopedia's Vision and Mission

a. Vision

Build an ecosystem where anyone can start and discover anything. Tokopedia has empowered millions of merchants and consumers to participate in the future of the economy. Tokopedia consistently supports Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing their products online.

b. Mission

Achieving economic equity digitally.

Characteristics of Respondents

Characteristics of respondents based on gender are more dominated by female respondents with a total of 65 people (54.17%), while the number of male respondents is 55 people (45.83%). Based on age, it can be seen that the age group of 17-24 years is the largest with a total of 98 people (81.7%). Respondents with an age range of 25-40 years are in second place with a total of 20 people (16.7%) and respondents with an age range of over 40 years. is the smallest only 2 people (1.7%). Based on income, it can be seen that respondents with income <Rp.2,500,000 are the largest with a total of 50 people (41.67%). Respondents with an income range of Rp. 2,500,000 to Rp. 4,000,000 are in second place with a total of 37 people (30.83%), Respondents with an income range of Rp. 4,000,000 are in third

place with a total of 22 people (18.33%) and respondents with income ranges above Rp. 6,000,000 is the smallest only 11 people (9.17%). Based on occupation, it can be seen that respondents with jobs as students are the largest with a total of 53 people (44.2%). Respondents with jobs as civil servants/private as many as 52 people (43.3%) are in second place. Furthermore, respondents with other jobs are in third place with a total of 13 people (10.8%) and respondents with jobs as housewives totaling 2 people (1.7%). Based on product purchases in the Tokopedia marketplace. Respondents who often buy on the Tokopedia Marketplace and who have ever bought on the Tokopedia Marketplace can be seen the largest in 1-time purchases on the Tokopedia marketplace as many as 25 people (20.83%),

Instrument Test

Based on the results of data collection through questionnaires distributed directly to buyers who bought products on the Tokopedia marketplace, as many as 120 respondents, along with the results of research tests on respondents who have filled out and answered questions and statements from the questionnaire given by the researcher.

a. Validity test

The results of the validity test of this instrument use IBM SPSS Statistics Version 23. This technique is carried out by comparing r_{count} (Correlated Item – Total Correlation) with r_{table} . If $r_{count} > r_{table}$, then the question items or variable indicators used in this study are considered valid or valid. If $r_{count} < r_{table}$, it is said that the questionnaire item is not valid.

The critical product moment r value used is determined in the following way:

Number of respondents (n) = 120

$Df = (n-2) = 120-2 = 118$

The DF value used to find the r_{table} is 118, i.e. $\alpha = 5\%$; $n = 120$ = 0.179. Thus the instrument is said to be valid if $r_{count} > r_{table}$ ($\alpha = 5\%$; $n = 120$) = 0.179.

The test results can be seen in the Table 1

Table 1 Suitability of Product Description Validity Test Results (X1)

Items	<i>Pearson Correlations</i>	r_{table}	Sig.	Information
X1.1	0.660	0.179	0.000	Valid
X1.2	0.647	0.179	0.000	Valid
X1.3	0.675	0.179	0.000	Valid
X1.4	0.714	0.179	0.000	Valid
X1.5	0.781	0.179	0.000	Valid
X1.6	0.738	0.179	0.000	Valid
X1.7	0.627	0.179	0.000	Valid

Source: SPSS Output Appendix Version 23

The results of the validity test above show that all items in each product description suitability variable (X1) have $r_{count} > 0.179$, so the data on all items in X1 are valid. This questionnaire instrument can be used to conduct research.

Table 2 Service Quality Validity Test Results (X2)

Items	<i>Pearson Correlations</i>	r_{table}	Sig.	Information
X2.1	0.639	0.179	0.000	Valid
X2.2	0.473	0.179	0.000	Valid
X2.3	0.735	0.179	0.000	Valid
X2.4	0.738	0.179	0.000	Valid
X2.5	0.783	0.179	0.000	Valid
X2.6	0.789	0.179	0.000	Valid
X2.7	0.752	0.179	0.000	Valid

X2.8	0.729	0.179	0.000	Valid
X2.9	0.744	0.179	0.000	Valid
X2.10	0.751	0.179	0.000	Valid
X2.11	0.669	0.179	0.000	Valid
X2.12	0.531	0.179	0.000	Valid

Source: SPSS Output Appendix Version 23

The results of the validity test above indicate that all items in each service quality variable (X2) have $r_{count} > 0.179$, so the data on all items in X2 are valid. This questionnaire instrument can be used to conduct research.

