



RESEARCH ARTICLE

The Influence of Promotions and Ease of Shopping on E-Commerce Application Customers

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ARTICLE INFO	ABSTRACT
Received: Aug 18, 2024 Accepted: Oct 17, 2025	In the modern digital era, Shopee has emerged as a popular e-commerce application for online shopping in Indonesia. Therefore, understanding the factors that impact customers' decisions to use the Shopee Application is crucial. This study aimed to examine the influence of promotions and ease of shopping on customers' decisions regarding the Shopee Application. The findings indicate that promotions have a positive and significant effect on customers' decisions to use the Shopee Application. This suggests that Shopee's promotional activities, such as discounts, vouchers, and loyalty programs, play a role in influencing customers to select the Shopee Application as their preferred online shopping platform. Additionally, ease of shopping has a positive and significant impact on customers' decisions. Factors such as an intuitive user interface, seamless payment processes, and efficient and reliable delivery services are crucial in influencing customers' decisions to use the Shopee Application. Based on these findings, it is recommended that Shopee continues to improve its promotional strategies to attract and retain customers. Additionally, the company should focus on enhancing features that contribute to the ease of shopping for users of the Shopee Application. This research has important implications for e-commerce companies seeking to develop effective marketing strategies and understand customer needs and preferences within the context of online shopping applications like Shopee.
Keywords	
Shopee	
E-Commerce Application	
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INTRODUCTION

The evolution of business competition in Indonesia's e-commerce sector has been an intriguing journey. As the digital landscape continues to expand and consumer behavior undergoes significant changes, e-commerce companies face intense competition and must navigate a dynamic and demanding marketplace (Lim et al., 2024). One of the key factors driving this competition is the growing demand for online shopping in Indonesia. With a large population and increasing internet penetration, more and more consumers are turning to the convenience of e-commerce platforms to meet their shopping needs. This surge in demand has attracted numerous players to enter the market, resulting in a highly competitive environment (Wardhana et al., 2022).

To thrive in this landscape, e-commerce companies must prioritize understanding and meeting consumer needs. Customer-centric approaches are essential for gaining a competitive edge. This involves conducting market research, analyzing consumer preferences, and tailoring products, services, and user experiences accordingly. By providing a seamless, personalized, and convenient shopping experience, companies can differentiate themselves and build customer loyalty. Innovation is another crucial aspect of staying competitive in the e-commerce sector. Companies must continuously explore new technologies, features, and business models to stay ahead of the curve. This can involve adopting emerging trends such as mobile commerce, social commerce, and omni-channel strategies. By embracing innovation, companies can attract and retain customers by offering unique and engaging experiences (Kartawinata et al., 2021).

Furthermore, agility and adaptability are vital for success in this rapidly evolving industry. E-commerce companies must be responsive to market dynamics, consumer trends, and regulatory changes. Flexibility in adjusting strategies, exploring new markets, and embracing partnerships and collaborations can help companies stay relevant and competitive. The competitive landscape in Indonesia's e-commerce sector is also shaped by factors such as logistics infrastructure, payment systems, and marketing strategies. Companies that invest in building robust logistics networks, ensuring efficient and timely deliveries, and offering secure and convenient payment options can gain a competitive advantage. Marketing strategies play a crucial role in capturing consumer attention and driving sales. Effective promotional campaigns, strategic partnerships, influencer marketing, and customer engagement initiatives can help companies stand out and attract a loyal customer base.

