



Features that Guarantee High-Quality Authorship for Social E-Commerce

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ARTICLE INFO

Article history:

Received March 22, 2024

Accepted July 15, 2024

Available online July 25, 2024

Kata Kunci:

Kemasan Produk, Kualitas Produk, Buket Uang, Pemasaran Media Sosial

Keywords:

Product Packaging, Product Quality, Bouquet of Money, Social Media Marketing



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ABSTRAK

Permintaan karangan bunga dari berbagai segmen pasar di Indonesia berkembang seiring dengan meningkatnya ketertarikan konsumen menggunakan platform penjualan online berbasis media sosial. Ide kreatif produk buket uang adalah salah satu tren terbaru dalam bisnis rangkaian bunga. Risiko lebih rendahnya kualitas produk sering kali muncul setelah proses pengiriman, yang mana produk yang diterima tidak sesuai dengan gambar yang dipublikasikan dalam platform. Ketidakpuasan pelanggan sering terjadi dalam transaksi serupa yang disebabkan oleh peran kemasan produk yang mendongkrak kualitas produk buket uang. Tujuan penelitian ini adalah untuk mengetahui bagaimana kemasan produk yang tepat dapat mendongkrak daya jual suatu produk di pasaran. Penelitian ini menggunakan kualitatif dengan pendekatan naratif sebagai metodologi penelitiannya. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Objek penelitiannya adalah @Moneyrist.id dan subjek dalam penelitian ini adalah para pelanggan social IE-commerce. Observasi dan wawancara tidak terstruktur digunakan untuk mengumpulkan data, dengan hasil temuan menunjukkan bahwa kemasan produk yang dirancang sesuai dengan kebutuhan pelanggan dan harus mempertimbangkan faktor keamanan. Hal ini merupakan jaminan agar produk sampai di tangan pelanggan dengan baik. Implikasi penelitian ini berfokus pada peningkatan kepercayaan pelanggan melalui fitur-fitur yang memastikan kualitas karangan uang di platform social e-commerce, dengan studi kasus pada Moneyrist.id.

ABSTRACT

Demand for flower arrangements from various market segments in Indonesia is growing along with increasing consumer interest in using social media-based online sales platforms. Creative money bouquet product ideas are one of the newest trends in the flower arrangement business. The risk of lower product quality often arises after the delivery process, where the product received does not match the image published on the platform. Customer dissatisfaction often occurs in similar transactions due to the role of product packaging in increasing the quality of the money bouquet product. The aim of this research is to find out how appropriate product packaging can increase the selling power of a product on the market. This research uses a qualitative with a narrative approach as the research methodology. The sampling method used in this research was purposive sampling. The research object is @Moneyrist.id and The subjects in this research are IE-social customers.commerce. Observation and unstructured interviews were used to collect data, with the findings showing that product packaging is designed according to customer needs and must consider safety factors. This is a guarantee that the product will reach the customer's hands in good condition. The implications of this research focus on increasing customer trust through features that ensure the quality of money arrangements on social e-commerce platforms, with a case study on Moneyrist.id.

1. INTRODUCTION

The growth of small businesses in Indonesia is increasing with the emergence of online business trends. The power of social media has recently provided new experiences for its users in carrying out various activities. Social media is no longer only used as a means of individual communication but has

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provided opportunities for entrepreneurs. Social media provides the opportunity to interact more closely with consumers. Through social media, marketers can find out consumers' personal interaction habits and build engagement (Mészáros, 2000; Pratiwi, 2020). Online business products appear based on customer needs to fill their special moments in certain circumstances. One online business that is quite promising at the moment is the online flower bouquet business which is still in its early stages but has enormous potential. Even though competition in online flower bouquet trading is quite large, the opportunity to generate high profits can be obtained by offering innovative products that are unique and superior. In Indonesia, the flower bouquet business is dominated by online businesses from big cities considering the fast purchasing and delivery process. From the perspective of entrepreneurial women, this is an opportunity for housewives or young women to develop their creativity through an online flower bouquet business to start a business from home. A flower bouquet startup that offers fresh flowers is a high-risk business, considering the durability and sensitivity of the quality of fresh flowers which tend not to last long, as well as the extra handling involved in the delivery process. This risk ultimately challenges business owners to create flower bouquets creatively and innovatively to ensure fresh product quality.