Items	<i>Pearson Correlations</i>	rtable	Sig.	Information
Y.1	0.744	0.179	0.000	Valid
Y.2	0.795	0.179	0.000	Valid
Y.3	0.661	0.179	0.000	Valid
Y.4	0.702	0.179	0.000	Valid
Y.5	0.724	0.179	0.000	Valid

Source: SPSS Output Appendix Version 23

The results of the validity test above show that all items in each purchasing decision variable (Y) has $r_{count} > 0.179$, so the data on all items on Y is valid. This questionnaire instrument can be used to conduct research.

The conclusion from the validity test of the three variables above, all items of this questionnaire instrument can be used to conduct research.

a. Reliability Test

The results of the reliability test of this research instrument used the statistical program IBM SPSS Statistics Version 23. A measuring instrument is said to be reliable if it has a Cronbach's Alpha greater than 0.600. The following are the test results for each variable in this study:

Table 4 Questionnaire Reliability Test Results

No	Variable	Cronbach's Alfa	N of Items	Information
1	Suitability of Product Description	0.771	8	Reliable
2	Service quality	0.766	13	Reliable
3	Buying decision	0.784	6	Reliable

Source: SPSS Output Appendix Version 23

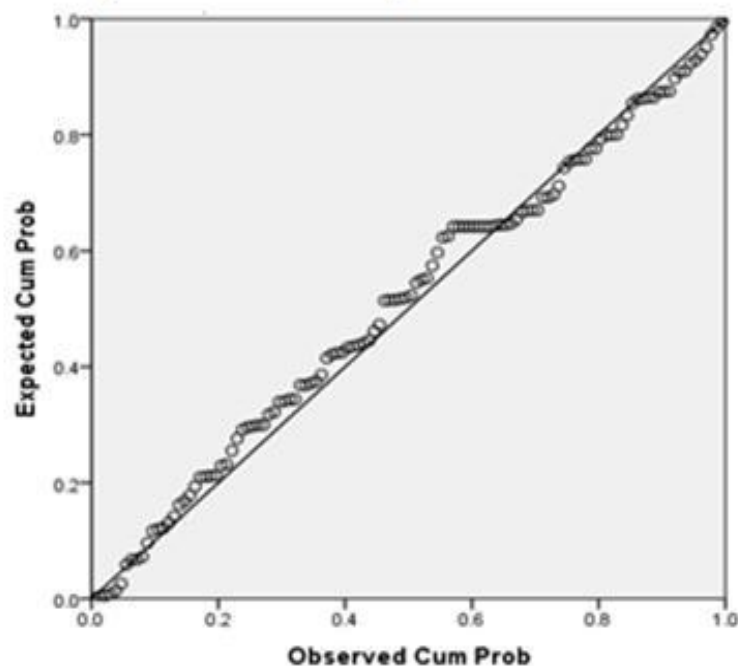
The reliability test results in the table above show that the value of *Cronbach's Alpha* on all question items in all research variables consisting of Product Description Conformity (X1), Service Quality (X2), and Purchase Decision (Y) greater than 0.600 so that the question items in the questionnaire are declared reliable or reliable, and can be used for research next.

Classic assumption test

a. Normality test**Table 5** Normality Test Results With Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.55420609
Most Extreme Differences	Absolute	.076
	Positive	.040
	negative	-.076
Test Statistics		.076
asymp. Sig. (2-tailed)		.083c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
Source: SPSS Output Appendix Version 23, 2019		

Based on the results of the Kolmogorov-Smirnov normality test, it can be seen from the Asymp. Sig value. (2-tailed) of 0.083, it can be concluded that the data in this study is normally distributed because of the Asymp value. Sig. (2-tailed) is greater than 0.05.