The business competition in Indonesia's e-commerce sector is intense and ever evolving. To thrive in this environment, companies must focus on understanding and meeting consumer needs, implementing innovative strategies, and remaining agile and adaptable. By doing so, they can secure their market share, ensure long-term survival, and contribute to the exciting growth of the e-commerce industry in Indonesia. Shopee's impact on the e-commerce landscape in Southeast Asia cannot be overstated. Since its establishment in 2015, the platform has revolutionized the way people shop and conduct business in the region. With its extensive product selection spanning various categories, including fashion, electronics, home appliances, and beauty items, Shopee has become a one-stop destination for online shoppers. The success of Shopee can be attributed to several key factors. Firstly, its user-friendly interface and intuitive design make it easy for both buyers and sellers to navigate the platform. Shopee's commitment to providing a seamless and convenient online shopping experience has garnered a loyal user base. Another distinguishing feature of Shopee is its mobile-centric approach. Recognizing the widespread use of smartphones in Southeast Asia, Shopee has developed a mobile application that is optimized for smaller screens. This enables users to browse, purchase, and manage their orders on-the-go, catering to the needs and preferences of today's mobile-savvy consumers.

Shopee has also embraced social commerce, integrating social media elements into its platform. Users can interact with sellers, leave reviews, and share their purchases with their social networks. This social aspect not only fosters a sense of community but also builds trust among users, as they can rely on the experiences and recommendations of others. Furthermore, Shopee's expansion across multiple countries in Southeast Asia has solidified its position as a regional e-commerce powerhouse. By tailoring its services to the specific needs and preferences of each market, Shopee has effectively captured the attention and loyalty of local consumers.

Shopee's impact on the e-commerce landscape in Southeast Asia is undeniable. Its user-friendly interface, extensive product selection, emphasis on mobile commerce, and integration of social commerce has contributed to its rapid growth and popularity. As the platform continues to innovate and adapt to the evolving needs of consumers; it is poised to maintain its position as a leading e-commerce platform in the region.

Shopee's success can be attributed to its continuous focus on innovation and adaptability in the ever-changing e-commerce landscape. The platform's marketing strategies have been particularly effective in capturing consumer attention and driving sales. Shopee is known for its frequent and enticing deals, discounts, and flash sales, which create a sense of urgency and encourage customers to make purchases. Events like the Shopee 9.9 Super Shopping Day and Shopee 12.12 Birthday Sale have become highly anticipated occasions for consumers, offering them attractive promotions and exclusive deals. One of Shopee's key strengths lies in its strong logistics infrastructure. By forming partnerships with various logistics providers,

Shopee ensures that products are delivered reliably and efficiently to customers. This commitment to timely and secure deliveries has played a significant role in building trust and customer satisfaction.

Shopee's user-friendly interface and integration of social commerce have contributed to its popularity. The platform allows users to easily navigate through product listings, engage with sellers and other shoppers, and make informed purchasing decisions. Shopee has also leveraged social media and influencer marketing to connect with its target audience, further enhancing its reach and visibility.

In this rapidly evolving digital era, understanding the dynamics and impact of platforms like Shopee is essential for businesses, researchers, and consumers. By studying various aspects of Shopee's operations, such as its business model, user experience, and marketing strategies, valuable insights can be gained into the evolving e-commerce landscape and consumer behavior. Shopee's success serves as a testament to the importance of innovation, customer-centric approaches, and strategic marketing efforts in capturing the attention and loyalty of online shoppers.

Based on the 2023 survey results obtained from several indicators, it was found that Shopee has a superior performance according to sellers. The survey, which utilized the Top of Mind (TOM) and Brand Used Most Often (BUMO) indicators, revealed that Shopee maintains its position as the leader among its competitors. Additionally, Shopee received the highest score on the Loyalty Ratio indicator, indicating that most online sellers consider Shopee their primary marketplace platform. This finding is noteworthy as it further strengthens Shopee's position as the preferred online shopping destination for Indonesian consumers. Research conducted by Islami et al. (2021) indicates that promotions have a significant positive effect on customer loyalty. However, a study by Novianti et al. (2018) suggests that promotions do not have a significant positive effect on customer loyalty. Another study by Lim et al. (2024) supports the idea that customer satisfaction has a significant positive effect on customer loyalty, while Akram et al., (2021) found no significant positive effect of customer satisfaction on customer loyalty. Rubiyanti et al. (2024) found that customer satisfaction can mediate the relationship between promotions and customer loyalty, while Hidayah (2019) found no significant positive effect of promotions on customer loyalty through customer satisfaction. Additionally, Lu and Chen (2021) discovered that customer satisfaction can mediate the relationship between consumer trust and customer loyalty, while Islami et al. (2021) found no significant positive effect of consumer trust on customer loyalty through customer satisfaction.

