

## **Analysis of Price, Promotion, and Brand Awareness on the Consumptive Behavior of Teater Adab Student Activity Unit Members on Shopee.**

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### **ABSTRACT**

This study analyzes the influence of price, promotion, and brand awareness on the consumptive behavior of members of the Teater Adab Student Activity Unit at Universitas Nusantara PGRI Kediri on the Shopee platform. The purpose of this research is to explore the partial and simultaneous effects of these variables. This study employs a quantitative approach with a causal research design. The sampling technique used is saturated sampling, involving 88 student respondents who are members of the Teater Adab organization. Data were collected through an online questionnaire and analyzed using multiple linear regression with the assistance of SPSS version 23.

The results indicate that the independent variables—price, promotion, and brand awareness—have a positive and significant influence on students' consumptive behavior, both partially and simultaneously. Among the three, promotion demonstrates the most dominant effect on consumptive behavior. The coefficient of determination (Adjusted  $R^2$ ) of 0.983 shows that 98.3% of the variation in consumptive behavior can be explained by these variables. The novelty of this study lies in its focus on students involved in a campus student activity unit, who exhibit unique consumptive characteristics yet are rarely examined within the context of e-commerce.

These findings are expected to contribute to the development of more effective and relevant digital marketing strategies targeted at students. Overall, this research emphasizes the importance of integrated marketing strategies that consider competitive pricing, creative promotional activities, and strong brand identity to attract young consumers in the digital era, particularly among members of the Teater Adab student organization.

**Keywords:** Price, Promotion, Brand Awareness, Consumptive Behavior, Shopee

### **INTRODUCTION**

The rapid development of information and communication technology has transformed patterns of interaction and daily activities in society, including how students shop. Internet access and the widespread use of smartphones enable consumers to easily find products, compare prices, and make transactions conveniently from home. E-commerce applications offer the convenience of shopping without physical presence, supported by secure and fast payment systems. Digital marketing strategies such as advertising, promotions, and attractive pricing further encourage online shopping interest. Consumer trust has also increased due to positive product reviews from other users, along with the role of social media in accelerating product information dissemination (Fauziah et al., 2022).

E-commerce refers to online buying and selling transactions carried out through electronic media, which has now become common in Indonesia. Shopee is one of the most

popular e-commerce platforms, favored for its wide product availability, affordable prices, and effective promotional strategies. Additionally, Shopee provides significant opportunities for MSMEs to grow through features such as free shipping and flash sales. Social media also plays an important role in MSME marketing due to its wide reach and cost efficiency. Despite experiencing a temporary decline in visits in February, Shopee still outperforms its competitors. Among university students, Shopee influences consumptive behavior through factors such as price, promotion, and brand awareness, which are increasingly relevant in the digital and globalized era (Ningtiyas et al., 2022; Rohmah et al., 2024; Tohari et al., 2024).

Students' consumptive behavior is strongly influenced by price, as they tend to choose products with lower prices to suit their limited budgets. Price represents the value exchanged by consumers for the benefits of a product and is typically determined through an agreement between buyers and sellers (Fakhrudin et al., 2022; Purnomo et al., 2021). Price and promotional strategies are closely linked in shaping consumer purchase interest. Competitive pricing accompanied by effective promotions can increase consumer attraction to a product. Well-designed promotions not only introduce the product but also help create a positive image and strengthen its market position. Conversely, ineffective promotions that do not align with the target segment may result in low consumer attention. Promotion is a strategy used by companies to communicate the value and benefits of a product to potential buyers to encourage transactions (Leo & Wisnu, 2024; Uluwiyah, 2022). Effective promotion also plays an important role in increasing brand awareness by capturing consumer attention and building recognition of a brand. According to Aaker (2020), brand awareness refers to the ability of consumers to recognize or recall a brand within a particular product category. The higher the level of brand awareness, the easier it is for consumers to make purchasing decisions (Sitorus & Al., 2020).

Based on preliminary observations, nearly all students who own smartphones use the Shopee application, including members of the Teater Adab Student Activity Unit at Universitas Nusantara PGRI Kediri. Students in this organization are known to be active and creative in activities that require material support, such as costumes and props. This study focuses on analyzing the influence of price, promotion, and brand awareness on the purchasing decisions of these students, considering their limited financial resources. Although Shopee offers competitive prices and attractive promotions, these advantages may not always be optimally utilized by students in their purchasing decisions (Mokoagouw et al., 2023).