Flower bouquet businesses are starting to offer a wider range of products with artificial flowers and other materials. One of the bouquet products that is currently trending in the online bouquet business is Money Bouquet. Money Bouquet looks almost identical to a regular bouquet of fresh flowers, but instead of flowers arranged in a bouquet, it offers a new arrangement of banknotes arranged like a flower arrangement. During preliminary observations and interviews, the challenge with this kind of product was creativity in arrangement and attractiveness. Previous research findings reveal that packaging is an attractive element for consumers, besides being able to increase sales it can also reduce marketing and advertising costs for Mazhar et al.'s products (Dopico-Parada et al., 2020; Yeo et al., 2019). Guaranteeing the quality when the product is received by consumers is very important and requires careful consideration, both for fresh flowers and flower arrangements. Adequate product packaging is the most important element to design and assess. Apart from that, to provide more value to a product, innovative packaging is needed that makes the product different from other products on the market.

As part of a marketing strategy, packaging is part of the customer experience, but indirectly has an impact on promotional and pricing strategies, because packaging consistency is sometimes difficult to achieve. However, previous research findings argue that packaging plays an important role in marketing both nationally and internationally. Regardless of consumer expectations, attractive packaging shows a strong bouquet concept and must be in harmony with the shape of the complete bouquet when delivered (Ahmed, 2020; Nilforushan & Haeri, 2019). In addition, the use of technology and the rise of social media encourages consumers to create video content during the process of receiving and opening a product—also known as “unboxing,” published on social media. On the other hand, this also shows the public about the packaging and product quality. Creating a pleasant unboxing experience significantly increases customer satisfaction and emotional reactions from consumers, in addition to expanding the scope of product design beyond its functional and technical aspects (Mazhar et al., 2018; Steenis, 2019).

Product packaging has been widely studied with a focus on how packaging influences customer behavior. Packaging generally has an impact on consumer purchasing decisions. Packaging is also considered one of the most important means of communication for a brand because packaging can have an impact on consumer purchasing decisions (Abdalkrim & AL-Hrezat, 2019; Ubaedilah & Imaroh, 2017). Customers feel curious when there is a new item that catches their attention, and what makes them interested is the attractive packaging. Packaging functions as a sales promotion tool for various brands while preserving the product. This is of course closely related to consumer behavior, which increasingly appreciates the quality of packaging, color, wrapping and other packaging characteristics. A number of studies have examined aspects of packaging, including color, materials, and other packaging components, which influence consumers' tendencies to make purchases (Mészáros, 2000; Shekhar & Raveendran, 2018). Packaging has three purposes: first, to protect the product; second, to convey information; and third, transportation (Abdalkrim & AL-Hrezat, 2019; Grundey, 2020).

Product quality can be categorized into 9 (nine) dimensions, namely shape, product characteristics, performance, suitability, durability, reliability, repairability, style and design (Ahmed, 2020; Nilforushan & Haeri, 2019). Therefore, it is deemed necessary to examine elements related to packaging, especially in the case of online product sales, where the buying and selling process occurs online and consumers cannot directly experience the products they buy. Apart from that, the process of sending products to consumers from sellers requires online business people to package the products they buy in the right packaging. Considering the importance of product packaging to increase customer satisfaction and trust, this research aims to demonstrate the important features of high-quality flower bouquet packaging offered in social e-commerce. This research is worth paying attention to for business owners about how to attract the attention of new market shares in the global era and the rapid changes in the use of technology in

communication and promotional media. The novelty of this research lies in its specific focus on aspects of customer trust in the context of social e-commerce which provides high quality money services, with the case study Moneyrist.id. In contrast to previous research that more generally addresses customer trust in e-commerce, this study digs deeper into how specific features, such as production process transparency, quality verification, and direct interaction between customers and authors, can increase customer trust. Additionally, this research also explores customer and creator experiences narratively, providing a richer and deeper perspective on the factors that shape trust. In doing so, this research provides a new contribution to the literature on customer trust in specific social e-commerce platforms, as well as offering practical insights for businesses to create more trustworthy and satisfying customer experiences.