Based on these findings, it can be inferred that Shopee demonstrates superior performance in the Indonesian e-commerce market. This is supported by its appealing incentives to customers and the high acceptability of products provided by vendors. While research on the impact of promotions and customer satisfaction on customer loyalty yields varied results, it is important for Shopee and other e-commerce platforms to understand the factors influencing customer loyalty and adapt to changes in customer preferences and market dynamics.

2. LITERATURE REVIEW

2.1 Promotion

Promotion plays a vital role in the overall marketing strategy of a business. Its main objective is to provide information, persuade, and remind consumers about a particular product or service. As highlighted by Kotler and Keller (2012), promotion serves as a means to communicate the value and benefits of a product to target customers, both through direct and indirect channels. The ultimate aim is to create awareness, generate interest, and ultimately drive consumer behavior towards making a purchase.

Gitosudarmo (2014;159-160) further emphasizes that promotion is an active process aimed at influencing consumers to become familiar with the products offered by companies, leading to customer satisfaction and ultimately resulting in product purchases. It serves as a powerful tool to engage consumers, create brand awareness, and build customer loyalty. Promotions encompass a wide range of marketing activities and strategies that are specifically designed to communicate and promote the value of a product, service, or brand to target customers. These activities include advertising campaigns, sales promotions, public relations efforts, and personal selling, among others. The primary purpose of promotions is to stimulate demand, increase sales, and achieve specific marketing objectives set by the organization.

According to Kotler and Keller (2016:272), promotions can be examined through various dimensions. These dimensions include:

1. **Promotional messages:** This refers to the content and information conveyed through promotional activities, such as the features, benefits, and unique selling propositions of the product or service.

2. **Promotional media:** This dimension focuses on the channels and platforms used to deliver promotional messages to the target audience. It includes traditional media outlets like television, radio, print, as well as digital platforms such as social media, websites, and online advertising.
3. **Promotional time:** Timing is an important aspect of promotions. It involves determining the most appropriate time to launch promotional activities to maximize their impact and reach the target audience effectively.
4. **Frequency of promotion:** This dimension relates to the frequency at which promotional activities are conducted. It involves planning and scheduling promotional efforts to maintain a consistent presence in the market and reinforce brand messaging.

By considering these dimensions, businesses can develop comprehensive and targeted promotional strategies that effectively communicate the value of their offerings, attract customers, and drive business growth.

2.2 Shopping convenience

Shopping convenience has emerged as a crucial factor influencing consumer decision-making and overall satisfaction, particularly with the rise of mobile commerce. As consumers increasingly rely on shopping apps, the convenience of shopping through these platforms has become paramount. Research indicates that convenience in shopping directly correlates with customer satisfaction and loyalty. For instance, a study conducted by Lu and Zheng (2021) revealed that mobile shopping convenience significantly impacts customers' purchase intentions. The ease and efficiency of the shopping process through mobile apps positively influence consumers' decisions to make a purchase. Similarly, a study by Li and Zhang (2021) found that convenience factors, such as easy navigation, a quick checkout process, and personalized recommendations, significantly contribute to customer satisfaction and intention to repurchase.

These findings highlight the significant role of shopping convenience in shaping customer behavior within the Shopee app environment. Shopee, known for its user-friendly interface, offers a seamless and intuitive experience for users. The app allows customers to effortlessly search for products, browse through various categories, and access a wide range of features. This emphasis on convenience aligns with the findings of previous studies and underscores the importance of providing a hassle-free and efficient shopping experience. By prioritizing shopping convenience, businesses can enhance customer satisfaction, foster loyalty, and drive repeat purchases. The ability to offer a seamless, user-friendly interface that simplifies the shopping process is crucial in capturing and retaining customers in the competitive mobile commerce landscape.