However, inconsistencies in previous research findings indicate a research gap that needs further investigation, particularly in the context of students who are actively involved in campus organizations. To date, there is a lack of studies specifically examining the consumptive behavior of students engaged in student activity units, such as Teater Adab, who possess unique characteristics in terms of needs and decision-making processes. Therefore, it is essential to empirically and contextually examine how price, promotion, and brand awareness influence their consumptive behavior.

Based on this background, the purpose of this study is to analyze the influence of price, promotion, and brand awareness on the consumer behavior of Teater Adab student organization members at Universitas Nusantara PGRI Kediri on the Shopee e-commerce platform. The findings of this study are expected to contribute academically to the field of

digital marketing and provide practical insights for e-commerce practitioners and student organization managers in designing more effective and efficient procurement strategies.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Institutional setting**

Teater Adab is a student activity unit (UKM) at Universitas Nusantara PGRI Kediri that focuses on theatrical performance, art appreciation, and stage production. Members of this organization are actively engaged in creative activities that require supporting materials such as costumes, makeup, and performance equipment. Due to frequent needs related to organizational activities, members tend to engage in repeated purchasing behavior.

Shopee, as one of the most widely used e-commerce platforms among students, provides accessibility to a wide variety of products at competitive prices. Its promotional features—such as flash sales, free shipping vouchers, discount events, and integrated social media campaigns—make the platform appealing to young consumers. These conditions shape the purchasing patterns of Teater Adab members, who often balance financial limitations with consumption demands. Therefore, their consumptive behavior becomes an interesting subject to investigate within the context of digital marketplace influence.

### **Agency theory**

Agency theory explains the relationship between a principal and an agent, where potential goal conflicts may arise due to differing interests (Jensen & Meckling, 1976). In the consumer context, students act as agents who make purchasing decisions influenced by external promotional signals and perceived brand value. Meanwhile, marketers or sellers act as principals seeking to maximize profit by shaping consumer preferences through pricing strategies, promotional campaigns, and brand strengthening.

This perspective suggests that consumer behavior is not always rational or aligned with long-term financial interest. Students may engage in **consumptive behavior** due to persuasive promotional stimuli or brand familiarity, even when such decisions may conflict with their budget constraints. Thus, price attractiveness, promotional persuasiveness, and brand awareness can trigger behavioral responses that align with the interests of sellers more than consumers themselves.

## **Literature Review**

### **a. Price**

Price refers to the amount of monetary value exchanged by consumers to obtain goods or services. For students with limited financial resources, price plays a crucial role in shaping purchasing decisions. Products offered at lower or competitive pricing tend to increase consumers' motivation to buy (Fakhrudin et al., 2022; Purnomo et al., 2021). In the context of Shopee, price transparency and comparison features allow students to choose the lowest-cost option, which may enhance consumptive behavior.

### **b. Promotion**

Promotion involves communication activities designed to increase consumer awareness and stimulate purchasing actions (Leo & Wisnu, 2024; Uluwiyah, 2022). Shopee's promotional strategies—free shipping, cashback, discount vouchers, live streaming promotions, and influencer endorsements—create psychological triggers that encourage impulse buying. Effective promotions can enhance interest and stimulate higher

consumption patterns, especially among students who are responsive to marketing persuasion.

### **c. Brand Awareness**

Brand awareness represents consumers' ability to recognize and recall a brand within a product category (Aaker, 2020). A high level of brand awareness reinforces consumer confidence, enhances brand trust, and simplifies purchasing decisions (Sitorus & Al., 2020). Shopee's strong branding, visibility in social media, and frequent appearances in advertisements enhance students' familiarity with the platform, which may stimulate repetitive purchasing behavior.

### **Hypothesis Development**

Based on the reviewed literature, the hypotheses proposed in this study are:

**H1:** Price has a positive and significant effect on the consumptive behavior of Teater Adab students on shopee.

**H2:** Promotion has a positive and significant effect on the consumptive behavior of Teater Adab students on shopee.

**H3:** Brand awareness has a positive and significant effect on the consumptive behavior of Teater Adab students on shopee.

