

Role of E- commerce Providers' Strategy on Increase of the Online Shops Growth (A Case of Indonesian Ecommerce during the Digital Age)

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ABSTRACT

The aim of the research is to know the role of e- commerce providers' strategy on increase of the online shops growth in Indonesia. The method used is systematic secondary data search and meta analysis. This study finds the following matters concerning to Indonesian major e-commerce platform providers: First, there are five popular means of online advertisement, namely search engine, social media, comment, web site and compared price. Second, the most effective digital advertising channels to reach consumers are search engines, such as Google. Third, the most popular social media usage is TikTok and Instagram. Fourth, the most effective social commerce strategies are as follows: a) Interactive Content; b) Influencer Marketing; c) User-Generated Content; d) Social Proof; e) Special Promotions. Fifth, the emerging e-commerce trends in 2024: a) increased use of livestream commerce as a primary sales channel; b) marketing strategies that leverage data analytics to improve customer experiences. Sixth, each of ecommerce provider has superior features. Seventh, number of visitors of the major ecommerce providers get more and more visitors. Eighth, type of products that have been purchased by the consumers vary from small things, such as accessories, electronic goods up to home equipment. Ninth, the advantage of the online purchase for the consumers is that they can compare the prices of products and get the cheaper price. Tenth, the payment method used by the online consumers can be summarized into two ways, namely prepaid and postpaid payment.

INTRODUCTION

Lately, the e-commerce business has experienced important growth in the past two decades, surpassing other economic sectors and contributing to sustainable consumption, enhanced labour productivity, competitiveness, consumer incomes, and GDP growth (Elżbieta Roszko-Wójtowicz,et.al., 2024). Considering the result of the study that has been carried out by the Association of Internet Providers in Indonesia, it is known that the number of active Internet users

has reached to become 64.7% in 2019. In line to that, the similar study that has been done reveals that the growth of the digital economy in Indonesia is as much as 6.5 million per year in the online buying activities (Tayipnapi et al., 2020). Furthermore, the same research that has been done by Google shows that the digital economy of Indonesia will be as much as US\$ 146 billion in 2025.

Those findings are strengthened by the fast progress of social media around the world; such as Facebook that gains as much as 1 billion active users; Google+ as much as 359 million active users in 2013; LinkedIn has 225 million professionals; Twitter has more than 555 million registered users; YouTube has more than 6 billion hours of videos watched each month; and Foursquare has 33 million users. Moreover the Internet advertising reached \$7.9 billion. In 2024, active users of Instagram reaches as much as 2 billions (Backlinko, 2024) and TikTok active users are as much as more than 1 billion.

Based on the research that has been conducted by the NielsenIQ the number of the online shopping consumers in Indonesia reaches 32 million people in 2021. In line to that, according to ministry of industry of Indonesia, number of ecommerce users increases to become 76% in 2024. Moreover, Indonesia's e-commerce in 2024 shows significant development, with a projected market value reaching USD 58.43 billion. This e-commerce growth is driven by various factors such as increasingly widespread internet penetration and high digital engagement among the community. This is due to the impact of key technologies such as AI-powered recommendation systems, customer relationship management (CRM) platforms, marketing automation, predictive analytics, and automated order fulfillment on improving key performance metrics (Chillapalli, et al., 2025). Moreover, there are relationships between e-service quality, customer satisfaction, e-trust, and continuous usage intention in e-commerce marketplace platforms (Jongnam Kim & Kyeongmin Yum, 2024).

E-commerce plays an important role in the Indonesian economy. Its contribution to GDP is increasing, creating new jobs, and strengthening the MSME sector. Major platforms, such as Shopee, Lazada, Tokopedia, and Bukalapak continue to innovate to meet the needs of increasingly smart and digitally connected consumers. This occurs are caused by the following matters: First, the impact of Internet penetration has reached as much as 200 million or 73% of the total population. Second, increasing digital engagement also contributes much to the growth of e-commerce. This occurs because the internet users are not only using online platforms to socialize but also to conduct the online shopping. Social media platforms, such as TikTok and Instagram have become hubs for consumers to discover new products and make purchases. Third, consumer trends relating to the impulsive and personalized shopping experiences. Fourth, platforms, such as Shopee and Tokopedia are capitalizing on this trend by strengthening their mobile applications and providing features, such as flash sales and real-time notifications to attract consumer attention.

Most the ecommerce providers use various strategies to attract consumers, namely 1) Promotions and Discounts: Big promotions during a certain day, such as, Online National Shopping Day in order to attract many buyers. 2) Easy Shopping Experience: Intuitive user interface and fast checkout process are important factors. 3) Product Variety: Availability of a wide range of products from daily necessities to luxury goods. Based on those backgrounds, the research question arising in this study is: how does the role of e commerce providers' strategy affect on increase of the online shops growth?

