

Analysis of Supply Chain, Shipping Costs and Consumer Confidence in Purchases on The Shopee E-Commerce Platform in The City of Medan

Cleo Safalingga P¹, Rahmat Alamsyah Harahap^{2*}, Nawang Sari KN Ningtias³
Novelyn Siregar⁴, Andy Hakim⁵

^{1,2,3,4}PUI Digital Business and SMEs, Prima Indonesia University, Medan, Indonesia

⁵Mandailing Natal State Islamic Institute, Indonesia

*Corresponding Author:

Email: rahmatalamsyahharahap@unprimdn.ac.id

Abstract.

SPX Shopee Express has been operating in Medan since 2018. In the development of the SPX Shopee expedition business, there have been problems with the supply chain, such as overloaded packages, late deliveries, and product damage. There have also been problems with expedition costs, such as inconsistent estimates of product weight and dimensions and the imposition of insurance costs. There have been problems with consumer trust, such as concerns about package delivery fraud and distrust of personal data security. Quantitative descriptive research is the research method, and explanatory research is the nature of the research. Interviews, questionnaires, and documentation studies are the data collection methods. Multiple linear regression with classical assumption testing, namely normality, multicollinearity, and heteroscedasticity, is the analysis method. The population of this study was 300 customers, 171 of whom were selected through simple random sampling, and the validity and reliability were tested on 30 of them. The conclusion of the simultaneous analysis of the supply chain, shipping costs, and consumer confidence (F-test) has a positive effect on the success rate of $F_{count} 108.488 > F_{table} 2.66$ with $sig. 0.000 < 0.05$. Partially (t-test), the supply chain t-count is $1.254 < t_{table} 1.65392$ and $sig. 0.212 > 0.05$, shipping costs tcount $0.662 < t_{table} 1.65392$ and $sig. 0.509 > 0.05$, consumer confidence tcount $9.381 > t_{table} 1.65392$ and $sig. 0.000 < 0.05$. The adjusted R-square coefficient test result of 0.655 means that 65.5% of the supply chain, shipping costs, and consumer confidence affect the success rate at a level of 65.5%, while the remaining 34.5% are other factors that can be explained by other variables.

Keywords: Supply chain; shipping costs and consumer trust.

I. INTRODUCTION

E-commerce has grown rapidly in recent years, with Shopee becoming one of the largest e-commerce platforms operating in Southeast Asia, including Indonesia. Shopee's success in delivering a wide range of products to consumers is heavily influenced by efficient supply chain management. Supply chain encompasses a series of activities involving procurement, storage, distribution, and delivery of products to consumers. Good supply chain management can reduce costs, improve operational efficiency, and ensure timely product delivery. Furthermore, shipping costs are a key factor in consumer purchasing decisions, where affordable and timely delivery can impact purchase conversion rates. Furthermore, consumer trust in e-commerce is also crucial. This trust encompasses transaction security, product quality, and the reputation of the service provider. In this regard, the relationship between the supply chain and Shopee's e-commerce success is closely linked to its ability to optimally manage the supply chain. An efficient supply chain enables Shopee to ensure product arrivals on time and at a reasonable cost, which in turn increases customer satisfaction. An integrated supply chain system also allows Shopee to reduce uncertainty related to demand and supply of goods, which is crucial for maintaining competitiveness in the highly competitive e-commerce market. Shopee must continue to innovate and improve its supply chain management to maintain customer satisfaction and maximize profitability.

Shipping costs are a significant factor influencing consumer purchasing decisions on Shopee. Consumers tend to be sensitive to high shipping costs, which can be a barrier to further purchase. Reducing shipping costs can significantly increase conversions and customer satisfaction. Shopee, with its various promotional programs and shipping subsidies, has been able to attract more consumers. However, poorly managed shipping costs remain a challenge that needs to be addressed to improve the online shopping

experience. Consumer trust in Shopee is a significant factor influencing purchasing decisions, especially in the growing e-commerce market. Consumer trust is heavily influenced by the credibility of the e-commerce platform and the security of the transactions it offers. To build this trust, Shopee offers various consumer protection features, such as a product rating and review system, and responsive customer service.