2.3 Customer loyalty

Promotions and shopping convenience play significant roles in fostering customer loyalty and repeat purchase intentions. Satisfied customers who recognize the value of promotions and find shopping on the Shopee app convenient are more likely to exhibit loyalty towards the brand. A study conducted by Zhang, Lu, and Gupta (2016) demonstrated that customer satisfaction, convenience, and perceived value have a positive impact on customer loyalty and repurchase intentions. Customer loyalty refers to the tangible, long-term commitment of consumers to engage in loyal behaviors and exhibit positive attitudes towards a company and its products. Loyal customers regularly and repeatedly consume from the brand, making the company and its products an integral part of their consumption process (Rubiyanti et al., 2023).

Building trust and ensuring customer satisfaction are crucial in cultivating loyalty. A positive brand experience increases the likelihood of loyal customers making repeat purchases and remaining loyal to the brand. Meeting or exceeding customer expectations, delivering high-quality products and services and providing exceptional customer service are key factors that contribute to customer satisfaction and foster long-term loyalty (Yuliarni et al., 2024). By leveraging effective promotions and providing a convenient shopping experience on the Shopee app, businesses can enhance customer loyalty. Engaging customers through targeted promotions that add value and convenience reinforce their positive perception of the brand. Additionally, optimizing the app's features and functionality to ensure a seamless and user-friendly shopping experience contributes to customer satisfaction and encourages repeat purchases. Consistently delivering value, convenience, and

exceptional customer experiences, businesses can cultivate a loyal customer base, foster brand advocacy, and drive sustainable growth.

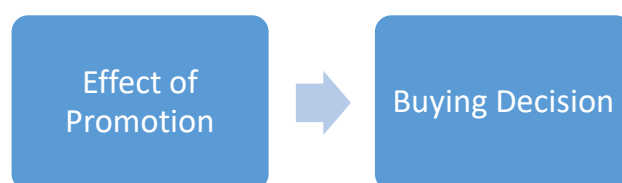
3. Research hypothesis

Hypothesis based on problem formulation as follows:

1. Promotions have a positive and significant impact on a customer's decision to use the Shopee application.
2. Ease of shopping has a positive and significant impact on customers' decisions to use the Shopee application.
3. Promotions have a significant effect on Customer Satisfaction for Application Users Shopee.

3.1 Framework

The conceptual framework is based on considerations and empirical evidence. The analyzes and solutions to the problems posed in the research were then carried out, as follows:



4. RESEARCH METHODOLOGY

The present research adopts a correlational quantitative research method, which aims to examine the correlational relationships between two or more variables. The primary objective is to determine whether there exists a correlation between these variables or to make predictions based on the observed correlations. Quantitative research methods are employed, which align with the positivist philosophy and involve studying samples and populations.

Data analysis in this study is quantitative in nature and focuses on measuring variables to test pre-established hypotheses (Alfikry & Akbar, 2023). The research utilizes online questionnaires as the primary data collection method, with the questionnaires being distributed randomly to respondents. This approach allows for conducting a survey and obtaining primary data from the targeted population (Zahra et al., 2021).

To analyze the collected data, the researchers will employ the Partial Least Squares (PLS) method, which is a variance-based structural equation modeling technique. PLS enables the examination of latent variables, which are variables that cannot be directly measured, by utilizing observable indicators known as manifest variables. This approach facilitates the simultaneous testing of both measurement models and structural relationships between variables.

The researchers will utilize the SmartPLS 4.0 software, which is specifically designed for Partial Least Squares (PLS) analysis. This software provides a dedicated tool for assessing relationships between variables and their associated indicator variables. By utilizing the capabilities of Partial Least Squares (PLS) and SmartPLS 4.0, the researchers aim to analyze and validate the relationships between promotions, shopping convenience, and customer decisions regarding the Shopee application.

