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## FROM REACH TO ACTIVE CONSUMERS: EFFECTIVE SOCIAL MEDIA MARKETING STRATEGIES AT POPSIO.ID



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### Abstract

This study explores the effectiveness of social media strategies, specifically TikTok Live Shopping, in converting reach into active and loyal consumers at Popsio.id, a local fashion brand from Bali specializing in women's bags. The research employs a qualitative case study approach, combining in-depth interviews with brand owners, social media managers, TikTok observers, and consumers, as well as observation and documentation of Popsio.id's digital activities. The study highlights how Popsio.id leverages Instagram as a visual catalog, Shopee as a primary marketplace, and TikTok for interactive engagement and real-time sales. The findings reveal that consistent and entertaining content, particularly during TikTok live sessions, significantly influences consumer engagement and purchasing decisions. Furthermore, soft-selling techniques and trend-sensitive content contribute to avoiding consumer resistance and increasing brand visibility. Despite successfully expanding its reach, Popsio.id still faces challenges in building long-term customer loyalty and ensuring product expectations align with online content. This research contributes to digital marketing theory by applying the hierarchy of effects model and suggesting practical strategies for local brands seeking to increase customer conversion through interactive social platforms. These insights can serve as a reference for other MSMEs aiming to optimize social media as a sales and branding channel.

**Keywords:** TikTok Live Shopping, Digital Marketing, Consumer Engagement, Local Brand, Reach Conversion, Hierarchy of Effects

## INTRODUCTION

In today's digital era, marketing through social media has become a key strategy for expanding consumer reach and building closer relationships with them (Fani et al., 2024). Social media platforms like Instagram, TikTok, and online marketplaces like Shopee have become central hubs for businesses and consumers (Annisia & Wardani, 2024). With a growing number of active users, these platforms offer significant opportunities for companies, especially local brands, to introduce their products, increase engagement, and convert reach into actual sales. Given the high level of social media usage in Indonesia, marketing through these platforms has the potential to increase competitiveness, especially for local brands seeking to expand their market without incurring excessive marketing costs (Maristha & Ahmadi, 2024).

Popsio.id is a local brand from Bali that produces and sells bags and shoes. Unlike some other local brands that only focus on one or two marketing channels, Popsio.id actively utilizes multiple platforms: Instagram as a product catalog, TikTok for sales and content sharing, and Shopee as its primary marketplace. Each platform has different audience characteristics and approaches, so Popsio.id uses unique social media marketing strategies to optimize the functionality of each platform. In addition, Popsio.id also runs online advertising campaigns to increase engagement and product exposure. This aims to convert extensive reach into active, loyal consumers. However, converting reach into active consumers and sustained loyalty remains a major challenge, especially on the TikTok platform, which tends to attract users with a preference for fast-paced and dynamic content.

Popsio.id, a local Balinese brand specializing in bags and shoes, faces stiff competition from other local brands, such as Niluh Djelantik, Ernov Bali, and Bali Zen, each with its own unique market niche. Niluh Djelantik, for example, has established an international reputation with markets in Asia, America, and Europe, demonstrating strong global competitiveness. Ernov Bali is known for its appealing products, which are in high demand on platforms like Blibli, while Bali Zen offers a diversified product offering ranging from bags to accessories like watches and glasses, making it a competitor with a broad product portfolio. Furthermore, Toko Elizabeth Denpasar, established in 1963, has the advantage of a long history and brand continuity that has become part of the local identity. Compared to these competitors, Popsio.id has a unique approach with a focus on digital marketing through social media, particularly TikTok Live Shopping, which provides a significant opportunity to attract a young and dynamic audience. However, compared to more established competitors or those with international reach, Popsio.id needs to work harder to strengthen brand awareness, maintain product consistency, and build consumer loyalty to compete effectively in both local and global markets.

This research focuses on social media marketing analysis, namely the strategies implemented to convert reach into active consumers in the Popsio.id business. Social media marketing can be defined as the process of using social media platforms to build brand awareness, create interaction with audiences, and direct consumers to purchase products (Samuel et al., 2023). This strategy is crucial for brands like Popsio.id in building closer relationships with consumers through interactive content, particularly through the live shopping feature on TikTok. Based on preliminary data from interviews with Popsio.id's owner, TikTok is currently their primary focus, particularly through the TikTok Live

Shopping feature, which has great potential to increase direct interaction with potential consumers.