Shopee's success in maintaining consumer trust will translate into higher customer loyalty and higher purchase rates in the long term. Based on the results of the researchers' initial observations, several issues were encountered by SPX expedition users on the Shopee e-commerce platform in North Sumatra. These included supply chain management issues such as overloaded package delivery orders, late and untimely deliveries, poor product quality (damaged products), difficulty tracking orders, and a lack of transparency from the expedition. Problems with shipping costs: there is no free shipping program on the SPX expedition, inconsistent estimates of product weight and dimensions, the SPX expedition charges insurance fees for certain items, and delays in shipping goods. Problems with consumer trust: concerns about fraudulent delivery packages, lack of clarity regarding the package return process (return of goods), distrust of personal data security, and SPX not using company accounts for COD payments. Based on the phenomena described above, the researcher conducted a study to analyze the relationship between supply chain, shipping costs, and consumer trust in purchasing on Shopee. Therefore, the researcher will conduct a study entitled: "Analysis of Supply Chain, Shipping Costs, and Consumer Trust in Purchasing on Shopee E-Commerce in Medan City."

II. METHODS

This study uses a quantitative approach to analyze the influence of supply chain, shipping costs, and consumer trust on purchasing decisions in e-commerce, specifically Shopee, in Medan. This quantitative approach was chosen because it allows researchers to collect numerical data that can be analyzed statistically and test formulated hypotheses.

Nature of Research

This research is explanatory in nature, aiming to understand the relationship between the independent variables (supply chain, shipping costs, and consumer trust) and the dependent variable (purchase decisions). The analysis was conducted to determine how one variable influences another, thus providing a deeper understanding of the interrelationships between the variables.

Data collection technique

Data collection was conducted using a questionnaire distributed to active consumers of the e-commerce platform using the SPX Shopee expedition. This questionnaire used a 5-point Likert scale to measure respondents' perceptions of the variables studied. The Likert scale uses several questions to measure individual behavior by responding to 5 choice points on each question item, strongly agree, agree, undecided, disagree, and strongly disagree (Likert, 1932 in Budiaji, 2013: 126).

Validity and Reliability Test of Variable Instruments

Validity

According to Janna and Herianto (2021:1), Validity Test is a test used to measure the level of effectiveness of a measuring instrument or measuring media to obtain data.

Reliability

According to Dewi & Sudaryanto in Rosita et al., (2021:283), the reliability test on a research instrument is a test used to determine whether the questionnaire used in collecting research data can be said to be reliable or not (. If the Cronbach's Alpha value is more than 0.6, then the instrument can be considered reliable.

Classical Assumption Test

Normality Test:

According to Ningsih & Dakulang (2019:47), the normality test aims to determine whether the dependent and independent variables in a regression model have a normal distribution, and whether the residual values are normally distributed. A good regression model has normal or near-normal residual values. If the p-value is greater than 0.05, the data is considered normally distributed.

1. Histogram Graph

Used to view the distribution of residual data from a regression model. If the histogram resembles a bell-shaped curve, the data is normally distributed.

2. Probability Plot

Used to check the extent to which the distribution of residual values follows the diagonal line.

b. Kolmogorov-Smirnov test

The Kolmogorov-Smirnov test is used to test whether the distribution of data generated from a sample differs significantly from a normal distribution. The results of this test indicate whether the sample distribution deviates significantly from the assumed distribution. If the p-value is less than 0.05, the data is not normally distributed.

Hypothesis Determination Coefficient (R²)

The coefficient of determination R-square (R²) displays the coefficient of determination. This test aims to measure, in percentage terms (%), the extent to which the model influences the dependent variable (purchase decisions) and independent variables (supply chain, shipping costs, and consumer trust) on Shopee e-commerce in Medan City.

Simultaneous Hypothesis Testing (F Test)

This test is used to determine whether the dependent variable (purchase decision) is significantly influenced by the independent variables, namely supply chain, shipping costs, and consumer trust. In this study, the calculated F value will be compared with the F table at a significance level (α) = 5%. The hypothesis testing criteria in this F test are:

H₀ is accepted if $F_{count} < F_{table}$ for a significance level of $\alpha=5\%$ H₁ is accepted if $F_{count} > F_{table}$ for a significance level of $\alpha=5\%$

Partial Hypothesis Testing (T-Test)

The t-test is used to examine the effect of each independent variable on the dependent variable separately. If the significance value is less than 0.05, the hypothesis is accepted, indicating a significant influence of the independent variable on purchasing decisions.