LITERATURE REVIEW

The term of e-commerce is already popular. Nevertheless, what does the e-commerce mean actually? E-commerce is defined as "the process of buying and selling; or exchanging products, services or information via computer (Turban et. al., 2010). Moreover, "E-commerce is the use of the Internet and the Web for business transactions; or more formally defined as E-commerce transactions in the form of digital trade between organizations and organizations or individuals to individuals (Laudon, 2010). Another definition given by Wikipedia stating, e-commerce: "is the activity of buying or selling products electronically on online services or via the Internet. E-commerce refers to technologies, such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange, inventory management systems and automated data collection systems. E-commerce in turn is driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

Another definition stating that E-commerce typically uses the web for at least part of the transaction lifecycle although it may also use other technologies, such as email and social media. A general e-commerce transaction consists of a product or service buying. There, actually, are three areas of e-commerce, namely online retail, e-marketplaces and online auctions. As a matter of fact, e-commerce is supported by e-business."

E-businesses, infact, also uses some of the following matters: 1) Online shopping for direct-to-consumer retail sales using websites and mobile apps, and conversational live chat commerce, chat bots, and voice assistants; 2) Providing the online marketplaces processing the third party of business-to-consumer or consumer-to-consumer sales; 3) buying and selling of business-to-business; 4) Collecting and using demographic data using the web contacts and social media; 4) Business to business electronic data exchanges; f) Marketing strategy to the prospective and established customers using e-mail or fax; g) Launching new products and services; h) The online currency exchanges or trading purposes.

Moreover, e-commerce can also be defined as "the process of buying and selling products and services online; then it also refers to efforts in creating the most effective system in this process, including the digital marketing and logistics involving products' delivery to consumers" (Econsultancy). Finally, e-commerce is defined as the exchange of information across electronic networks, between businesses, between consumers and consumers as well as between the public and private sectors (Mahalingam, S & Ashokumar, B, 2020).

Based on the definitions discussed previously, it can be concluded that e-commerce relates to the commercial transactions carried out digitally by using computers which is connected to the internet. Accordingly, the role of the internet is important because the computer used to make transactions must be able to be used to communicate among the buyers and sellers. That is why, the business transactional model in e-commerce is different from the conventional business transactions. In the conventional business, the transactions is done face to face; while in e-commerce there is no need for face-to-face transaction. That is why using digital marketing and e-commerce will increase more business success.

The digital age is attributed to what is called “disruption”. The word of disruption describes transformation occurring when the new digital technologies, services, capabilities, and business models affecting and changing the values of the existing business services and goods. These new elements, then, disrupt the established conditions, urge business organizations to conduct re-evaluation of the current market to make adjustments. Based on the past experiences, there are many advanced technological discovery that has changed the steady condition into the new one.

Thus, it can be concluded that the digital disruption means changes that result in good and bad consequences for the human life, especially the business organizations. The elements of digital disruption are as follows: 1) Technology including things like invention, use, design, and so on. 2) Business including marketing, development, pricing, delivery of goods, and others. 3) Industry involving customers, methods, processes, standards, and others. 4) Society including movement, culture, habits, and others.

Therefore business organizations that want to grow and develop and be successful in dealing with digital disruption must adopt the following five elements: First, Developing a consistent digital culture across the company, namely companies must move forward and then adopt the new technology. This adoption is crucial for the business organizations that are not “*digital cultured*” yet. Second, Creating new customer experiences and obtaining specific results. The new technologies result in new ways of serving the customers. Third, there is shifting condition, namely from the time-based decisions to data-based ones. Thus, timeliness is important. Also, there are more valuable data outside the company that can be utilised. This occurs because of the processes connecting to the digital disruption. That is why, the innovative companies can make use of those data to support their sustainable business growth. Fourth, incorporating the new technologies and business models into the existing and new services and products. Fifth, working with the business partners to create and innovate the new procedures and policies. In relation to that, the team work, accordingly, is one of the keys to success. Moreover, business organizations must be able to enhance the existing experiences and partnership skills to cooperate in order to create better business practices. When those have been done, all parties will become winners, namely the company, partners and customers.

METHOD

This research employs the secondary data finding method and technique of meta-analysis. This kind of analysis is a method of searching for information similar to the current study topics (Narimawati, Umi & Sarwono, Jonathan, 2020). The information obtained is in the form of secondary data related to prominent Indonesian e-commerce providers.

RESULT AND DISCUSSION

Result

1. Strategy

The online shops or the ecommerce providers, such as Shopee, Tokopedia and Lazada make the following marketing strategies: price discount; free of charge delivery service and coupon exchange. Platforms like Shopee and Tokopedia take advantage of this trend by strengthening their mobile apps and providing features like flash sales and real-time notifications to grab consumers' attention.