5. RESULT AND DISCUSSION

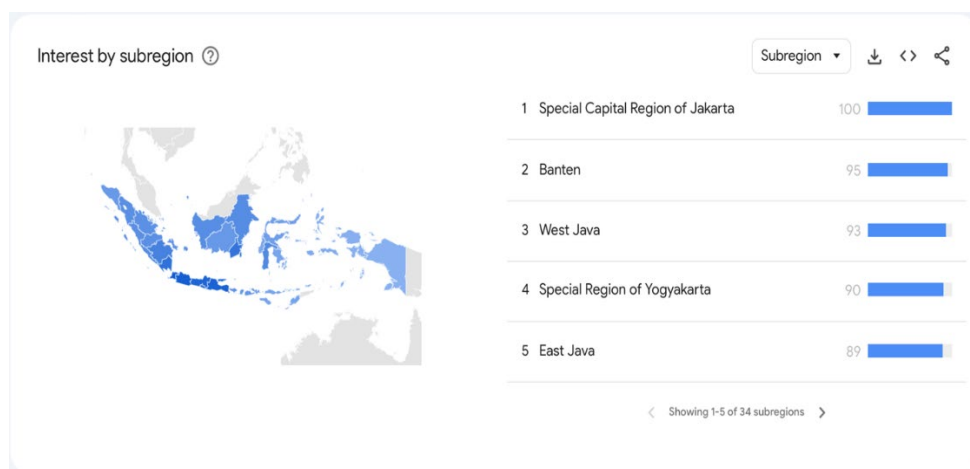
The rise of e-commerce platforms has revolutionized the retail industry, providing consumers with convenient and accessible shopping experiences. Shopee, a leading e-commerce platform in Southeast Asia, has gained significant traction among customers due to its strategic use of promotions and focus on enhancing the shopping experience. Shopee utilizes various promotional strategies, including discounts, coupons, flash sales, e-vouchers, and loyalty programs. These

promotional offerings are effective in driving customer engagement and increasing sales on the Shopee application, as customers are often attracted to the platform due to the perceived value and savings they can obtain through these promotions.

In addition to promotions, Shopee has also focused on enhancing the overall shopping experience for its customers. The platform's user-friendly interface, intuitive navigation, and seamless integration of various features, such as a mobile-first design, personalized recommendations, secure payment options, and efficient logistics and delivery, contribute to a smooth and enjoyable shopping experience. These features make it easier for customers to find, purchase, and receive the products they desire, ultimately driving customer loyalty and repeat business (Nugraha et al., 2021).

The influence of promotions and ease of shopping on Shopee application customers is significant, and these factors have been instrumental in attracting and retaining customers on the platform. As e-commerce continues to evolve, Shopee's ability to adapt and provide a compelling value proposition to its customers will be crucial in maintaining its competitive edge in the Southeast Asian market.

5.1 Data analysis and market research



Source: Google trends

Based on analytical data held by Shopee and Google Trends, the South Jakarta area appears as the sub-region with the highest level of promotional interest in the capital city. It seems that consumers in this area are very enthusiastic and responsive to the various promotional campaigns presented by the e-commerce platform. Starting from big discounts, product bundling programs that offer discounts, to various prizes and other interesting incentives, everything has received an extraordinary positive response from the people of South Jakarta. This shows that residents in the area are very sensitive and encouraged to actively participate in promotional activities run by Shopee. The high rate of consumer involvement in South Jakarta in taking advantage of Shopee's special offers is an indication of the strong role of this region as an important and potential market for the growth of this giant e-commerce business in the capital city (Hendrayati et al., 2019). This phenomenon deserves attention for Shopee to continue optimizing its promotional strategy in the South Jakarta area which has proven to be a loyal consumer base for the platform.