2. METHOD

This research uses a qualitative with a narrative approach as the research methodology. Data collection used in-depth interviews with key informants. The research object is @Moneyrist.id and the research subjects are its customers. The sampling method used in this research is purposive sampling, which Etika (2015) defines as a sampling technique where respondents are specifically selected based on certain characteristics. This research collected data by interviewing 15 customers who live in Tangerang, Jakarta, Bogor, Depok and Bekasi. Other criteria taken are based on transaction experience with those who have completed online transactions. In-depth interviews were conducted using online communication tools. Data validation was carried out using triangulation by interviewing Product Design Specialists who have a strong background in creativity and innovation. The specialist criteria is a Product Design Expert who has strong knowledge of the importance of packaging from a product design point of view. This data validation is carried out to ensure the relevance of the product packaging design. Data analysis is coded by categorizing product packaging features. To reach conclusions, several categories of research results obtained from interviews were summarized.

The qualitative research procedure with a narrative approach in the Moneyrist.id case study begins by identifying relevant participants, such as customers, money bouquet creators, and the Moneyrist.id management team. Data was collected through in-depth interviews and participant observation, where participants shared their experiences regarding features that influence customer trust. The researcher then recorded and transcribed the interviews for analysis. Narrative analysis was conducted by tracing the story line of each participant, identifying key themes, and understanding their unique perspectives and experiences. Findings from these stories were interpreted to explore how these e-commerce platform features contributed to increased customer trust. The analysis results are integrated into a comprehensive narrative that describes the dynamics and key factors in building trust in Moneyrist.id.

3. RESULTS AND DISCUSSION

Results

Research was conducted with a focus on 9 dimensions of product quality, namely shape, product characteristics, performance, suitability, durability, reliability, repairability, style and design. Apart from that, increased customer trust can also be found in product packaging because it communicates to customers about the quality and reliability of the product. Therefore, unstructured interviews were conducted to see how the unboxing experience can provide confidence to informants and other customers. Key informants have been loyal to @Moneyrist.id with more than 5 purchases. Demographically, they come from middle to upper class socio-economic backgrounds, aged 18 to 35 years, the majority of whom are women. Interestingly, most of Money Bouquet's customers are generation Y or millennials who have a tendency to follow trends or what is often called Fear of Missing Out (FOMO).

Interview findings regarding the main factors to consider when purchasing products from @MoneyRist.id vary. These nine dimensions were questioned and the informants answered according to their level of importance, resulting in the five most important dimensions in selecting or selecting the product to be purchased, namely shape, durability, reliability, style and design. The informant's response was identified to fulfill his desires, especially the shape, design and durability. The informant mentioned the word "want" a lot when answering questions. These three aspects have the highest level of importance when choosing a product to buy, and are related to the beauty, creativity and attractiveness of the product. The informants agreed to choose products whose form offered met their expectations. Most of the informants purchased money bouquets for special occasions such as birthdays, weddings and religious holidays. The level of importance expected by the informants and verbatim in the interview is presented in [Table 1](#).