The following data show the major online advertisement means used by the prominent e-commerce providers.

2. Online Advertisement from the Online Shop

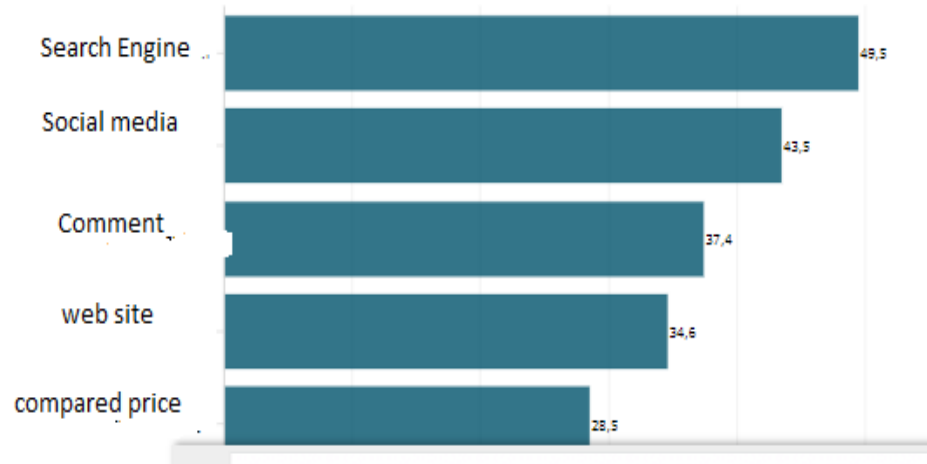


Figure 1. Five Most Popular Online Advertisement Channels

(Source: Databoks)

According to those data above, there are five popular means of online advertisement, namely search engine, social media, comment, web site and compared price.

3. The Most Effective Digital Advertising Channels

Based on the Digital Global Overview Report data, until January 2022, the most effective digital advertising channels to reach consumers are search engines such as Google, Bing, Baidu, Yandex, and so on. This is because as many as 49.5% of global internet users prefer to use search engines as the main tool for searching products, brands and online selling services. After that, about 43.5% of global internet users like to do product search via social media. This makes social media the second most effective digital channel. Then around 37.4% of global netizens like to do product research by reading other consumer reviews, 34.6% access company websites before buying, and

28.5% access price comparison websites before transactions. Until January 2022 there are several digital advertising channels that are of little interest to global netizens for product research, namely online forums, microblogs and vlogs.

The most popular social media usage is TikTok and Instagram. TikTok, with its short video format, allows brands to interact more dynamically and creatively. While Instagram, with features like Stories and Shopping, provides a great opportunity for businesses to show their products in a visual and interactive way. These features allow brands to not only promote products but also direct consumers directly to the purchase page.

The most effective social commerce strategies are as follows: First, Interactive Content: Using the live streaming or IGTV feature on Instagram to introduce new products or provide product usage tutorials. Second, Influencer Marketing: Involving local influencers who have loyal followers can increase trust and attract more consumers. Third, User-Generated Content (UGC): Encouraging users to share their experiences using the product through photos or videos with a specific hashtag. This not only increases credibility but also provides free content for the brand. Fourth, Social Proof: Showing positive reviews from customers on social media platforms can help increase the trust of potential buyers. Fifth, Special Promotions: Offering discounts or exclusive offers for social media followers can increase engagement and encourage impulse purchases.

The emerging e-commerce trends in 2024 are as follows:

First, increased use of livestream commerce as a primary sales channel. Livestream commerce is increasingly becoming a primary choice for many businesses in Indonesia in 2024. Platforms like TikTok and Instagram are leveraging the live video format to sell products in real-time, enabling direct interaction between sellers and buyers. Some of the reasons why livestream commerce is gaining popularity include: a) Real-Time Interaction: Consumers can ask questions and get immediate responses from sellers, increasing trust and making the shopping experience more personal; b) Product Demonstrations: Sellers can demonstrate how to use products in real-time, giving consumers a clearer picture; c) FOMO (Fear of Missing Out): Special offers and time-limited discounts during livestream sessions encourage impulse purchases.

Second, marketing strategies that leverage data analytics to improve customer experiences by providing: a) Personalized Product Recommendations: Based on shopping and search history, algorithms can recommend products that match individual preferences; b) Precise Ad Targeting: Using demographic and behavioral data, ads can be tailored to reach the right audience at the right time; and c) Marketing Campaign Optimization

Shopee's superior features offered to customers are as follows: 1) Free Shipping: Shopee often offers attractive free shipping promotions for consumers. 2) ShopeePay: A digital payment system integrated with the application for easy transactions. 3) Live Chat: This feature allows direct communication between sellers and buyers. The advantages for the customers: a) Massive Promotions: Events such as the Shopee 12.12 Birthday Sale are very popular; b) Widespread use: Very popular among young users with a user-friendly interface.

