

LEVERAGING SHOPEE LIVE FOR SALES GROWTH: A LITERATURE REVIEW

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Received: 2023-12-04

Revision: 2024-12-12

Accepted: 2024-12-14

ABSTRACT

The emergence of digitalization has brought new impacts to the business world, particularly in e-commerce. The impact of digitalization has led to more diverse product promotion methods. One example of an e-commerce platform that successfully leverages digitalization is Shopee, through its Shopee Live feature. However, whether live streaming as a product promotion method will be sustainable and what factors determine its success are topics that have not been widely studied. Therefore, the purpose of this study is to identify the key factors driving sales growth on Shopee Live and to determine whether these factors are temporary or sustainable. The method used is a systematic literature review, by reviewing 15 articles that discuss Shopee Live. The results of the study indicate several key factors that can enhance sales on Shopee Live, including the skills of the Shopee Live hosts, direct interaction with buyers, trust in product quality, and the sustainability of product promotions via Shopee Live. This is because the use of Shopee Live has been proven effective in increasing sales.

Keywords: shopee live; sales growth; literature review.*Copyright (c) 2024 Peni Kristian Harefa; Pambayun Kinasih Yekti Nastiti**This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).***INTRODUCTION**

The rise of digitalization has brought a new dimension to the business world, particularly in product promotion. Many of these transformations stem from the integration of advanced technologies (Anggraeni et al., 2023). One such innovation is the introduction of live streaming features, which has revolutionized how businesses connect with their customers. Shopee, a leading e-commerce platform, has successfully adopted this strategy by introducing "Shopee Live." Shopee Live is a video live-streaming feature that allows sellers to showcase their products while engaging directly with buyers on the platform (Sari & Habib, 2023). This phenomenon presents new opportunities for sellers to build personal connections with their customers while expanding their market reach. Consequently, this study aims to analyze the impact of Shopee Live on sales growth within the e-commerce ecosystem. By conducting this research, it is expected to provide a deeper understanding of the significant potential of live-streaming strategies in enhancing sales performance on modern e-commerce platforms.

One key aspect that sets Shopee Live apart from other marketing methods is its ability to deliver a more personal and interactive shopping experience. With Shopee Live, consumers can gain detailed insights about a product, such as its materials, texture, form, advantages, and drawbacks (Kelvin & Aulia, 2023). This reduces the barriers between sellers and buyers, fosters trust, and strengthens emotional connections—essential factors

in building customer loyalty. It is undeniable that Shopee Live has positively impacted the e-commerce ecosystem. However, with its growing popularity, questions remain about the extent to which it drives sales growth. Therefore, this study critically analyzes and evaluates the impact of Shopee Live on sales performance. Through a comprehensive analysis, this research seeks to uncover findings that provide a clearer and more conclusive understanding of the immense potential of live-streaming strategies in improving sales performance on e-commerce platforms.

Shopee Live has proven to be a powerful tool for sellers to boost their product sales. For instance, Supriyanto, Chikmah, Salma, and Tamara (2023) found that Grosir Murah Kudus (GMK) experienced a significant increase in sales after utilizing Shopee Live. Additionally, Ana (2023) highlighted how Shopee's live-streaming feature remains a key driver for sales, particularly during special promotional events like "11.11" and "12.12." Moreover, Anam (2023) noted that Shopee Live currently dominates the market, holding 56% of the market share and 54% of transaction value. Despite these promising findings, there is still a lack of research that systematically reviews the use of Shopee Live and its impact on sales growth. Therefore, this study seeks to fill that gap by conducting a literature review on Shopee Live and its contribution to sales performance. This research focuses on identifying the key factors that drive sales growth on Shopee Live and examining their sustainability. The objective is to determine which aspects most significantly influence sales growth on Shopee Live and whether these factors have a lasting or temporary impact.