Although Popsio.id has a high overall rating on Shopee, at 4.8 out of 5, there are a number of negative reviews indicating consumer dissatisfaction with the product quality. One review states that the product does not match the photo, suggesting a discrepancy between expectations and the actual product received. This is important considering that consumer ratings seen on e-commerce platforms like Shopee significantly influence potential buyers' perceptions and can impact their purchasing decisions (Shopee, 2015). These negative reviews, while in the minority, can significantly impact brand image and the success of marketing strategies.

This phenomenon highlights the challenges Popsio.id faces in maintaining customer satisfaction and ensuring consistency between marketing content on social media and the products consumers receive. This situation makes research on the effectiveness of Popsio.id's social media marketing strategy relevant, particularly in converting reach into satisfied and loyal active customers. By understanding how Popsio.id can leverage platforms like TikTok and Instagram to build positive perceptions and increase engagement with audiences, this research is expected to provide insights into more effective strategies for creating a consistent experience for consumers and reducing negative reviews that can damage a brand's reputation. The success of this strategy is influenced by several factors, such as content quality, posting consistency, and customer engagement. This strategy is generally implemented through a three-stage process: situation analysis, goal and objective setting, and strategy formulation.

A key gap in this research is the limited number of studies examining the effectiveness of marketing strategies on TikTok Live Shopping, particularly for local brands in Indonesia. Most previous research has focused on established social media platforms like Instagram or Facebook and has not explored TikTok's potential as a new, interactive marketing channel. Furthermore, there is a gap in understanding how content created on TikTok can contribute to deeper user engagement compared to other platforms.

An initial interview with the owner of Popsio.id was conducted to gain in-depth information about the marketing strategy implemented, the challenges faced, and the opportunities utilized in utilizing social media as a promotional tool. The interview revealed that TikTok Live Shopping is currently a primary focus of their marketing strategy. This is based on TikTok's significant potential to reach a wider audience with a creative and interactive content approach. The owner of Popsio.id also explained that they utilize several other platforms, such as Instagram as a visual catalog and Shopee as a primary marketplace to facilitate transactions. Despite various efforts to increase reach and user engagement, converting this reach into active, loyal consumers remains a major challenge. Furthermore, the differences in audience characteristics on each platform require them to develop different strategies to be relevant to user needs.

The interview results served as the basis for determining the research variables: social media marketing strategy, reach, and active consumer conversion. These variables are considered relevant because they reflect the key needs and challenges faced by Popsio.id in optimizing social media platforms, particularly TikTok, to support its business objectives. Furthermore, the interviews revealed a discrepancy between consumer expectations built through marketing content and the actual experience of receiving the product. This raises the

urgency to further investigate how social media strategies can improve customer experience consistency and reduce negative reviews that can impact brand reputation. By focusing on these variables, the research is expected to provide more effective solutions for Popsio.id in building consumer engagement and loyalty through social media.

First, social media marketing refers to marketing efforts carried out using social media platforms to build brand awareness, increase engagement with audiences, and direct them towards purchasing (Yuanta et al., 2022). In the context of Popsio.id, social media marketing is implemented through various platforms such as Instagram for product catalogs, TikTok for creative content and sales through live shopping features, and Shopee as the primary sales platform. Through this combination, Popsio.id strives to create an effective marketing strategy to attract consumer interest and build relationships with them.

The reach and active consumer conversion variables are important indicators in evaluating the success of Popsio.id's marketing strategy. Reach, in this context, refers to the number of people successfully reached by Popsio.id's content or marketing campaigns, primarily through advertising and organic content on social media (Hartati & Mala, 2024). However, not all reached audiences automatically become consumers who purchase products (Sofyan & Mulyana, 2024). Therefore, the active consumer conversion variable encompasses efforts to convert audiences who only view or interact with content into consumers who make purchases and potentially become loyal customers. This study will explore how Popsio.id uses social media strategies, specifically TikTok Live Shopping, to convert reach into active consumers and build long-term loyalty.

## **RESEARCH METHOD**

This study uses a case study design to deeply understand Popsio.id's social media marketing strategy in the context of TikTok Live Shopping, as an effort to convert reach into active and loyal consumers. This design allows for detailed exploration of strategies, challenges, and outcomes through the integration of various data sources, such as in-depth interviews with managers, social media content analysis, and consumer reviews on Shopee. The study was conducted in Bali, a tourism hub with an active market on social media, particularly the younger generation who heavily use TikTok. The data collected was qualitative, consisting of primary data in the form of interviews and observations, and secondary data such as sales documents, consumer reviews, and related literature. Data collection techniques included a preliminary study, interviews, observations, and documentation. The research sample was selected using purposive sampling, involving Popsio.id owners, social media managers, TikTok observers, and 10 young consumers. Data analysis was conducted interactively following Sugiyono's (2019) model, both during and after data collection. To ensure the validity of the results, this study used technical triangulation and source triangulation, so that the results obtained could be scientifically accounted for. Through this approach, the research is expected to provide a comprehensive overview of the effectiveness of Popsio.id's digital marketing strategy and its contribution to the development of social media marketing literature in Indonesia.