Lazada’s superior features are: 1) Lazada Wallet: Digital wallet for easy payments and refunds. 2) LazMall: Offers official products from various well-known brands with quality assurance. 3) Livestream Shopping: Shoppers can enjoy a live shopping experience through live streaming. 4) Loyalty Program: Lazada offers programs such as LazCoins that provide incentives to loyal customers. 5) Regional Campaigns: Often presents campaigns tailored to local market needs.

Tokopedia superior features are: 1) Tokopedia Play: Short video feature that allows sellers to showcase their products creatively. 2) Sparing free shipping: Shipping options with lower costs to attract customers. 3) Tokopedia Partners: Partnership program with small and medium businesses to expand business reach. The advantages for the customers are as follows: 1) Multipurpose Platform: In addition to e-commerce, Tokopedia also offers financial services such as loans and investments. 2) Local Collaboration: Collaborates with many local businesses to support the domestic economy.

Bukalapak superior features are: 1) Gold and mutual fund investment services integrated into the platform. 2) Bukalapak also has official stores from various well-known brands. 3) Financial solutions for easy transactions and financing. The advantages for the customers: 1) MSME Support: Focuses on empowering small and medium enterprises through various training and support programs. 2) Continuous Innovation: Always presenting new features to improve the user shopping experience.

4. Number of Visitors

The following data show the number of the visitors in major e-commerce providers:

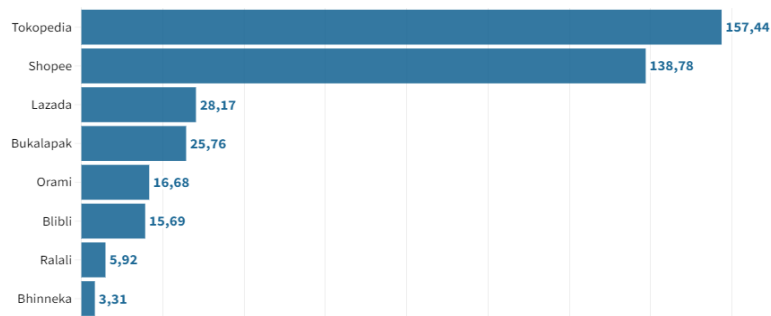


Figure 2 Number of Monthly Visitors in 2021

(Source: Databoks)

From the data above, it shows that the number of the monthly visitors in 2021 in Tokopedia is as much as 157.44 million; in Shopee as much as 138.78 million, in Lazada as much as 28.17 million, in Bukalapak as much as 25.6 million, in Orami as much as 16.68 million, in Blibli as much as 15.69 million, in Ralali as much as 5.92 million and while other minor providers are as much as 3.31 million visitors each month.

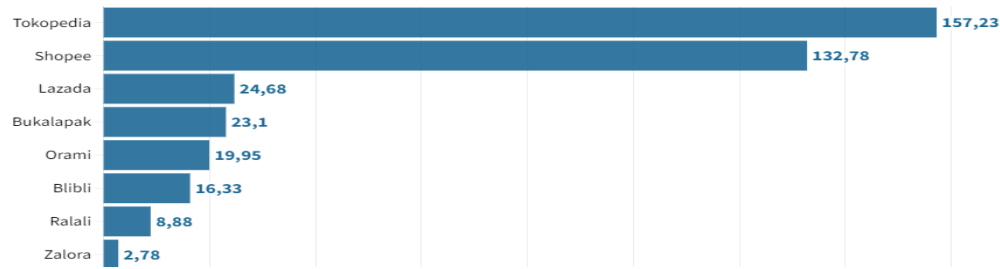


Figure 3. Number of Monthly Visitors in 2022

(Source: DataIndonesia.id)

From the figure above, it is known that the number of monthly visitor data in 2022 from Tokopedia is as much as 157.23 million, while Shopee is as much as 132.78 million, Lazada is as much as 24.68 million, Bukalapak is as much as 23.1 million, Orami is as much as 19.33 million, Bblibli is as much as 16.33 million, Ralali is as much as 8.88 million and minor others are as much as 2.78 million visitors each month. Based on the research result done by Kompas, the number of monthly visitor data in 2023 from Shopee is as much as 143.6 million, while Tokopedia is as much as 108.1 million, Lazada is 74.2 as much as million, Bblibli is as much as 28.6 million, and Bukalapak is as much as 17.1 million visitors each month (Kompas Data 2023).