Table 1. The Level of Importance in Choosing the Product to be Purchased

Size	Importance Level	Word by word
Shaping	1	"The shape of the product is very important, the first thing I pay attention to when choosing the product I want to buy." "When the display is unappealing, I tend to ask the vendor to make more choices to offer and I will choose the one I like best even if it is for a gift." "Published products sometimes have strange shapes. I quickly missed the weird ones." "The shape represents the beauty of the product, it is clear and people want it!" "I wanted something surprising. The dimensions of the product must surprise the recipient whether it is big or small." "I don't hesitate to choose a beautifully arranged and creative flower bouquet."
Durability	3	"The product will arrive in the same condition as the picture sent before shipping." "The product should not be replaced or fall apart when I receive it."
Reliability	4	"The product will arrive safely to the delivery address I provided" "It also has to be strong and resistant to damage."
Style	5	"The uniqueness of the product compared to other offers can be a plus" "The product style is almost the same when seen in different online stores. I do not mind."
Design	2	"It needs to be arranged neatly and well. A bouquet that is not neatly arranged will ruin the design." "Yes, it must be neat, colorful, concisely designed." "I prefer ones with simple designs."

Informants hope that colorful, interesting and creative products will be offered on online social media platforms. However, the shape should not be strange or irrelevant to the concept. This is easily missed by customers when they scroll down on their gadget. In the delivery process, customers hope to receive products without defects, such as messy conditions or damaged packaging. The product is photographed and the image is sent to the customer before the shipment is processed. In this situation, the customer expects to receive the product in the same condition as the picture it received before shipping, but anything can happen during transportation. The delivery process is also expected to be reliable, because some bouquet sellers use different companies to send their products. The informant waited for the product to arrive safely and shatterproof.

Another interesting finding regarding product quality dimensions is regarding product uniqueness. This uniqueness was almost considered not the most important thing and was only mentioned by a few informants. The products offered tend to have the same model and the informants consider it a normal situation or offer and does not bother them in choosing the product. The unboxing experience has been identified as a trending phenomenon. Most informants responded to the unboxing experience on social media as part of promotional activities. They are aware of the phenomenon of product unboxing, but not all of them believe that the party receiving the product is not required to record a video of the unboxing process. Some argue that the unboxing experience is more closely related to promotions, which are generally aimed at certain marketing programs or only aimed at influencers when endorsing a product. Not all customers are comfortable recording videos of themselves opening or unpacking product packaging and sharing them on their social media accounts. Customers point of view Unboxing Experience is presented in Table 2.

Table 2. Customers Point of View Unboxing Experience

Size	Positive Point of View	Negative Viewpoint
Experiences Compared Expectations fulfilled	<ul style="list-style-type: none"> ● Convince new customers to buy ● Attractive to improve customer satisfaction ● Find it useful to influence other customers ● Reinforce feelings of trust in vendors ● Environmentally conscious packaging is more appreciated 	<ul style="list-style-type: none"> ▪ Cost-free promotional strategy ▪ It is best done by a social media influencer or endorser

Size	Positive Point of View	Negative Viewpoint
Positive effect	<ul style="list-style-type: none"> ● Increase product value ● Increase engagement with the product ● Trust the vendor to provide product quality that is maintained 	<ul style="list-style-type: none"> ▪ The need to maintain customer privacy
Willingness to share	<ul style="list-style-type: none"> ● Increase customer personal branding on social media 	<ul style="list-style-type: none"> ▪ It would be inappropriate to share personal experiences when unboxing, because it is considered the vendor's job.

The results of the unstructured part of the interview about the unboxing experience provide customers with the opportunity to get four different impacts, namely comparing other customers' experiences, evaluating whether the product meets expectations, providing a positive influence on the product, and provide customers with the willingness to share unboxing videos. Although the responses given were mostly positive, there were also negative reactions from several informants.

The positive viewpoint of the unboxing experience found was well formulated by customers considering their demographics. The opportunity to compare the experiences of other customers is considered a way to convince new customers to buy and attracts to increase customer satisfaction. With the unboxing experience, the informant agreed that the product met expectations. The feeling of being useful in influencing other customers, strengthening the sense of trust in the vendor, and packaging that is more valuable and environmentally conscious is experienced by customers. The unboxing experience has had a positive impact that increases product value, increases engagement with the product, and builds more trust in the vendor. Regarding the importance of sharing information, most informants considered it important to improve their personal branding on social media.