**H4:** Price, promotion, and brand awareness simultaneously have a positive and significant effect on the consumptive behavior of Teater Adab students on Shopee.

### **METHODS**

In this study, the researcher employed a quantitative method with a causal research design. The purpose of this approach is to evaluate the influence of price, promotion, and brand awareness on the consumptive behavior of students who are active users of the Shopee e-commerce platform. Causal research is used to identify and explain cause-effect relationships between independent and dependent variables, as stated by Sugiyono (2016).

In this context, price (X1), promotion (X2), and brand awareness (X3) are defined as independent variables that are assumed to influence the dependent variable, namely consumptive behavior (Y). This approach is expected to provide a clearer understanding of the extent to which these three factors encourage students to make online purchases.

The population of this study consists of all active members of the Teater Adab Student Activity Unit, totaling 88 individuals. Given that the population size is relatively small and accessible, the sampling technique used is non-probability sampling with a saturated sampling approach. Thus, all members of the population were included as research respondents.

Data were collected using an online questionnaire distributed to all respondents. The selected respondents were active students who had previously used the Shopee application. The questionnaire instrument was developed based on indicators of each variable and applied a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." Prior to full data collection, the questionnaire underwent validity and reliability testing. The validity test results indicated that all statement items for the variables of price, promotion, brand awareness, and consumptive behavior had calculated r-values greater than the r-table value (0.26), indicating that all items were valid. Meanwhile, the reliability test using

Cronbach's Alpha showed that each variable had a reliability score above 0.60: Price (0.851), Promotion (0.808), Brand Awareness (0.912), and Consumptive Behavior (0.942). Therefore, all research instruments were deemed reliable and suitable for data collection.

The data analysis process was conducted using SPSS version 23. The analysis stages included validity and reliability testing, followed by classical assumption tests such as normality, multicollinearity, and heteroscedasticity. Multiple linear regression analysis was then carried out to measure the influence of independent variables on the dependent variable. This analysis also included the coefficient of determination (Adjusted R<sup>2</sup>), the t-test to assess the partial effect of each independent variable, and the F-test to evaluate the simultaneous effect of all independent variables on the consumptive behavior of Teater Adab members.

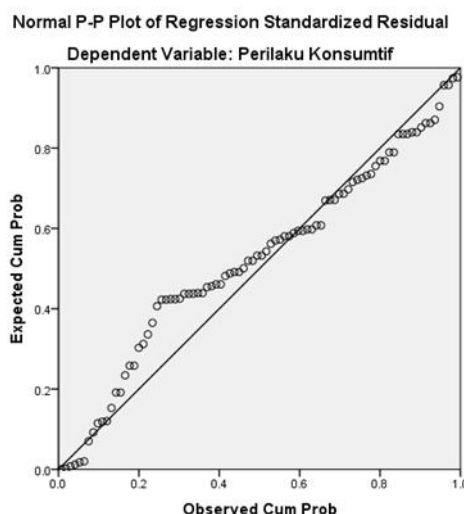
## **RESULTS**

### **Descriptive Analysis**

The participants in this study were active students who are members of the Teater Adab Student Activity Unit at Universitas Nusantara PGRI Kediri and had completed the online questionnaire distributed by the researcher. Based on respondent characteristics, the majority of participants were female, with the remainder being male. In terms of age distribution, most respondents were within the 19–21 age range, which reflects the typical age group of university students. A smaller number of respondents were in late adolescence and a few others in their mid-twenties. This indicates that the respondents represent a relevant and appropriate demographic group for describing the consumptive behavior of students within the organization (Tohari, 2022).

### **Classical Assumption Test**

The normality test is an essential prerequisite in regression analysis to ensure that the data used follows a normal distribution. In this study, normality was assessed through visual observation using a histogram and a Normal P–P Plot. Visually, the histogram displayed a bell-shaped curve, with most residual values concentrated around zero and symmetrically distributed. In addition, the points in the P–P Plot closely followed the diagonal reference line, indicating that the residuals are approximately normally distributed. Therefore, the regression model fulfills the normality assumption and can be used for further analysis.