5.2 Outer model

5.2.1 Convergent validity

	Buying Decision	Effect of Promotion
BD1	0.928	
BD2	0.944	
BD3	0.897	
BD4	0.758	
EP1		0.826
EP2		0.676
EP3		0.861

EP4		0.882
EP5		0.846

This data shows that the items you measured have good convergent validity, especially with high correlation values (Best & Seger, 1989). This means that the items consistently measure the same construct, be it Buying Decision or Effect of Promotion.

5.2.2 Discriminant validity

	Buying Decision	Effect of Promotion
BD1	0.928	0.795
BD2	0.944	0.824
BD3	0.897	0.763
BD4	0.758	0.648
EP1	0.842	0.826
EP2	0.597	0.676
EP3	0.645	0.861
EP4	0.715	0.882
EP5	0.687	0.846

These data indicate that the measured items have good discriminant validity. The correlation between constructs (Buying Decision and Effect of Promotion) is lower than the correlation within the same construct, indicating that the two constructs are indeed different and not highly correlated with each other.

5.2.3 Reliability test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Buying Decision	0.905	0.916	0.935	0.783
Effect of Promotion	0.877	0.888	0.912	0.675

Based on the data provided, both constructs (BD and EP) showed very good reliability. All metrics (Cronbach's alpha, Composite Reliability, and AVE) were above the recommended threshold, indicating that the items in each construct were consistent and reliable (Bentler, 1994).

5.3 Inner model

5.3.1 R-Square

	R-square	R-square adjusted
Buying Decision	0.739	0.737

The high R-square and adjusted R-square values (0.739 and 0.737) indicate that the regression model you are using is very good at explaining the variability in User Ability (BD). The small difference between R-square and adjusted R-square indicates that the model is not too influenced by the number of independent variables, which is an indication of a good model.

5.3.2 Effect size

	Buying Decision	Effect of Promotion
BD		
EP	2.831	

The effect size value of 2.831 indicates that Effect of Promotion (EP) has a very strong influence on

Buying Decision (BD). This means that an increase in Promotional Influence is likely to result in a significant increase in Buying Decision.

5.4 Hypothesis result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Effect of Promotion -> Buying Decision	0.860	0.862	0.028	31.097	0.000

The results of the hypothesis test show that there is a very significant and positive relationship between Effect of Promotion (EP) and Buying Decision (BD). The high path coefficient (0.860) and very small p-value (0.000) indicate that an increase in Effect of Promotion is likely to result in a significant increase in Buying Decision.

5.5 Goodness of fit

	Q ² predict
Buying Decision	0.730

The Q²predict value of 0.730 indicates that the model you are using has excellent predictive ability for Buying Decision (BD). This means that the model can accurately predict the variability in User Ability based on the independent variables in the model.

6. CONCLUSION

Shopee's success in the Southeast Asian e-commerce market is driven by two key factors: an engaging promotional strategy and a convenient shopping experience. The combination of lucrative promotional offers and easy-to-use features has successfully attracted and retained customers on the platform. This approach has not only strengthened Shopee's position as a leading e-commerce platform but also laid a strong foundation for continued growth in the future.

Promotions serve as a marketing communication tool to influence consumers, shopping convenience is key in driving purchasing decisions through the application, and both factors play an important role in building customer loyalty. The interaction of these three factors creates a positive shopping experience for Shopee users.

Based on the results of statistical analysis, it can be concluded that this research model shows very good measurement and prediction quality. This is indicated by the convergent validity and discriminant validity values that meet the standards, as well as high reliability (Cronbach's alpha > 0.8, AVE > 0.6). The Effect of Promotion is proven to have a very strong and significant influence on Buying Decision, with a path coefficient of 0.860 and a p-value of 0.000. This model is able to explain 73.9% of the variation in Buying Decision (R-square = 0.739) and has good predictive ability (Q²predict = 0.730). These findings confirm that promotion is a very important factor in influencing consumer purchasing decisions.

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