Some negative viewpoints were expressed by some informants because they were able to identify benefits to vendors versus customers by publicizing unboxing experiences. They consider this to be a free promotional strategy, even though it would be better if it was carried out by social media influencers or endorsers. Moreover, in terms of customer privacy, sharing unboxing experiences on social media is tantamount to violating the need to maintain privacy and gives the feeling that it is inappropriate to share one's personal experience, as it is considered the vendor's duty.

Since the reliability of *Buket Uang* products and their packaging is considered one of the most important dimensions, it has been validated by product design experts that packaging is more than just aesthetic or beauty value. The reliability factor of packaging to ensure product quality is very important. Furthermore, experts argue that quality packaging must not only be made of durable materials to ensure safety, but also contain information about the product or its contents to add value. It is recommended that the money bouquet be covered with transparent packaging to make it more visible, so that customers can ensure that the money bouquet they receive is intact, attractive and appropriate, even though the packaging has not been opened or disassembled.

Discussion

Compared to fresh flower bouquets, money bouquets are mostly purchased for special occasions, while fresh flower bouquets are purchased and given deliberately to express someone's love without any special occasion. A Money Bouquet is purchased as a gift or token of appreciation to family, friends, co-workers or business partners, and is not a personal appreciation product to be enjoyed by the purchaser (Li & Ku, 2018; Swamynathan et al., 2008). Money bouquets are not as popular as fresh flower bouquets, but consumers prefer to give money bouquets as gifts because they are more personal. Moreover, the bouquet packaging is an attractive gift to represent the quality of the product. Transparent packaging will certainly increase consumer confidence because they will understand the product packaging used. The challenge for business owners now is to ensure the durability of the packaging until the purchased product reaches its destination.

Factors that influence packaging quality are design, durability and product shape. The importance of packaging form is of course very important in preserving money bouquet products which are susceptible to changes in shape, especially during transportation. Money wreaths are considered a very sensitive product due to the characteristics of the product being fragile and easily torn (Huang & Benyoucef, 2013; Kim & Srivastava, 2007). These characteristics highlight the importance of packaging quality. Furthermore, there is product packaging that can maintain the series format as advertised on the website or social media accounts for product durability. Some sources argue that because many customers judge the quality of money bouquet products from their packaging, the dimensions of the packaging design are also taken into consideration. The shape and design of the product to compose a bouquet of money, shows the quality of

the product. Meanwhile, the basic material of the bouquet shows the dimensions of the product's durability and design, which in certain circumstances, improper packaging will be detrimental to the product itself (easily torn).

Customers like new goods that catch their attention, and what attracts them is the attractive packaging (Pratiwi, 2020; Shekhar & Raveendran, 2018). Packaging functions as a sales promotion tool for various brands while preserving the product. Of course, this is closely related to consumer behavior, which increasingly appreciates the quality of packaging, color, wrapping and other packaging characteristics. A number of studies have examined aspects of packaging, including color, materials, and other packaging components, that influence consumers' propensity to make purchases. Packaging has three purposes: first, to protect the product; second, to convey information; and third, transportation (Chen et al., 2021; Mészáros, 2000; Yaros, 2022).

Previous research revealed that one of the most important processes is packaging, without which the product will not reach the recipient in good condition. When business competition becomes increasingly fierce like now, the functions of each competing product become very similar (Abed et al., 2015; Mata & Quesada, 2014). Consumers can now choose products more freely based on the characteristics of the product packaging rather than the characteristics of the product itself. Packaging was originally proposed as a "silent salesman" which represents the absence of the seller in demonstrating product quality, (Chen et al., 2021; Fabiana Meijon Fadul, 2019).

Packaging is traditionally considered an important physical product in an effort to store and protect a product. Customers are demanding more as their expectations grow year after year, especially when it comes to selling products digitally (Rachmad, 2022; Swamynathan et al., 2008). Other research also reveals that a product and its packaging form a special combination, offering buyers distinctive sensory experiences such as sound, image, touch and aroma. When a brand's packaging is used strategically, it can increase product sales and market share and, surprisingly, even gain profits and reduce marketing and promotion costs as more consumers are attracted to the offer (Fitriyadi et al., 2023; Himawati & Firdaus, 2021). One important element that prevents products from being damaged and resulting in losses is the packaging material. This is related to the opinion that packaging materials are referred to as a tool for communicating product value to customers. The consequence is that the traditional perspective on packaging needs to be expanded and not limited to boxes, bottles or gift bags to investigate how packaging can contribute to improving customer perceptions of quality and value (Purnama et al., 2022; Wibowo, 2015).