The decision making criteria in the t test are as follows:

H₀ is accepted if $-t_{table} < t_{count} < t_{table}$ (with a significance level of $\alpha = 5\%$)

H₁ is accepted if $-t_{count} < t_{table}$ or $t_{count} > t_{table}$ (with significance level $\alpha=5\%$)

III. RESULT AND DISCUSSION**Research Results Descriptive Statistical Analysis****Table 1.**

	N	Minimum	Maximum	Mean	Standard Deviation
Supply Chain (X1)	171	6	30	17.77	3,834
Shipping Costs(X2)	171	14	40	23.92	4,712
Consumer Confidence (X3)	171	13	50	31.18	6.109
Purchase Decision (Y)	171	11	50	32.12	6.25
Valid N (listwise)	171				

Source: Results of SPSS data processing

In Table 1, the supply chain variable (X1) has a sample size of 171 respondents with a minimum value of 6 units for respondent number 85 and a maximum value of 30 units for respondent numbers 32, 88, 99. The mean value is 17.77 and the standard deviation is 3,834. The expedition cost variable (X2) sample size was 171 respondents with a minimum value of 14 units for respondent number 85 and a maximum value of 40 units for respondent number 31.99.133. Mean value 23.92 and Standard deviation 4.712. Consumer Trust Variable (X3) sample size 171 respondents with a minimum value of 13 units for respondent number 85 and a maximum value of 50 units for respondent numbers 31, 99, 101. Mean value 31.18 and standard deviation 6.109. The purchasing decision variable (Y) sample size was 171 respondents with a minimum value of 11 units for respondent number 96 and a maximum value of 50 units for respondent numbers 31, 99, 101. The mean value was 32.12 and the standard deviation was 6.25.

1.1 Classical assumption test results

a. Normality Test

1. Test graph

a. Histogram graph

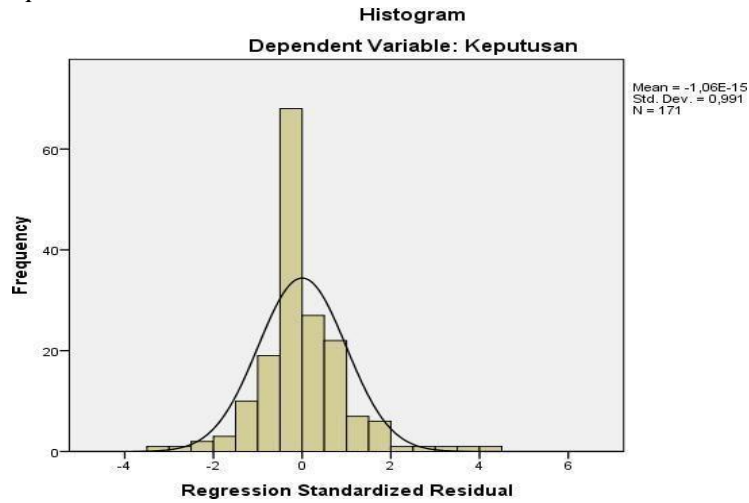


Fig 1. Histogram graph

From Figure 1, it can be seen that the shape of the line is bell-shaped and does not lean to the right or left, so it can be concluded that the test data in this study has a normal distribution.

b. Probability plot graph

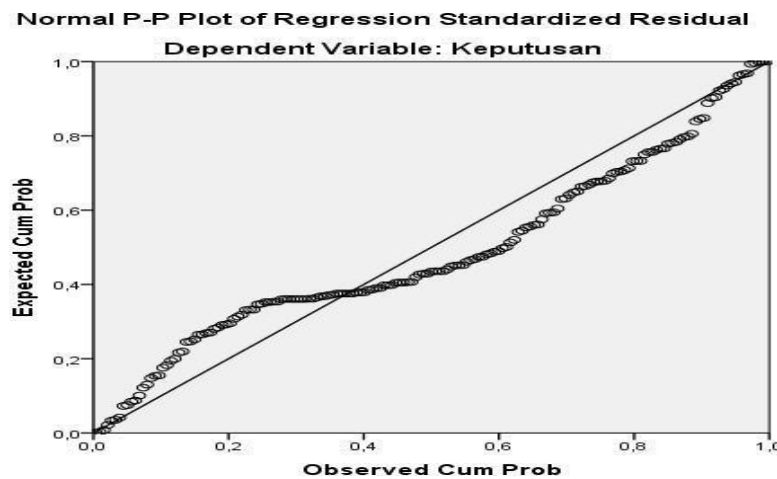


Fig 2. Probability plot graphs

From Figure 2, the data points can be seen to be spread around the diagonal line. The distribution of the data points is mostly close to the diagonal line, so it can be concluded that the test data in this study can be said to be normally distributed.