According to a survey as conducted by the Indonesian Internet Service Providers Association, Shopee is the online shop with the biggest customers in the country in early 2023. Out of the 8.510 people surveyed, the majority or 56.04% often use Shopee's services. Then there are 32.72% who often use Lazada services, Tokopedia 12.8%, TikTok Shop 8.29%, and Bukalapak 2.84%. There are very few customers for other online store services, such as BliBli, JD.ID, Facebook Marketplace, Klik Indomaret, and others, with a proportion of less than 1%. Meanwhile, there are also 48.73% of respondents who did not know or had never accessed the services of these online shops (Databoks, 2023).

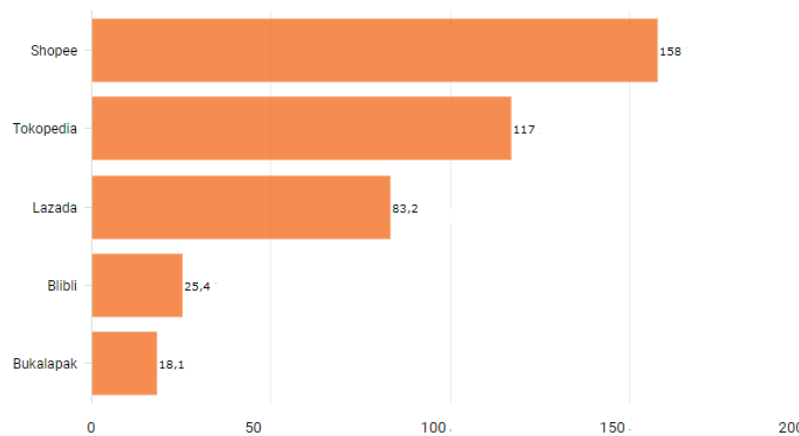


Figure 4.4 Number of Monthly Visitors in 2023

(Source: Databoks)

In 2023, the number of consumers who visit the Tokopedia Online Store monthly is as much as 117 million; Shopee as much as 158 million; Lazada as much as 83.2 million; Bibli as much as 25.4 million and Bukalapak as much as 18.1 million. From the data above, it can be concluded that online service users who conduct shopping at the online stores are increasing significantly from year to year.

In the year of 2024 data of the 5 biggest online shops in Indonesia in February 2024 according to similarweb are as follows: 1) Shopee has 235.9 million visitors during February 2024. 2) Tokopedia becomes the online shopping platform with the second highest number of visitors with 100.3 million visitors. 3) Lazada obtains 45.03 million visitors; 4) Blibli gets 24.15 million visitors; 5) Buka Lapak gains 4.42 million visitors. Meanwhile, based on the research finding done by Kompas.co.id, Shopee has sales value of IDR 3.2 trillion or a market share of 64.2% in Indonesia in February 2024. Meanwhile, Tokopedia has a sales value of IDR 631 million or a market share of 12.3% and Blibli with a sales value of IDR 60 million or a market share of 1.1%.

The following data shows items which are commonly purchased by the consumers.

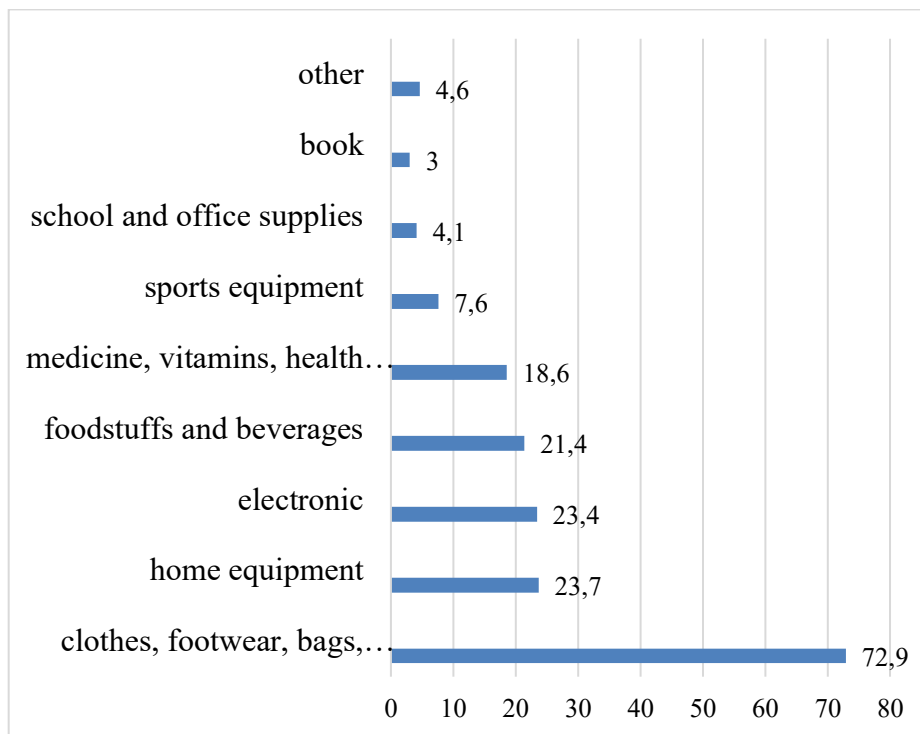


Figure 5. Products Bought by Consumers

(Source: Kompas.com)