THEORETICAL BASIS

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a framework developed to analyze and understand the factors influencing the acceptance and use of technology (Fahlevi & Dewi, 2019). Introduced by Fred Davis in 1986, TAM is widely recognized as a model for explaining and predicting users' acceptance of new technologies. According to Fahlevi and Dewi (2019), TAM identifies two primary factors: perceived usefulness and perceived ease of use. Perceived usefulness refers to the extent to which individuals believe that using a particular technology will enhance their job performance. It emphasizes how technology can speed up tasks, improve work outcomes, boost productivity, and increase overall efficiency. When users perceive that a technology provides significant benefits, such as simplifying tasks and being practically advantageous in their workflow, they are more likely to adopt it. This perception is crucial in shaping users' initial trust and eventual acceptance of technological innovations.

Perceived ease of use, on the other hand, reflects how effortless the technology is to operate. It focuses on aspects such as ease of learning, clarity, flexibility, and user control. A technology that is easy to learn and understand, as well as simple to use, creates a sense of comfort and confidence among users. This ease significantly reduces barriers to adoption, as users are more likely to engage with technologies that are intuitive and do not require extensive training or expertise. Together, these two factors create a comprehensive framework for understanding how users evaluate and decide to use a given technology.

Shopee

Shopee is an online marketplace application designed for convenient and quick buying and selling via mobile phones. Shopee offers a wide range of products, from fashion items to daily necessities. As a mobile-based platform, Shopee enables users to shop online without needing to access a website through a computer (Gunawan, 2022). In Indonesia, Shopee aims to deliver a new shopping experience. It provides sellers with an easy-to-use platform for conducting business while ensuring buyers have secure payment options and integrated logistics arrangements. Shopee's substantial growth potential positions it as a key player in Indonesia's e-commerce industry (Wahyuni & Setyawati, 2020).

Shopee Live

With the rise of digitalization, a new dimension has emerged in business, particularly in product promotion. Many of these changes result from integrating new technologies (Ariesti et al., 2023). Among these innovations, live streaming has become a prominent feature. Shopee is one of the e-commerce platforms that successfully adopts this strategy through its "Shopee Live" feature. Shopee Live allows sellers to showcase and sell their products while interacting directly with buyers via a live streaming platform (Sari & Habib, 2023).

Shopee Live serves not just as a promotional medium but also as a direct window for potential customers to explore products more thoroughly. Customers can observe product details, including physical appearances, while listening to sellers' descriptions. This direct interaction strengthens consumer trust in product quality (Dirnaeni, Ardiansyah, & Indira, 2021). The success of Shopee Live as a promotional tool is notable. Lestari (2021) highlights that sellers using Shopee Live have achieved remarkable outcomes, reaching hundreds of thousands of viewers daily. Positive impacts include a threefold increase in sales and a 15% rise in followers per live streaming session.

Determinants of Sales Growth on Shopee Live

The key differentiating factor behind Shopee Live's success is communication skills. Research by Purmitasari (2022) reveals that the communication competency of Shopee Live hosts significantly impacts customers' purchasing decisions. Effective communication by the host increases the likelihood of consumers making a purchase, underscoring the importance of strong communication skills in live streaming sessions. Similar findings are echoed in a study by Surianto and Utami (2021), where 17% and 62% of respondents strongly agreed or agreed to purchase products from an online store on Shopee after watching its live streaming. This supports the role of persuasive communication, aligning with the theory of integrated marketing communication. Through this strategy, product promotions are disseminated widely across various media, ultimately influencing consumer purchasing decisions.

Shopee Live also benefits sellers by facilitating real-time interactions with buyers during live sessions. Buyers can ask questions, seek advice, or request product clarifications (Sari, Fadilah, Fahmi, & Firmansyah, 2023). This allows sellers to better understand consumer needs and preferences, thereby enhancing the overall shopping experience. Beyond benefiting individual sellers, Shopee Live also represents a significant

growth opportunity for Shopee as a platform. By continuously developing innovative features like Shopee Live and adapting to evolving market trends, Shopee can maintain its position as a leader in Indonesia's e-commerce industry. Understanding consumer preferences and keeping pace with technological advancements will enable Shopee to expand its reach and retain customer loyalty.

Shopee Live has introduced a groundbreaking innovation in product promotion strategies within e-commerce platforms. Its success lies not only in leveraging technological potential but also in the effective communication skills of live streaming hosts. These factors build consumer trust and enhance customer satisfaction. By consistently advancing its technology and understanding market needs, Shopee has the potential to sustain its growth and solidify its leadership in Indonesia's e-commerce landscape.