## RESULTS AND DISCUSSION

### Social Media Marketing Strategy Analysis in Converting Reach into Active Consumers in Popsio.id Business

Popsio.id strictly protects the content it shares. It shares content across three major platforms: Instagram, Shopee, and TikTok. Each platform offers different content and functions, as explained by the founder.

Instagram, as a social media platform, functions as a catalog, offering product photos and videos. Shopee itself has a different purpose, focusing on being a marketplace. Third, there's TikTok, which serves a dual purpose as both social media and a marketplace. Specifically for TikTok, the founder explained that live streaming has become a consistent marketing tool. In an interview, the founder explained:

*"...algorithm, so we always have live content on Saturdays and Sundays at the same time. So that our algorithm is read by TikTok, so that TikTok also gives FYP and we are given continuous viewers on Saturdays and Sundays ...."*

Based on the interview excerpt, it's clear that the founder maintains consistency during his live streams on TikTok. The goal is to ensure Popsio.id's algorithm is readable and, hopefully, featured on the FYP, which aims to increase reach. Once this is accomplished, the next task falls to the TikTok live host. The founder strongly emphasizes that during live streams, the host must always show the items for sale to the camera, whether the live stream is quiet or busy. The goal is to capture the viewer's attention, which can then be directed to the display case or to the Popsio.id checkout process.

This is shown by several interview results conducted with several consumers, they said that:

*"Personally, when I watch live shopping, I always wait for the bag I've been eyeing that I saw in previous content. Maybe I'll be lucky enough to get a flash sale." (Consumer A)*

*"Social media, sis, just now when I was just browsing TikTok live, I came across Popsio.id live." (Consumer C)*

*"How do I feel? I enjoy watching their content. It really puts me in a good mood. Plus, the live shopping hosts are really fun." (Consumer D)*

Based on several interview excerpts above, it was found that live shopping activities have proven to provide positive value for some consumers. Therefore, the live shopping strategy on the TikTok platform can be considered positive for Popsio.id.

On Instagram, Popsio.id uses product photos and videos, specifically in the form of IG Reels. The founder also explained in an interview:

*"...On Instagram, we usually advertise our interesting IG Reels. If we have interesting content, we usually boost it for a week. ..."*

According to the interview excerpt, for Instagram, boosting Instagram Reels is done over a week. In the interview, the founder also explained that there are specific tips for creating Popsio.id's social media marketing content.

*"...The most interesting content on TikTok is trending content or soft-selling content. So, don't let the product show too much. If you do, don't make the caption too hard-selling. TikTok is a social media platform for entertainment, so if an online shop video suddenly appears, it's bound to be skipped. ..."*

On another occasion, Popsio.id's Social Media Management also said:

*“...We also keep our social media content as light as possible, as comfortable as possible for the viewer. So, if you look at it for a long time, it's calming. The language isn't overly enthusiastic. We're also always up to date with what's trending, so we try to incorporate that into our content. ...”*

In the interview excerpt, Popsio.id strictly avoids hard-selling content when creating social media content, opting instead for trending and user-friendly content. The goal is to ensure that the information conveyed in the ads is easily understood by social media users, as they aren't skipped and maintain an aesthetic appeal. This sentiment was also confirmed by several interviewed customers, such as customer C.

*“...Social media, especially the TikTok account Popsio.id, is very simple. I sometimes hear them use trendy sounds, and the photos are simple but pleasing to the eye. That often gets me hooked on Popsio.id's posts. ...”*

### **User Engagement**

This research discusses social media marketing. One of the metrics used in social media is reach. Reach refers to the number of social media users reached by a piece of content. In terms of promotion, the greater the social media reach we achieve, the greater the reach of our promotional content.

Data collected from the TikTok account Popsio.id shows that the number of viewers for a single post is at least 2,000. In fact, the three posts with the highest number of views were 968,000, 610,000, and 422,000, respectively. Judging by the number of followers and likes, there are nearly 17,000 followers and 282,000 likes. Furthermore, other data collected from social media management shows that there are over 10,000 shares on the TikTok platform.