Products to be purchased online, namely a) books as much as 3%; b) school and office supplies as much as 4.1%; c) sport equipment as much as 18.6%; d) medicine, vitamins, and health equipment as much as 18.6%; e) food stuffs and bevarges as much as 21.4%; f) electronic as much

as 23.4%; g) home equipment as much as 23.7%; h) clothes, footwear, bags, accessories as much as 72.9% and i) other as much as 4.6%.

The following is the data showing advantages of the online shopping for the customers.

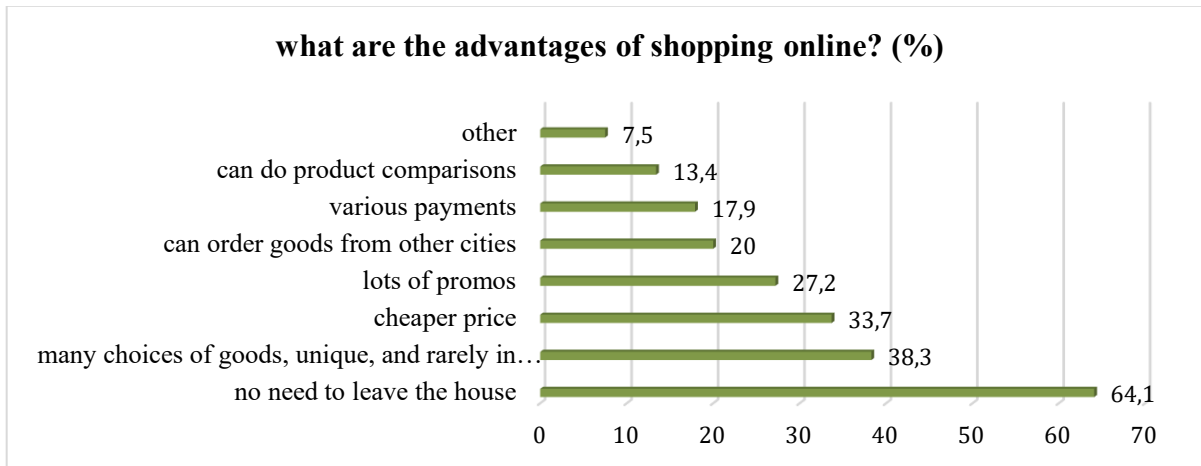


Figure 4.6 The Advantages of Shopping Online

(Source: Kompas.com)

Based on the above data, the advantages of shopping online according to the customers are as follows: a) the consumers can do product comparisons as much as 13.4%; b) the consumers can use various payment as much as 17.9%; c) the consumers can order goods from other cities as much as 20%; d) the consumers can obtain lots of promotion as much as 27.2%; e) the consumers can get cheaper price as much as 33.7%; f) the consumers can do select many choices of goods as much as 38.7%; g) the consumers can order products and goods from their houses as much as 38.3%; and h) other reasons as much as 7.5%.

Payment methods used most often for shopping online by the consumers are 1) debit card as much as 2.6%; 2) credit as much as 0.4%; 3) digital wallet as much as 1.2%; 4) cash / COD as much as 95.8%; payment point as much as 1.4.

Discussion

There are five popular means of online advertisement, namely search engine, social media, comment, web site and compared price. The most effective digital advertising channels to reach consumers are search engines, such as Google. Marketing strategy using search engine is popularly called as search engine optimization and search engine marketing. This strategy is useful for the consumers to find the products more easily. The study has proved that SEO can be used to locate the product or services more easily (Syarif Nur Husin, et.al., 2022). The next research result shows that SEO and search engine marketing are useful in the digital marketing (Archi Pancal, et.al.,2021).

The most popular social media usage is TikTok and Instagram. Based on the research result,

influencer marketing done through Tiktok and Instagram has represented a \$10 billion within the business to consumers (BTC) environment (Michael Hanlein, et.al.,2020). The following data shows the popularity of social media platform in the world where Instagram and TikTok are in 4th and 5th position.