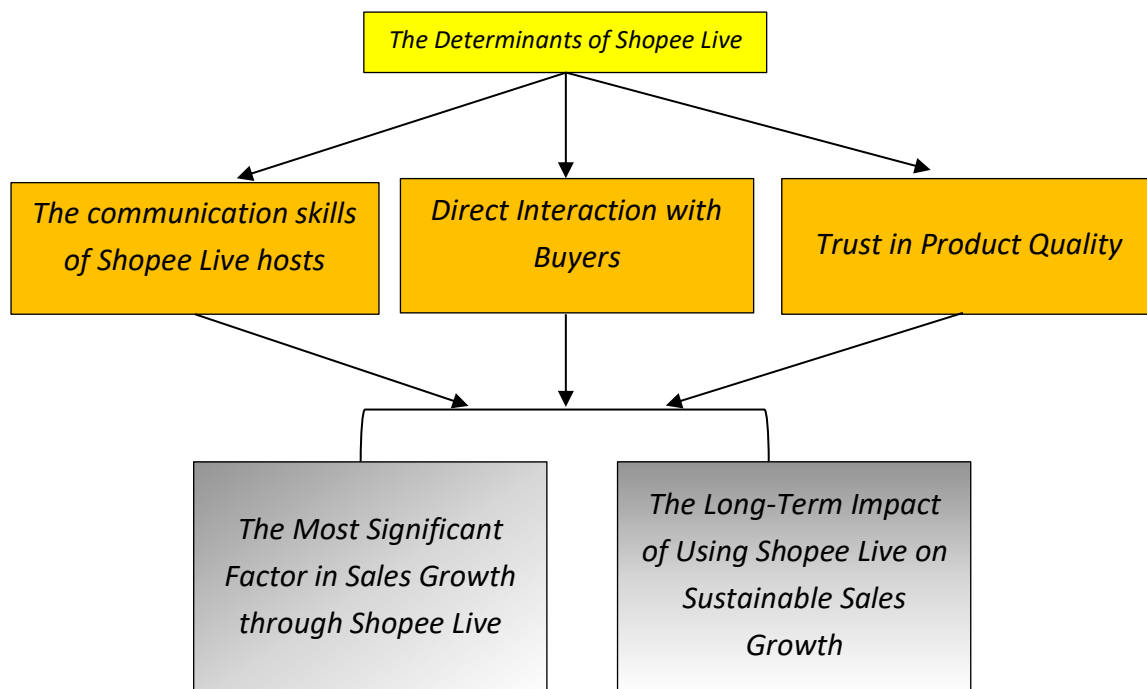


Figure 1. Review Framework

METHOD

This study employs a literature review methodology, which involves collecting data by analyzing journal articles sourced from Google Scholar, indexed both nationally and internationally. The selected articles are from the past five years, with the aim of answering the research questions by synthesizing findings from previous studies. According to Utami, Jahar, and Zulkifli (2021), a literature review method is used to identify, evaluate, and interpret research that is relevant to the issues at hand. The researcher selected 15 journal articles based on the following criteria: Articles published in proceedings or journals, with publication dates after 2018, and articles that discuss Shopee Live, its impact on sales growth through the e-commerce platform Shopee, and the factors influencing sales performance on Shopee Live.

This study focuses on analyzing the factors related to Shopee Live that influence sales growth. The objective is to identify the key aspects contributing to sales enhancement on Shopee Live and assess whether the impact of Shopee Live on sales is sustainable or temporary. Based on the objectives outlined above, the research questions are as follows:

Q1: What are the key factors influencing sales growth on Shopee Live?

Q2: How sustainable is the impact of Shopee Live on sales growth?

RESULTS AND DISCUSSION

Results

The literature review uncovered several important findings regarding the impact of Shopee Live on sales growth within the Shopee e-commerce platform. First, the communication skills of the Shopee Live host emerged as a crucial determinant of sales. Research by Purmitasari (2022) highlighted that the better a host communicates, the more likely consumers are to make a purchase. In Shopee Live's live streaming environment, real-time interaction between the host and consumers is vital, as hosts must provide clear and persuasive information that influences purchasing decisions. Studies by Surianto and Utami (2021), Mulia and Salman (2023), Kelvin and Aulia (2023), and Asyraf et al. (2022) further validate this point, noting that hosts represent the product or brand and must possess effective communication skills to successfully convey product details to potential buyers. This ability to communicate fosters trust and comfort, key factors in influencing consumer decisions. Therefore, enhancing the communication skills of Shopee Live hosts is essential for driving sales.