On Instagram, the highest viewership for IG Reels is around 81.6 thousand. This data aligns with the founder's statement:

*“...TikTok is social media, yes, ecommerce too. So there are definitely more people who open TikTok than those who open Shopee. TikTok is easier to reach with FYP ...”*

Regarding user numbers and reach, the founder stated that not everyone who views or watches Popsio.id content ends up making a purchase. Gayatri suggested that if 200 people watch a TikTok live stream, the average purchase might be up to 20.

To maintain audience/visitor participation, Popsio.id has its own strategies, including (1) maintaining audience interaction, and (2) flash sales. To maintain audience interaction, the TikTok live host will always display items, with the goal of encouraging visitors to view the items, ask questions, open the display case and cart, and hopefully end up checking out. This is evident in the following interview excerpt:

*“...when they enter with our products, for example bags. They definitely stalk, then open the live, open the basket, which display case is held ...”*

In another interview excerpt, the founder also stated:

*“...Our live streaming isn't like a typical online shop; our approach is flash sales. We always have flash sales for 10 minutes. We offer lower prices during that time. We hope to entice viewers with the discount, so those who initially just watched might buy because they're afraid the price will go back to normal. ...”*

The quote above confirms that Flash Sales are indeed one of Popsio.id's strategies during TikTok Live. The goal is to influence buyers' psychology and encourage them to make a purchase decision within a short timeframe.

### **Influence on Brand**

Popsio.id founder in his interview explained;

*“...The feedback is definitely from sales. More sales come in than if we didn't advertise. Secondly, our followers also increase. Furthermore, our content is getting more views. Our Live streams are also more crowded. The main thing is sales. ...”*

The quote above illustrates the impact of social media marketing through ads on Popsio.id. One of the impacts is an increase in followers, although the founder of Popsio.id emphasized increased sales.

On a different occasion, Popsio.id's Social Media Management also revealed:

*“... We see new followers every day. It's not fixed, but it can be around 50-200 new followers per month. ...”*

Data obtained from interviews with TikTok observers indicates that the impact of Live Shopping on social media has also led to an increase in Popsio.id's followers. This is evident in the following interview excerpt.

*“Now, she has a huge following. When I first started, I thought there were only around 2,000, but now she's over 16,000. The increase seems to be in line with Popsio.id's own development, as its products and content have adapted to current conditions. ”*

### **Paid advertising**

Popsio.id, based on an interview with its founder, revealed that it uses paid advertising with microinfluencers. Popsio.id typically sends products free of charge to these microinfluencers, and they then earn a commission through an affiliate system. This statement is contained in the following interview excerpt:

*“...Then there's another affiliate on TikTok. It's been really popular lately, sending free samples to micro-influencers on TikTok. Their videos are often on FYP, and we just give them free products and they'll put them in the yellow basket in their videos. For every purchase from the yellow basket, they'll earn a commission. ...”*

Data from the Popsio.id TikTok account also shows that, if a Popsio product is successfully sold, the affiliate receives a 10% sales commission.

The use of microinfluencers successfully contributed 11% to Popsio.id's sales on TikTok. This is evident in the table below:

Table 1. Number of purchases via TikTok affiliates

	Amount	Percent
Total sales	3142	100%
Affiliator	346	11%

### **Interaction with Audience**

To maintain communication with customers, Popsio.id operates four communication channels. As mentioned in the previous discussion, based on interviews with the founders, Popsio.id uses Instagram as a social media platform, Shopee as a marketplace, TikTok as a marketplace and social media platform, and WhatsApp as a communication channel for customers with various questions.

In the previous discussion, it was also mentioned that during live broadcasts, the host is assigned to always have the product being sold. This aims to create the impression that Popsio.id is always ready with the products it sells and to attract buyers' attention. This way, the hope is that those who initially appear only on FYP will then be able to watch the live broadcast, view the display case, and ultimately, check out the items.

When watching TikTok live streams, almost all comments are responded to by the host. Comments that aren't responded to or aren't seriously responded to are usually those that stray far, such as viewers watching the live stream but instead intrude on the host's privacy. In terms of quality, questions that are responded to receive appropriate answers within a relatively short timeframe. Based on observations during live streams, the time between a comment appearing and the host responding ranges from 20-40 seconds, depending on the number of questions and the host's circumstances, such as explaining a product, answering a previous question, or engaging in other activities during the live stream. This data is supported by several interview results, including:

*"How do I feel? I enjoy watching their content. It really puts me in a good mood. Plus, the live shopping hosts are really fun." (Consumer D )*

*"very helpful in convincing. The proof is that I myself, who initially only watched live ended up buying it." (Consumer C )*

*"Yes, I often watch Popsio.id's content on TikTok. What really caught my attention were their interactive and entertaining live shopping videos." (Consumer F )*

The data excerpts above show some positive assessments of customer interactions on the TikTok platform, especially during Live.