2. Statistical test (Kolmogorov-Smirnov method)

Table 2. Statistical test (Kolmogorov-Smirnov method)

		UnstandardizedResidual
N		171
Normal Parameters ^{a,b}	Mean	0.0000000
	Standard Deviation	3.63951837
Most Extreme Differences	Absolute	0.113
	Positive	0.113
	Negative	-0.111
Kolmogorov-Smirnov Z		1,479
Asymp. Sig. (2-tailed)		0.025

a. Test distribution is Normal

b. Calculated from data

Table 2 shows that the Asymp. Sig. (2-tailed) value is 0.025. According to the provisions, if the Asymp. Sig. (2-tailed) value is greater than 5% (0.05), then the residual data is normally distributed.

b. Multicollinearity Test

Table 3. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Supply Chain (X1)	0.417	2,399
	Shipping Costs(X2)	0.308	3,251
	Consumer Confidence (X3)	0.359	2,789

a Dependent Variable: Decisionuser (Y)

Table 3 results of the research test obtained tolerance values for the supply chain variable (X1) 0.417, expedition costs (X2) 0.308 and consumer trust (X3) 0.359 are above 0.10. For the VIF value of the supply chain variable (X1) 2.399, expedition costs (X2) 3.251, consumer trust (X3) 2.789 are below 10. Thus, it can be concluded that the results of this research test do not occur Multicollinearity between the supply chain variables (X1), expedition costs (X2) and consumer trust (X3) in the regression model.

c. Heteroscedasticity Test

1. Scatterplot graph test

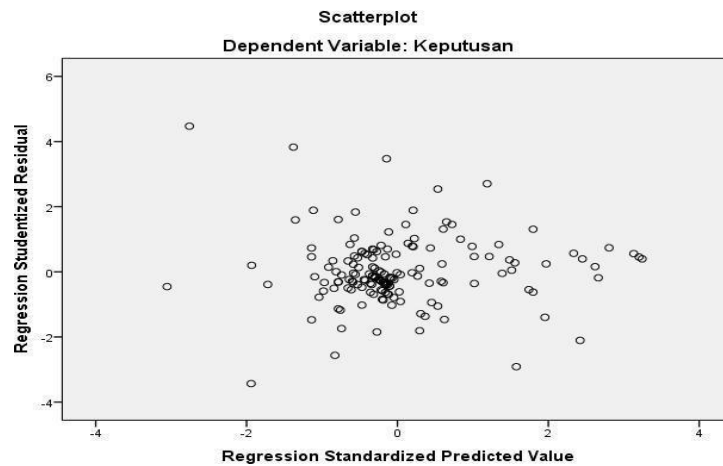


Fig 3. Scatterplot Graph

Figure 3 shows that there is a pattern of points that are not distributed regularly, some are above and some are below zero (0) on the Y axis. The image of the point pattern is not collected in one place so that the results of the test on the Scatterplot graph can be concluded that there is no heteroscedasticity.

2. Glacier Test

Table 4. Glejser Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,318	1,115		2,977	0.003
	Supply Chain (X1)	-0.056	0.081	-0.082	-0.693	0.490
	Shipping Costs(X2)	0.121	0.077	0.217	1,571	0.118
	Consumer Confidence (X3)	-0.087	0.055	-0.201	-1,575	0.117

Table 4 significant value of supply chain variable (X1) 0.490 > 0.05, expedition costs (X2) 0.118 > 0.05 and consumer confidence (X3) 0.117 > 0.05, then the results of the Glejser test can be concluded that there is no indication of heteroscedasticity in the regression model, meaning that the regression model can be considered to fulfill the assumption of homoscedasticity.

1.2 Results of research dataanalysis Research methods

Table 5. Research methods

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5,361	1,562	
	Supply Chain (X1)	0.143	0.114	0.088
	Shipping Costs(X2)	0.071	0.108	0.054
	Consumer Confidence (X3)	0.722	0.077	0.706

Purchasing Decision = 5,361 + 0.143 Supply Chain + 0.071 Shipping Costs + 0.722 Consumer Trust + 5%

Information :

1. The constant 5.361 states that if the supply chain, shipping costs and consumer trust do not exist, the purchasing decision is worth 5.361 units.
2. The supply chain regression coefficient of 0.143 is positive, indicating that every 1 unit increase in the supply chain will increase the purchasing decision by 0.143 units, assuming other variables remain constant.
3. The expedition cost regression coefficient of 0.071 is positive, indicating that every 1 unit increase in expedition costs will increase the purchasing decision by 0.071 units, assuming other variables remain constant.
4. The consumer confidence regression coefficient of 0.722 is positive, indicating that every 1 unit increase in consumer confidence will increase purchasing decisions by 0.722 units, assuming other variables remain constant.