Another key determinant identified was the direct interaction between the host and buyers. Shopee Live's ability to facilitate real-time communication allows sellers to better understand consumer needs and preferences. According to S. Sari, Fadilah, Fahmi, and Firmansyah (2023), and supported by Blessa and Indrani (2022), direct interaction has a significant effect on consumer purchase decisions. During live streaming sessions, buyers can engage with sellers, ask questions about products, request advice, or seek clarification on specifications. This interaction is especially valuable in online sales, where consumers cannot physically examine the product. It provides them with more comprehensive information before making a decision, effectively reducing doubts or uncertainties they may have about the product.

Trust in product quality also plays a pivotal role in influencing sales. Shopee Live enables consumers to visually inspect products, view their details, and listen to descriptions provided by the host. This capability strengthens consumers' trust in the product's quality, which is essential in the online shopping environment where consumers typically cannot touch or try the product before buying. Research by Dirnaeni, Ardiansyah, and Indira (2021) supports the idea that the ability to see products live on Shopee Live is a significant advantage. Studies by Pratiwi and Suwitho (2020) and Suhyar and Pratminingsih (2023) also emphasize that this feature helps consumers feel more confident in their purchasing decisions.

The sustainability of Shopee Live's impact on sales growth is another key finding. According to Lestari (2021), Shopee Live not only provides short-term sales boosts but also supports long-term growth. Sellers using Shopee Live are able to reach hundreds of thousands of viewers daily, indicating a continuous positive impact on their sales. This is supported by Annur's (2022) survey, which found that 80% of Indonesian users engaged with Shopee Live in 2022. A 2023 study by Populix further revealed that Shopee Live remains the most memorable live-streaming e-commerce platform in Indonesia, with 69% of respondents recalling it. Sellers who actively use Shopee Live report up to three times the sales they previously achieved, along with a 15% increase in followers per live streaming session. This demonstrates that Shopee Live not only boosts sales initially but also sustains growth over time. Essentially, Shopee Live's impact on sales growth is significant and sustainable. Sellers who utilize the platform effectively can experience steady growth in their sales performance, making Shopee Live a reliable strategy for expanding market reach and increasing sales within the e-commerce environment.

Discussion

The findings of this research reveal that Shopee Live plays a significant role in driving sales growth on the Shopee e-commerce platform. One of the primary factors influencing this sales increase is the effective communication skills of the Shopee Live hosts, which are crucial in persuading consumers to make purchase decisions. This aligns with other studies that emphasize the importance of persuasive communication within live streaming strategies. The interactive nature of live streaming enables hosts to engage directly with consumers, showcasing products in real-time and responding to inquiries, which enhances consumer trust and confidence in the quality of the products being offered. Furthermore, Shopee Live provides consumers with an opportunity to obtain more detailed information about products than traditional static listings allow. This access to comprehensive product details is instrumental in building consumer trust, as it helps alleviate concerns related to product quality and authenticity. The live interaction between sellers and buyers creates an immersive shopping experience, making it more engaging and satisfactory compared to conventional online shopping methods. As consumers can interact with hosts, ask questions, and receive immediate responses, they feel more involved in the purchasing process, leading to higher levels of satisfaction.

The impact of Shopee Live on sales is undoubtedly positive, but this study also identifies areas for further improvement. While Shopee Live has proven to be an effective tool for boosting sales, there remains untapped potential for enhancing its effectiveness. Future research could focus on optimizing communication strategies during live streams, developing additional features that cater to evolving consumer preferences, and adapting to changing market trends. For instance, integrating advanced AI-based features, such as personalized recommendations during live streaming, could further increase engagement and conversion rates. The long-term potential of Shopee Live as a tool for sustained sales growth is also evident from the results of this research. The continuous nature of live streaming as a marketing tool indicates that it can be a key component in the future of e-commerce. As more brands and sellers leverage this

platform, it could evolve into a critical part of the overall marketing strategy for e-commerce businesses. The ability to engage with customers in real-time, provide instant feedback, and offer personalized product recommendations makes Shopee Live a powerful sales driver that could reshape the landscape of online shopping.