Normal P-P Plot of Regression Standardized Residual**Dependent Variable: Keputusan Pembelian****Figure 2** Normal P-P Plot of Regression**Tabel 6** Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8074	1,937		4.168	.000		
Suitability of Product Description	.178	.094	.218	1,894	.061	.457	2.188
Service quality	.163	.052	.361	3.145	.002	.457	2.188

a. Dependent Variable: Purchase Decision

Source: SPSS Output Appendix Version 23, 2019

The original results of the multicollinearity test output in table IV.38 above can be seen that the tolerance value is 0.457 and the VIF value is 2.188 indicating that there is no multicollinearity between independent variables, because the tolerance value is greater than 0.10 and the VIF value is less than 10.00.

Heteroscedasticity Test Results

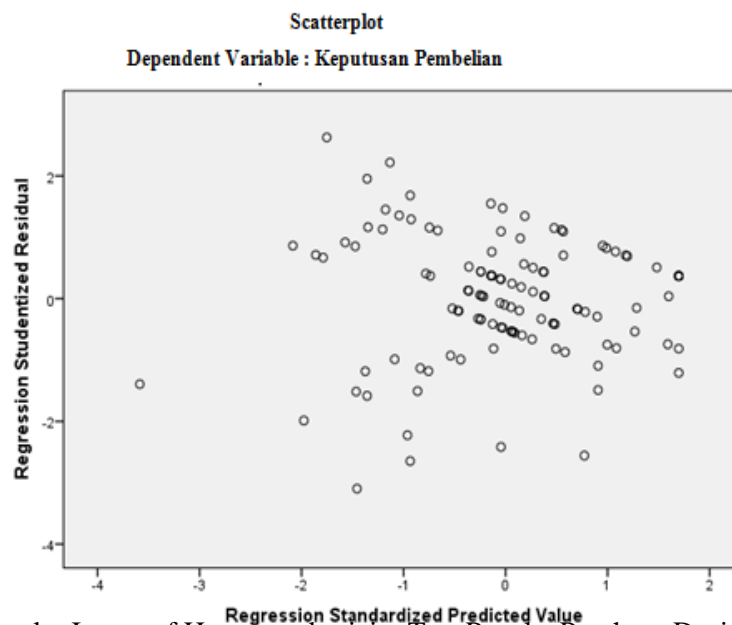


Figure 3 Scatterplot Image of Heteroscedasticity Test Results Purchase Decision Variables

Source: SPSS Output Appendix Version 23, 2019

Based on the results of the scatterplot image above, it can be seen that the data does not form a certain pattern, the data points spread above and below or around the number 0 and do not collect just above or below but spread out. So, it can be concluded that there is no heteroscedasticity problem. on those data.

Simple Linear Regression Analysis Test Results

Tabel 7 Variable Conformity of Product Description to Purchase Decision**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.773	1,929		5.067	.000
Product Description Conformity	.395	.066	.484	6.007	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Output Appendix Version 23, 2019

Based on the coefficients table above, it can be obtained a simple regression analysis equation as follows:

$$Y = a + bX$$

$$Y = 9.773 + 0.395X$$

From these results it can be shown that a is a constant value that is owned by the value according to the table of 9,773. This value means that if there is no conformity with the product description (X1), the consistent value of purchasing decisions (Y) is 9,773. Then b is the regression coefficient value. Based on the regression coefficient table X of 0.395 which means that for every 1% addition of the level of suitability to the product description (X1), the purchase decision (Y) will increase by 0.395. Because the value of the regression coefficient is positive, it can be said that the suitability of the product description (X1) has a positive effect on purchasing decisions (Y).