**Figure 2. Heteroscedasticity Test Result (Scatterplot Method)** (Source: Processed Data by the Researcher, 2025)

Based on the scatterplot test, the residual points are scattered randomly around the zero line without forming a specific pattern. This indicates that heteroscedasticity does not occur and the assumption of homoscedasticity is fulfilled. Thus, the regression model is considered valid and appropriate to use because the residual variance remains constant across all predicted values.

In the Glejser test results, it is known that the significance (Sig.) values for the variables Price, Promotion, and Brand Awareness are each below 0.05. This shows that statistically, these three variables have a relationship with the residual values, which usually indicates the presence of heteroscedasticity. However, it is important to note that the Glejser test is only one of the detection methods, and its results should be interpreted together with the visual test (scatterplot). Considering that the scatterplot previously showed randomly distributed points without forming any particular pattern, the model can still be considered free from heteroscedasticity and feasible to use in the regression analysis.

### Multiple Linear Regression

This analysis aims to examine the influence between the independent variables (X) on the dependent variable (Y). The results of the multiple linear regression analysis are presented in the table below:

**Table 1. Results of Multiple Linear Regression Test**  
**Coefficients<sup>a</sup>**

		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Toleranc e
1	(Constant)	.727	1.218		.597	.552	
	Harga	.367	.094	.237	3.914	.000	.122
	Promosi	.925	.083	.690	11.154	.000	.116

Brand Awareness	.179	.049	.100	3.666	.000	.603	1.659
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(Source: Data Processed by the Researcher, 2025)

Based on the results of the multiple linear regression analysis using the latest data, the obtained regression equation is:

$$Y = 0.727 + 0.367X_1 + 0.925X_2 + 0.179X_3,$$

where **Y** represents **consumptive behavior**, **X<sub>1</sub>** is **price**, **X<sub>2</sub>** is **promotion**, and **X<sub>3</sub>** is **brand awareness**. This equation indicates that all three independent variables have a positive influence on consumptive behavior. The regression coefficient for the promotion variable is 0.925, which is the highest, showing that promotion is the most dominant factor influencing consumptive behavior. This is followed by price with a coefficient of 0.367 and brand awareness with a coefficient of 0.179. All three variables have a significance value of 0.000, indicating that their influence is statistically significant.

However, the test results also indicate the presence of multicollinearity among the independent variables, particularly between price and promotion. This is evident from the Variance Inflation Factor (VIF) values, which exceed 8 for both variables, while brand awareness has a VIF value of 1.659, which is still within the acceptable threshold. The low tolerance values for price (0.122) and promotion (0.116) further support the indication of strong correlation between these variables. This condition may affect the accuracy of the regression model, thus further handling is required, such as eliminating one of the highly correlated variables or applying alternative analytical techniques.

The coefficient of determination (Adjusted R<sup>2</sup>) of **0.983** indicates that **98.3%** of the variation in consumptive behavior can be explained by the three independent variables in the model, while the remaining **1.7%** is influenced by other factors outside the model. This very high Adjusted R<sup>2</sup> value suggests that the regression model has a strong explanatory power. However, such a high value should also be interpreted with caution, as it may indicate potential overfitting, particularly in the presence of multicollinearity. Therefore, it is recommended to validate the model using new data or consider including additional relevant variables to improve predictive accuracy.

### Hipotesis Testing

The t-test and F-test are used in regression analysis to measure the significance of the influence of the independent variables on the dependent variable, both individually and collectively. The **t-test** is used to evaluate the effect of each independent variable (Price, Promotion, and Brand Awareness) on the dependent variable (Consumptive Behavior) individually. In the t-test, decisions are made based on the significance value: if the value is **< 0.05**, then the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>a</sub>) is accepted, indicating that the independent variable has a significant partial influence. Conversely, if the significance value is **> 0.05**, then H<sub>0</sub> is accepted, indicating that the independent variable does not have a significant effect.