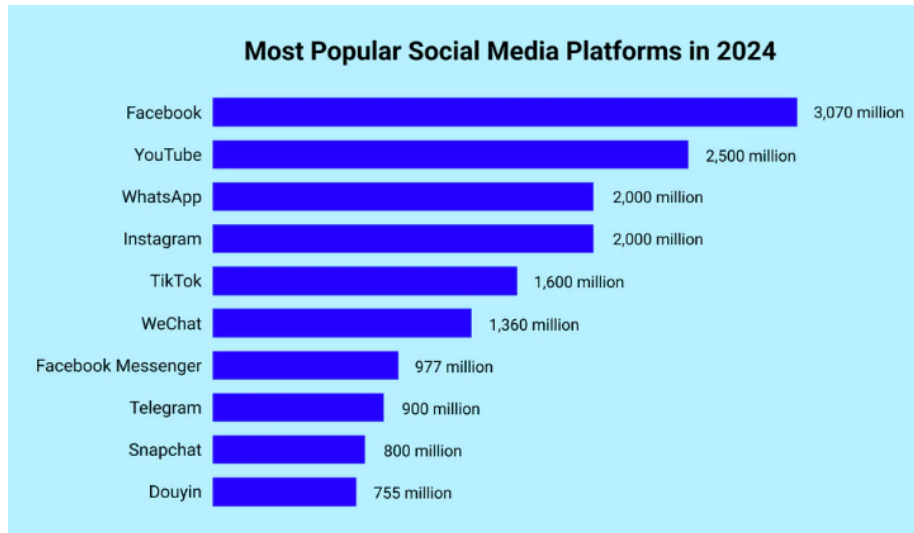


Figure 7. Most Popular Social Media Platforms
(Source: DataReportal, Shopify)

Based on DataIndonesia.id research result in 2022 social media users in Indonesia has reached as much as 196 millions where 84.8% originating from Instagram and as much as 63,1% are from TikTok. The data shows that starting from 2014 up to 2022 the social media users get increased as shown in the following figure.

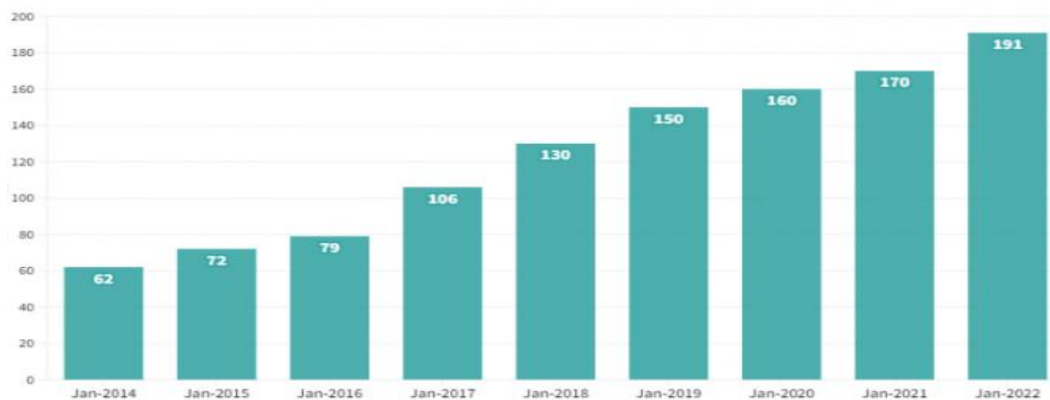


Figure 8. Social Media Users in Indonesia in 2022
(Source: We Are Social)

Based on the research that has been conducted among the online Indonesian consumers shows that most of the consumers obtained perceived enjoyment and perceived usefulness in conducting online

shopping through Instagram and Tik Tok (Gabriele, O.K & Daniel, T.H.A, 2023). In relation to that, it has been found in the research that Instagram is the most popular social media used by the generation Y and Z in the online shopping activities, then is followed by Facebook, Youtube, Twitter, and TikTok (Muhamad Akbar, et.al., 2023).

The most effective social commerce strategies are as follows: First, Interactive Content; Second, Influencer Marketing; Third, User-Generated Content; Fourth: Social Proof; Fifth, Special Promotions. Based on the research result, it shows that life interactions on social media increases the e-commerce consumers' engagement (Jiaalong Xue, et.al., 2020).

The emerging e-commerce trends in 2024: First, increased use of livestream commerce as a primary sales channel. Second, marketing strategies that leverage data analytics to improve customer experiences. Livestream in e-commerce platforms are effective to increase buying decision of the consumers. It has been studied by Chelsea S.A & Fitri A, (2022) in their research entitled "The Effect of Live Streaming Feature on the E-commerce Platforms Towards Customers' Purchase Decisions in Indonesia" with the result stating that this livestream commerce strategy practised by the Indonesian e-commerce providers has resulted in increasing the revenue growth among the e-commerce platform providers' services. The data analytics are used to make prediction of the consumers' demand among the Indonesian e-commerce consumers. This is used by the Indonesian e-commerce platform providers to assist the process of decision making relating to the marketing strategy and predicting the number of the future consumers (Afifah, FA & Risky D., 2024).