Customers can assess the quality of a product or service when they make a purchase. This means that perceptions of quality are formed both at the time of purchase and at the time of use. Therefore, packaging quality attributes should be designed to demonstrate the best quality and be suitable for general store shelf display, market perception, and social media content display as part of digital marketing. Other research findings found that packaging elements such as technical, functional and informative quality can influence consumer satisfaction (Kim & Srivastava, 2007; Penellitian et al., 2024). Other research finds that the presence of packaging has a significant influence on consumer perceptions of product quality at the place of purchase (Caron & Markusen, 2016; Dewi Reniawaty & Irwan Hermawan, 2021). Additionally, other research findings suggest packaging plays a critical role in the consumer packaged goods (CPG) industry, which often relies on packaging elements to prevent product loss, facilitate transportation and storage, provide market differentiation, and, of course, maintain quality product (Hidayah et al., 2022; Penellitian et al., 2024). Agree on the importance of packaging that meets physical requirements to protect and contain products during transportation (Nurrahman, 2021; Yaros, 2022).

Answering the question of how to increase customer confidence, the feature that guarantees high quality Money Bouquets is the packaging itself which must be durable and reliable when delivered. In addition, the packaging must be able to provide the recipient with the opportunity to identify upon delivery, the integrity of the product. Transparent packaging is considered important to enable quick identification of product quality. Additionally, the use of social e-commerce provides business owners with the opportunity to engage existing customers to share unboxing experiences. This initiative aims to increase customer trust from other customers' experiences. The implications of this research focus on increasing customer trust through features that ensure the quality of money arrangements on social e-commerce platforms, with a case study on Moneyrist.id. This research found that customer trust can be strengthened through transparency of the money bouquet making process, product quality assurance, and the integration of direct interaction features with the bouquet maker. The results show that these features not only increase customer satisfaction but also minimize the risk of dissatisfaction and returns. In addition, these implications can be a guide for other e-commerce business players to adopt similar strategies to increase customer trust and loyalty. In this way, Moneyrist.id can expand their market share and increase their reputation as a provider of high-quality money essays.

One of the limitations of this research is the limited sample used, which only involved customers and money bouquet creators from the Moneyrist.id platform. This may limit the generalization of the findings to other social e-commerce platforms which may have different characteristics and features. In addition, because this research uses a narrative approach, subjective interpretation of the data may influence the conclusions drawn. In this context, bias from researchers or participants can also be a factor that influences the validity of research results. As a recommendation, it is recommended that further research expand the sample by involving various different social e-commerce platforms to obtain a broader and more comprehensive perspective. Additionally, the use of mixed methods, such as quantitative surveys, can help measure and validate qualitative findings with more objective numerical data. Another recommendation is to conduct a comparative analysis of the features available on various platforms to identify the elements that are most effective in building customer trust. Thus, the research results can provide deeper and more relevant insights for the development of strategies to increase customer trust in the social e-commerce industry as a whole.

4. CONCLUSION

This research concludes that durable packaging and reliable delivery are the main concerns for money bouquet products. Remember that a bouquet of money is a product that is easily torn and lost if the packaging is ignored. Additionally, customer unboxing experiences can add value and be incorporated into marketing strategies to expand market share. Unboxing experiences posted by customers can attract the attention of virtual audiences and indirectly promote products with lower promotional costs. It is important to consider a combination of packaging, shipping, and customer experience to develop a trustworthy business image in the eyes of customers. The combination of durable, transparent packaging, reliable delivery and an unboxing experience is important to increase customer trust.

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