Meanwhile, the **F-test** is used to assess the influence of the three independent variables collectively on the dependent variable. If the significance value is less than 0.05, it can be concluded that all independent variables simultaneously have a significant influence on consumptive behavior. Therefore, the combined use of the t-test and F-test provides a comprehensive understanding of the strength and significance of the regression model,

both individually and collectively. The detailed results of the hypothesis testing are presented in the following table:

**Table 2. Summary of Hypothesis Testing Results**

Uji T			Uji f		
Variabel	t	sig	f	sig	
Harga	3.914	.000	722.044	.000 <sup>b</sup>	Regression
Promosi	11.154	.000			
Brand Awareness	3.666	.000			

(Source: Data Processed by the Researcher, 2025)

Based on the partial statistical test (t-test), the results show that the independent variables price, promotion, and brand awareness each have a significant influence on consumptive behavior. This is evidenced by the significance values of all variables being below 0.05, where price has a t-value of 3.914, promotion has a t-value of 11.154, and brand awareness has a t-value of 3.666. Among these three variables, promotion holds the highest t-value, indicating that promotional strategies play a crucial role in influencing consumer purchasing behavior.

The simultaneous test (F-test) further supports these findings, with an F-value of 722.044 and a significance level of 0.000, which is far below the threshold of 0.05. This result confirms that the variables price, promotion, and brand awareness collectively have a significant effect on consumptive behavior. Thus, the regression model used in this study is considered feasible and valid for analyzing the relationship between the variables.

#### **The Influence of Price on Consumptive Behavior**

Based on the results of the partial t-test, the price variable shows a positive and significant influence on consumptive behavior with a regression coefficient of 0.367 and a significance value of 0.000 ( $< 0.05$ ). This indicates that the better the students' perception of product prices on Shopee (for example, affordable prices, prices that match product value, or the availability of discounts), the higher their tendency to make purchases. Thus, price has been proven to be an important factor that significantly affects the consumptive behavior of students in the Teater Adab Student Activity Unit on the Shopee platform. This finding is also supported by previous research stating that price, along with promotion, influences consumptive behavior (Septiani et al., 2023).

#### **The Influence of Promotion on Consumptive Behavior**

The results of the partial t-test show that promotion has a positive and significant influence on consumptive behavior with a regression coefficient of 0.925 (significance value  $0.000 < 0.05$ ). This finding demonstrates that various forms of promotion, such as flash sales or monthly discounts, effectively encourage students to shop on Shopee. The more attractive and frequent the promotions offered, the higher the students' tendency to make impulsive purchases. Therefore, promotion is proven to be a key factor in influencing consumptive behavior.

This finding is supported by the view that promotion plays an important role in encouraging purchasing decisions, increasing brand awareness, and attracting new customers. In the context of Shopee, promotional strategies have been shown to be highly effective in influencing consumers, especially students who are responsive to marketing stimuli. This is reinforced by other observations stating that promotion has a significant

influence on consumptive behavior, in line with the increasing purchasing patterns among students during promotional events such as flash sales or monthly shopping campaigns (Ananda et al., 2023).

#### **The Influence of Brand Awareness on Consumptive Behavior**

The results of the analysis indicate that brand awareness has a positive and significant influence on consumptive behavior (regression coefficient 0.179; significance value  $0.000 < 0.05$ ). This means that the higher the level of students' awareness of a brand on Shopee, the greater their tendency to make a purchase. Strong brand awareness makes a brand easier to recall, more trusted, and more likely to be chosen during purchasing decisions. Thus, brand awareness is proven to be an important factor in shaping consumptive behavior, particularly among students who are frequently exposed to digital promotional content on e-commerce platforms.

This finding is consistent with the statement that brand awareness is the goal of marketing communication so that the brand is present in the minds of consumers when they need a product (Firmansyah, 2023). It is also supported by Herdana (2015), who states that factors such as product quality, advertising, and promotion contribute to strong brand awareness. In the context of students, especially those active in digital environments, exposure to these marketing elements strengthens positive brand perception and encourages consumptive behavior. Moreover, research confirms that brand awareness, along with factors such as influencers and the Fear of Missing Out (FoMO), significantly contributes to increased consumption among students in the digital era (Nurfatimah & Jatmika, 2024).