Each of ecommerce provider has superior features. E-commerce superior features are commonly named as user-friendly interface. This relates to the e-commerce platforms that are easily used by the consumers of the online shops. Currently most of the e-commerce providers employ the ecommerce mobile applications in which most of the online consumers use it to conduct the online transaction (Kristanto et.al.,2024).

Number of visitors of the major ecommerce providers in Indonesia get more and more visitors. This is inline with the research prediction that has been done by Tempo.co Magazine as it is shown below.

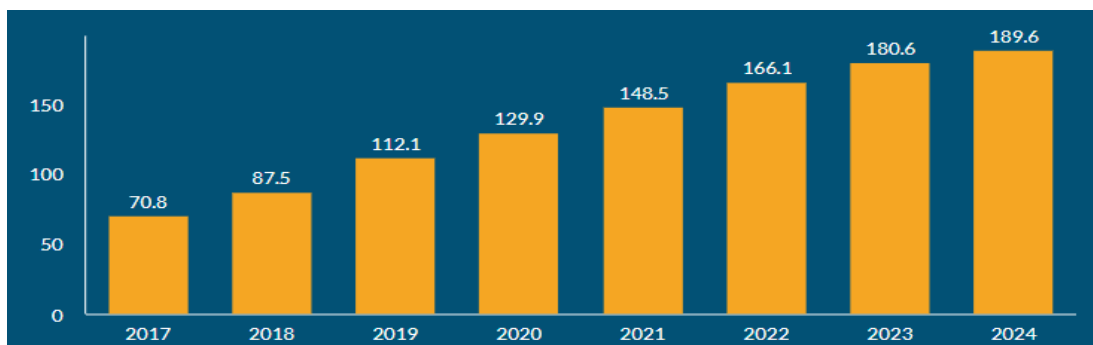


Figure 9. Indonesian e-commerce consumers' prediction in 2024

(Source: Tempo.co.id)

According to this prediction, the number of e-commerce in Indonesia will be as much as 189.6 million in 2024. This prediction is strengthened by the Ministry of Communication and Informatics, Indonesian Republic saying that the growth of e-commerce in Indonesia reaches up to 78%.

Type of products that have been purchased by consumers vary from small things, such as accessories, electronic goods up to home equipment. According to a survey conducted in Indonesia in 2023, it is revealed that approximately 70.13% of consumers bought clothes and footwear online (Statista.com).

The advantage of the online purchase for consumers is that they can compare the prices of products and get the cheaper price. Most of the consumers prefer to buy products online in e-commerce because the price is cheaper than the offline shops. Based on the research result, it is revealed that the role of the price is important in electronic product buying decision in the online and offline shops (Agitha, et.al., 2023). From the similar study, it has been revealed that price consciousness has significant effect on impulsive buying decision at Tik Tok store among generation Z in Indonesia (Irwan, C.E & Setyani, S.H., 2024).

The payment method used by the online consumers can be summarised into two ways, namely prepaid and postpaid payment. Nevertheless, based on the research finding, it has been divulged that most of the online consumers in Indonesia prefer to use pay later in doing the online buying transaction (Yeyen Pratika, et.al., 2021). According to the research finding, the payment method that can be used by the consumers easily and fastly can enhance the online buying decision of the consumers (Yoli Eka Putri, et.al., 2019). Another research finding shows that the payment method trust information dissemination relating to the payment method provisions of the concerned e-commerce provider (Farah Almira Lakeman, et.al., 2021).

CONCLUSION

Based on the research results and discussion, the present writer makes the following conclusions: First, there are five popular means of online advertisement, namely search engine, social media, comment, web site and compared price. Second, the most effective digital advertising channels to reach consumers are search engines, such as Google. Third, the most popular social media usage is Instagram and TikTok. Fourth, the most effective social commerce strategies are as follows: a) Interactive Content; b) Influencer Marketing; c) User-Generated Content; d) Social Proof; e) Special Promotions. Fifth, the emerging e-commerce trends in 2024: a) increased use of livestream commerce as a primary sales channel; b) marketing strategies that leverage data analytics to improve customer experiences. Sixth, each of e-commerce provider has superior features. Seventh, number of visitors of the major e-commerce providers get more and more visitors. Eighth, type of products that have been purchased by the consumers vary from small things, such as accessories, electronic goods up to home equipment. Ninth, the advantage of the online purchase for the consumers is that they can compare the prices of products and get the cheaper price. Tenth, the payment method used by the online consumers can be summarised into two ways, namely prepaid and postpaid payment.

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