1.3 R2 Test (Coefficient of Determination)

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.813a	0.661	0.655	3,672

Table 6 shows that the coefficient of determination obtained by Adjusted R Square is 0.655, meaning that 65.5% of the purchasing decision variable (dependent) can be explained by the supply chain, shipping costs, and consumer trust variables (independent). Meanwhile, the remaining 34.5% (100% - 65.5%) can be explained by its influence on purchasing decisions due to other variables.

1.4 F Test (Simultaneous Test)

Table 7. Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4388.585	3	1462,862	108,488	0.000b
	Residual	2251.836	167	13,484		
	Total	6640.421	170			

Table 7 Simultaneous Test calculated F value 108.488 > 2.66 with a significance probability level of 0.000 < 0.05. Therefore, H1 is accepted and H0 is rejected. In conclusion, the supply chain, shipping costs, and consumer trust variables (independent) simultaneously have a positive and significant effect on the purchasing decision variable (dependent).

1.5 T-Test (Partial Test)

Table 8. Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,361	1,562		3,432	0.001
	Supply Chain (X1)	0.143	0.114	0.088	1,254	0.212
	Shipping Costs(X2)	0.071	0.108	0.054	0.662	0.509
	Consumer Trust(X3)	0.722	0.077	0.706	9,381	0.000

1. Based on Table 8, the supply chain variable has a calculated t-value of $1.254 < t$ -table of 1.65392 and a significance value of $0.212 > 0.05$. Therefore, H_0 is accepted and H_1 is rejected. In conclusion, the partial test results show that the supply chain variable (independent) does not have a significant influence on the purchasing decision (dependent) of the SPX Shopee E-Commerce expedition.
2. Based on Table 8, the expedition cost variable has a calculated t of $0.662 < t$ table 1.65392 and a significant value of $0.509 > 0.05$. Therefore, H_0 is accepted and H_2 is rejected. In conclusion, the partial test results show that the expedition cost variable (independent) does not have a significant influence on the purchasing decision (dependent) of the SPX Shopee E-Commerce expedition.
3. Based on Table 8, the consumer trust variable has a calculated t of $9.381 > t$ table of 1.65392 and a significant value of $0.000 < 0.05$. Therefore, H_3 is accepted and H_0 is rejected. In conclusion, the partial test results show that the consumer trust variable (independent) has a significant influence on the purchasing decision (dependent) of the SPX Shopee E-Commerce expedition.

1.6 Discussion of research results

The influence of supply chain on purchasing decisions

Based on Table 8, the supply chain variable has a calculated t of $1.254 < t$ table of 1.65392 and a significant value of $0.212 > 0.05$. Therefore, H_0 is accepted and H_1 is rejected. In conclusion, the partial test results show that the supply chain variable (independent) does not have a significant influence on the purchasing decision (dependent) of the SPX Shopee E-Commerce expedition. From the research results of Kevin DN, Anggapratama, RA, and Irnawati, D. (2026) with the title The Role of Supply Chain Management on Conventional Retail Purchasing Decisions (Madura Stores) in Bojonegoro. The research results obtained that the delivery information management variable (X1) significance of $0.785 > 0.05$ does not have a significant influence on purchasing decisions. According to Christopher (2023:12), a supply chain is a network of organizations involved, through upstream and downstream relationships, in various processes and activities that create value in the form of products and services for end consumers. In this study, the supply chain was found to have no significant influence on the decision to purchase SPX Shopee E-Commerce expeditions, which could be caused by factors such as lack of consumer awareness, quality, lack of information and lack of trust.