#### **The Influence of Price, Promotion, and Brand Awareness on Consumptive Behavior**

The results of the multiple linear regression analysis reveal that price, promotion, and brand awareness simultaneously have a positive and significant influence on the consumptive behavior of students in the Teater Adab Student Activity Unit on the Shopee platform, as demonstrated by the F-test with a significance level below 0.05. These findings confirm that the interaction of these three variables effectively explains the tendency toward impulsive purchasing among respondents.

In a broader context, students' consumptive behavior is not only driven by external factors such as competitive pricing, attractive promotional strategies, and strong brand awareness but also by internal factors such as self-actualization needs, lifestyle alignment, self-concept, and identity. Additionally, social dynamics, particularly peer influence, play a crucial role in shaping purchasing decisions. The implications of these findings highlight the importance of an integrated marketing approach that not only optimizes commercial variables but also considers the psychological and socio-cultural aspects of students as unique digital consumers.

These findings reinforce the view that consumptive behavior is not solely driven by functional needs, but is also influenced by psychological, social, and emotional factors. Affordable prices, appealing promotions, and high brand awareness can create positive perceptions of products, encouraging students to make purchases even when they may not truly need the items. Furthermore, social environmental influences—such as peer groups, trends, and desired lifestyle presentation—also play an essential role in driving students to engage in consumptive behavior. Therefore, marketing strategies that target the emotional

and social dimensions of consumers are considered more effective in increasing purchasing power among students.

## **DISCUSSION**

### **Discussion 1**

#### **Influence of Price and Promotion on Consumptive Behavior**

The results of the first hypothesis indicate that price and promotion play an important role in shaping the consumptive behavior of students. This finding aligns with the Theory of Consumer Behavior, which states that purchasing decisions are influenced by the consumer's evaluation of product value and perceived benefits. Affordable prices can create the impression of higher value for money, making consumers feel they are making an efficient purchase. Meanwhile, promotional strategies—such as discounts, cashback offers, flash sale programs, or persuasive advertising—act as external stimuli that capture attention and increase emotional desire to buy.

From a psychological perspective, promotional messages often trigger impulsive tendencies, where individuals make purchases not based on rational needs, but rather on emotional responses to attractive offers. This aligns with the Stimulus-Organism-Response (S-O-R) Model, where price and promotion (stimulus) influence internal psychological states (organism), which in turn lead to consumptive behavior (response). In the context of students, who are generally sensitive to price differences and enjoy promotional benefits, these factors create a strong tendency to purchase products even when the need is not urgent.

### **Discussion 2**

#### **Influence of Brand Awareness on Consumptive Behavior**

The second hypothesis reveals that brand awareness significantly affects consumptive behavior. This supports the concept that brand familiarity and recognition contribute to consumer trust and emotional attachment. When consumers are familiar with a brand, they are more likely to perceive it as credible, valuable, and aligned with their personal identity. For students, brand awareness is often associated with self-expression, lifestyle alignment, and social acceptance.

According to the Brand Equity Theory, strong brand awareness increases the perceived value of a product, which then encourages purchasing behavior. Students may engage in consumptive behavior not solely because of functional product needs, but also to maintain a social image or align with group norms. Peer influence and social dynamics often amplify this effect, where a well-known brand becomes a symbol of trend, identity, or status. Therefore, brand awareness does not merely shape product preference—it also reinforces emotional and social motivations that underlie consumptive behavior.

## **CONCLUSION**

This study reveals that price, promotion, and brand awareness significantly influence the consumptive behavior of Teater Adab Student Activity Unit members on the Shopee platform. These three variables affect consumer behavior not only individually but also simultaneously in encouraging impulsive purchasing tendencies. The findings emphasize the importance of integrated marketing strategies that combine competitive pricing, creative

promotional activities, and strong brand identity reinforcement to attract young consumers. The results align with modern marketing theory, which highlights the role of external stimuli in influencing purchasing decisions in the digital era.

In practical terms, this study suggests that e-commerce businesses should pay greater attention to the preferences of young consumers through a holistic marketing approach. For student organizations such as Teater Adab, the findings recommend optimizing digital marketing strategies that focus on affordable pricing, attractive promotional offers, and strong brand awareness building. Future research is recommended to explore additional factors such as the influence of social media and financial literacy, as well as to expand the scope of respondents to enrich future academic insights.

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