Simple Linear Regression Analysis Test Results**Tabel 8** Service Quality Variables on Purchase Decisions**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,682	1,760		5.502	.000
Service quality	.235	.035	.522	6.644	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Output Appendix Version 23, 2019

Based on the coefficients table above, it can be obtained a simple regression analysis equation as follows:

$$Y = a + bX$$

$$Y = 9.682 + 0.235X$$

From these results it can be shown that a is a constant value which has a value according to the table of 9,682. This value means that if there is no service quality (X2), the consistent value of purchasing decisions (Y) is 9,682. Then b is the regression coefficient value. Based on the regression coefficient table X of 0.235 which means that for every 1% addition to the level of service quality (X2), the Purchase Decision (Y) will increase by 0.235. Because the value of the regression coefficient is positive, it can be said that service quality (X2) has a positive effect on purchasing decisions (Y).

Table 9 Test Results of Multiple Linear Regression Analysis Variable Suitability of Product Description & Quality of Service on Purchase Decisions

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8074	1,937		4.168	.000
Product Description Suitability	.178	.094	.218	1,894	.061
Service quality	.163	.052	.361	3.145	.002

a. Dependent Variable: Purchase Decision
Source: SPSS Output Appendix Version 23, 2019

Based on the table above, the results of the multiple linear regression analysis equations for the suitability of product description and service quality variables for purchasing decisions can be obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 8074 + 0.178X_1 + 0.163X_2$$

From these equations it can be explained as follows:

- When there is no independent variable (suitability of product description and quality of service) then the purchase decision is 8074.
- The product description regression coefficient value is 0.178, which means that for every 1% increase in the suitability of the product description, the purchase decision will increase by 0.178 with a note that other variables are considered constant.
- The regression coefficient value of service quality is 0.163, which means that for every 1% increase in service quality, the purchase decision will increase by 0.163, provided that other variables are considered constant.

T Uji test

Table 10 T-Test Results Variable Conformity of Product Description/Quality of Service to Purchase Decisions

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.074	1.937		4.168	.000
Kesesuaian Deskripsi Produk	.178	.094	.218	1.894	.061
Kualitas Pelayanan	.163	.052	.361	3.145	.002

a. Dependent Variable: keputusan pembelian
Sumber: Lampiran Output SPSS Versi 23, 2019

F Uji test

To find out whether all independent variables have the same effect on the dependent variable simultaneously or together. If the significance probability is less than 0.05 then it is accepted, whereas if the significance probability is greater than 0.05 then it is rejected. As follows:

The value of F_{table} is (k ; nk)

Information:

k = number of independent variables (independent)

n = number of respondents or research sample

k = 2 (X1 Conformity of Product Description, X2 Quality of Service), and n = 120 then (2 ; 120-2) = (2 ; 118)

The F_{table} value in the statistical F_{table} value distribution is 3.07.

F-Test Results Variable S of Product Description & Quality of Service to Purchase Decisions

Tabel 11 ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	323.114	2	161.557	24,347	.000b
Residual	776,352	117	6.635		
Total	1099,467	119			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Service Quality, Product Description

Source: SPSS Output Appendix Version 23, 2019

Based on the table above, the F_{count} value is 24,347 because the $F_{count} > F_{table}$ value (24,347 > 3.07) so H_0 is rejected and H_a is accepted, which means that the variable suitability of product description (X1) and service quality (X2) simultaneously has a significant effect on purchasing decisions. (Y).

4. CONCLUSION

The results showed that the product description suitability variable partially had a positive but not significant effect on purchasing decisions, the Tokopedia marketplace could add product videos to the description and provide information about product descriptions using language that was easily understood by potential buyers, and partially improve service quality variables. positive and significant effect on purchasing decisions and the variable suitability of product descriptions and service quality have a positive and significant effect on purchasing decisions. Therefore, it is very important to pay attention to the factors that support the formation of conformity of product descriptions and quality of service to purchasing decisions on the Tokopedia marketplace to keep its customers high.

Service quality has a significant and greatest effect when compared to the variable suitability of product descriptions, its influence on purchasing decisions on the Tokopedia marketplace by buyers who have purchased products on the marketplace, this can be used as an influence by the Tokopedia marketplace to improve service quality, to influence the purchasing decisions of its customers.

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