In terms of broader marketing strategies, the findings of this study contribute valuable insights into the growing role of live streaming in e-commerce. Shopee Live presents an innovative approach to digital marketing that not only enhances consumer engagement but also expands the reach of sellers to a wider audience. As more consumers embrace live streaming as a medium for shopping, businesses that effectively utilize Shopee Live can differentiate themselves from competitors and create a loyal customer base. This strategic advantage can lead to increased brand recognition, customer retention, and ultimately, higher sales volumes. The research also draws connections to the Technology Acceptance Model (TAM), which focuses on the factors that influence the acceptance and use of information technology. The results align with TAM's constructs, particularly in terms of perceived ease of use and perceived usefulness. Shopee Live, as a form of live streaming technology, is easy for users to adopt and use, making it an attractive tool for both sellers and consumers. The perceived usefulness of Shopee Live—its ability to provide real-time interactions and detailed product information—contributes significantly to its acceptance by users. This is consistent with TAM's assertion that users are more likely to embrace technology if they perceive it as beneficial and user-friendly.

Additionally, the interaction between hosts and viewers during Shopee Live broadcasts fosters a sense of trust and confidence, which further enhances the perceived usefulness of the platform. Sellers can provide personalized experiences for viewers, answering specific queries and addressing concerns, which helps consumers feel more confident in their purchase decisions. This interaction not only strengthens the relationship between buyers and sellers but also reinforces the overall effectiveness of Shopee Live as a sales tool. As more users experience the benefits of Shopee Live, its integration into the e-commerce ecosystem will likely continue to grow, offering a compelling case for its role in driving sales. This research also underscores the significant potential of Shopee Live in enhancing sales performance on e-commerce platforms. The communication skills of Shopee Live hosts, the interactive nature of the platform, and the direct access to product information all contribute to a more engaging and satisfying shopping experience for consumers. Moreover, the continued evolution of live streaming technologies presents opportunities for even greater sales growth and consumer satisfaction. By integrating advanced communication strategies, adapting to consumer trends, and leveraging the full potential of live streaming, businesses can enhance their marketing efforts and achieve sustained success in the competitive e-commerce landscape. The findings of this study contribute to the growing body of literature on the effectiveness of live streaming in e-commerce, providing valuable insights for both academics and practitioners aiming to capitalize on this innovative sales strategy.

CONCLUSION

This study examines the determinants of Shopee Live usage in driving sales growth on the Shopee e-commerce platform. This phenomenon is significant in the context of digital transformation within the business world. Based on the literature analysis, several key findings highlight the role of Shopee Live in boosting sales on the platform. The primary factors influencing sales growth through Shopee Live include the host's communication skills, direct interaction with buyers, and trust in product quality. Among these, the communication skills of the host emerge as the most significant determinant of consumer purchase decisions. Shopee Live also offers consumers the opportunity to obtain more detailed product information, build trust in product quality, and enhance the overall shopping experience.

The findings of this study have important implications for e-commerce practitioners and sellers on the Shopee platform. Sellers can leverage Shopee Live strategies by focusing on improving the communication skills of hosts, increasing buyer interaction, and strengthening consumer trust in product quality. Furthermore, Shopee as an e-commerce platform can continue to innovate and enhance its features to maintain its position as a market leader. To maximize the potential of Shopee Live in driving sales growth, it is recommended to focus on enhancing host communication skills, facilitating direct interaction between sellers and buyers, and ensuring the quality of the products offered. Additionally, Shopee should continue to develop technology and understand market demands to sustain positive growth. This research opens the door for further studies on live streaming strategies in other e-commerce platforms or industries. Future research could also explore additional factors influencing the success of Shopee Live, such as consumer psychological factors or supplementary marketing strategies that could be optimized. Finally, in-depth studies on the long-term impact of Shopee Live usage would also be an interesting area for future exploration.

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