If you look at the interactions that occur on the Shopee platform, you can see it in the following image.



**Figure 1.**

### **Popsio.id store profile on Shopee**

Popsio.id's Shopee account shows a 92% chat performance. Chat performance indicates how consistently Popsio.id responds to customer personal chats. So, for example, if 100 people send messages, Popsio.id responds to 92 of them.

In terms of response time, Popsio.id only responds within an hour. This is quite good, because according to Shopee, it recommends that stores respond to incoming chats from buyers within 12 hours (Shopee, n.d). Popsio.id's chat performance data is in accordance with Shopee's recommendations.

### **Customer Loyalty**

One of the quotes in an interview with the founder of Popsio.id states the following:

*"...Yes, I definitely want to, so that buyers who have checked out our products can buy again. So far, I've wanted to change it to a loyalty card, so I think they'll have to buy 5*

*Popsio.id products. For example, if they have 5 Popsio.id products, we'll give them a buy 1 get 1 free offer on the 6th product. ...*”

The quote illustrates how Popsio.id encourages loyal customers to make repeat purchases. In the quote, Popsio.id strives to provide bonuses to customers who make five purchases. Popsio.id even plans to offer a 10% discount to customers who make more than ten purchases. This approach is one way to maintain customer loyalty. This was revealed in an interview with the founder, who said:

*“...For example, if you already have more than 10 Popsio.id products, it's like there's a special offer. They'll have special prices going forward, lower than other buyers. They feel like they're special. l...”*

In addition to the founder, interviews with several consumers also demonstrated positive results regarding the quality of Popsio.id's interactions with consumers. This can be seen in the following interview excerpts.

*“My shopping experience at Popsio.id was like shopping at a luxury mall. It was fast, easy, and the service was incredibly friendly. . .”*

*“I'll be a loyal customer. I'll also be a Popsio.id buzzer for all my friends. They need to experience this incredible shopping experience! ” (Konsumen I)*

*“I'll be their loyal customer. I'll also be a Popsio.id ambassador to all my friends. They should experience this pleasurable shopping experience!” (Consumer J)*

The interview excerpt above shows the positive reaction resulting from Popsio.id's interaction with its customers.

Looking at customer reviews on Shopee, for example, the store rating data shows that Popsio.id received a store rating of 4.8/5.0 out of 9.9 thousand reviews. This indicates a good reputation, as evidenced by the large number of reviewers.

Reviews on Shopee are typically provided by shoppers, but customers also have the option to leave a rating. This means that the number of users shopping at Popsio.id on Shopee likely exceeds 9,9,000. With that number, and a score of 4.8, Popsio.id is considered to have a good rating.



Figure 2. Popsio.id store profile on Shopee

In addition to data from interviews with the founder and observations on social media and e-commerce platforms, interviews with several Popsio.id customers were also conducted. In an interview with one customer, the source stated:

*“I’ll be a loyal customer. I’ll also be a Popsio.id buzzer for all my friends. They need to experience this incredible shopping experience!” (Consumer I)*

At a different time, Consumer D also said something similar:

*“I’ll most likely buy again, especially if there are new, unique products. I’ll also recommend it to my friends. . .”*

Of the 10 customers interviewed, all described a positive shopping experience at Popsio.id. They generally cited Popsio.id's advantages in terms of price, models, colors, educational value, and other factors. This indicates that the majority of the sample is loyal to Popsio.id. This aligns with the positive trend also reflected in the number of sales and positive reviews on Shopee.

## CONCLUSION

Popsio.id as a brand engaged in selling women's bags online has marketing tips through Shopee, Instagram, and TikTok. In converting reach into active consumers, Popsio.id manages their social media content with their respective goals. Instagram as a catalog, Shopee as e-commerce, and TikTok as a catalog and e-commerce. Popsio.id's strategies in marketing its products are, (1) through interesting content, (2) TikTok live Flashsale, (3) Discounts for repurchases, and (4) Affiliate Program. These four steps have successfully increased the number of viewers and followers, which has been proven to increase Popsio.id sales and received positive reactions from Popsio.id consumers.

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