The influence of shipping costs on purchasing decisions

Based on Table 8, the expedition cost variable has a calculated t of $0.662 < t$ table 1.65392 and a significant value of $0.509 > 0.05$. Therefore, H_0 is accepted and H_2 is rejected. In conclusion, the partial test results show that the expedition cost variable (independent) does not have a significant influence on the purchasing decision (dependent) of the SPX Shopee E-Commerce expedition. From the research results of Nantigiri, MHA, Handayani, S., and Veronica (2021) entitled Brand Image, Price, and Timely Delivery on Purchasing Decisions, the research results obtained that the price variable does not have a positive and significant influence on purchasing decisions. Where the calculated t value is $1.086 < t$ table 1.985 and the significance level is $0.280 > 0.05$. According to Wulandari and Mulyanto (2022:4), expedition shipping prices are calculated based on multiples of weight and distance. In this study, the expedition costs obtained did not have a significant influence on the decision to purchase SPX Shopee E-Commerce expeditions. This could be due to factors such as consumers being accustomed to expedition costs, relatively low expedition costs and a focus on product prices.

The influence of consumer trust on purchasing decisions

Based on Table 8, the consumer trust variable has a calculated t of $9.381 > t$ table of 1.65392 and a significant value of $0.000 < 0.05$. Therefore, H_3 is accepted and H_0 is rejected. In conclusion, the partial test results show that the consumer trust variable (independent) has a significant influence on the purchasing decision (dependent) of the SPX Shopee E-Commerce expedition. Based on the research results of Karim, R., Wolok, T., and Radji, DL (2020) entitled The Influence of Consumer Trust on Online Purchasing Decisions Among Students of the Faculty of Economics, Gorontalo State University. The

research results obtained that the consumer trust variable has a calculated t of $9.898 > t$ table 1.661 and $\text{sig } 0.000 < 0.05$. In other words, at a 95% confidence level, it can be explained that there is a significant influence of trust on online purchasing decisions among students of the Faculty of Economics, Gorontalo State University. According to Amir et al., (2023:84), strong customer trust is the key to creating long-term loyalty and differentiating a company from competitors. In this study, consumer trust obtained has a significant influence on the decision to purchase SPX Shopee E-Commerce expeditions, which can be caused by factors such as influencing opinions, increasing brand value, reducing risk, increasing satisfaction and building loyalty.

IV. CONCLUSION AND SUGGESTIONS

Conclusion

1. The supply chain variable t count is $1.254 < t$ table 1.65392 and the significant value is $0.212 > 0.05$. Therefore, H_0 is accepted and H_1 is rejected. In conclusion, the partial test results show that the supply chain variable (independent) does not have a significant influence on the purchasing decision (dependent) of SPX Shopee E-Commerce expedition.
2. The expedition cost variable t count $0.662 < t$ table 1.65392 and the significant value $0.509 > 0.05$. Therefore, H_0 is accepted and H_2 is rejected. In conclusion, the partial test results show that the expedition cost variable (independent) does not have a significant influence on the purchasing decision (dependent) of the SPX Shopee E-Commerce expedition.
3. Consumer confidence variable t count $9.381 > t$ table 1.65392 and significant value $0.000 < 0.05$. Therefore, H_3 is accepted and H_0 is rejected. In conclusion, the partial test results show that the consumer trust variable (independent) has a significant influence on the purchasing decision (dependent) of the SPX Shopee e-commerce expedition.
4. Simultaneous test calculated F value $108.488 > 2.66$ with a significance probability level of $0.000 < 0.05$. Therefore, H_1 is accepted and H_0 is rejected. In conclusion, the supply chain, shipping costs, and consumer trust variables (independent) simultaneously have a positive and significant effect on the purchasing decision variable (dependent).
5. The coefficient of determination test obtained an Adjusted R Square of 0.655 , meaning that 65.5% of the purchasing decision variable (dependent) can be explained by the supply chain, shipping costs, and consumer trust variables (independent). While the remaining 34.5% ($100\% - 65.5\%$) can be explained by its influence on purchasing decisions due to other variables.
6. From the results of this study, it can be concluded that the variables that have the most influence on the decision to purchase SPX Shopee E-Commerce expeditions are consumer trust t count 9.381 , supply chain t count 1.254 and expedition costs t count 0.662 .

Suggestion

1. In the SPX Shopee expedition E-Commerce business, the company must build a high level of consumer trust because a high level of trust makes consumer users ignore other factors in determining their choices.
2. Prima Indonesia Faculty of Economics can publish the results of this student's research as literature material and can continue to take research on the SPX Shopee E-Commerce expedition by looking for other variables that influence consumer decisions.
3. For further researchers, they can look for which variables are more influential than consumer trust variables because there are still 34.5% of other variables that influence consumer decisions.

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