

Live Streaming, Online Customer Review, Cashback Promotion on Product Purchase Interest on Shopee Features

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Abstract

Research aim: Analyzing the Influence of Live Streaming, Online Customer Review, Cashback Promotion on Product Purchase Interest on Shopee Features

Design/Method/Approach: Quantitative method with linear regression design is used to test the impact of each feature on product purchase interest. Data collection is done through a survey distributed to consumers who actively shop at Shopee

Research Finding : Research This show that live streaming has influence positive and significant to interest buy products , with beta value 0.318 and significance 0.002 (p<0.05). Review online customers also provide impact positive and significant to interest buy products , with beta value 0.282 and significance 0.006 (p<0.05). While that , cashback promotion shows connection positive , although No significant in a way statistics , with beta value 0.210 and significance 0.033 (p>0.05)

Theoretical contribution/Originality: This study provides theoretical insights related to understanding the factors that influence purchasing decisions on Shopee features.

Practitioner/Policy implications: Live streaming: Marketers should leverage live streaming functionality to increase consumer engagement and purchase intent while ensuring video quality and clarity of information. Online customer reviews: E-commerce platforms should encourage honest and positive customer reviews as reviews have a significant impact on purchasing decisions. Cashback Promotion: While cashback can be an incentive, its impact on purchase intent is not significant, so it should be combined with other more impactful features, such as live streaming or customer reviews.

Research limitation: This research was conducted with a limited sample focusing only on management students of the 2021 intake. This is to standardize the results of the entire population of Shopee users or other e-commerce platforms.

Keywords: Live Streaming, Online Customer Review, Cashback Promotion, Purchase Interest

1. Introduction

Development use advanced technology give opportunity for the company that must utilized . E-commerce as the application of the internet in other digital network technologies to support all aspects of the business process, including information gathering, planning, production, distribution, and customer service. One of them with create opportunity business online or known with e-commerce [1] . Without realizing it, all daily needs can be met without having to leave the house. [2] . Considering the number of people who visit online media sites to objective purchase , thing This has give incentive for businessman For promote products and services they via the Internet and can used as tool For maximize online sales .

A marketplace digital platform that functions as an information system between organization that communicates information between seller and buyer through applications , such as Shopee application [3] . Shopee is known widely by the community as an online shopping platform that serves various need consumers . According to IPrice data , in the quarter second In 2022, in Indonesia, Shopee has 131.3 million visitors to the website every the month . This is can interpreted as a technological development that facilitates interaction between sellers and buyers directly through the digital application platform This considered as application mobile . The first consumer-to-consumer (C2C) marketplace . Shopee is more online shopping platform applications focus on mobile platforms for make it easier public in search , buy and sell directly on his cellphone (Liputan6.com, Jakarta). Phenomenon This can explained with theory behavior consumers . When shopping at the Shopee marketplace, consumers consider Lots aspects , including comparing price , features , quality products , and others . [4]



Figure 1 e-commerce visitors

Figure 1 shows that shophee become e-commerce favorite in Indonesia.

Purchase interest society in e-commerce based on tendencies or interest individual to a product or services , which are reflected in intention or desire For do purchase [5] . Interest This will appears when someone consumer influenced by quality and quality products , as well as information received about product [6] . Purchase interest is a consumer action that arises as a reaction to something, which reflects an individual's desire to make a purchase. [7] . Includes a series of processes, starting from searching for information, comparing products, until to consider factor economic and psychological before take a decision, final decision

purchase from consumers . In general factor affecting interest buy among other things level trust consumer , experience purchase previously , and quality products offered . According to Suwandari 2008 [8] indicators of a potential consumer's interest in buying are as follows: a. *Attention* , b. *Interest* , c. *Desire* , d. *Action* .

Consumer buying interest also considers Live Streaming, live streaming on Shopee allows sellers to interact directly with consumers, offer products, and answer questions directly. Direct selling through social media or also called live streaming is a development of a promotional strategy that uses real-time communication to generate consumer interest [9] . In practice, live streaming is often used by salespeople to interact directly with potential customers. In a live streaming session, sellers or shop owners can provide information about the products offered, while potential consumers can directly ask about the product. Consumer trust in a product can be increased through reviews and information provided by sellers during live broadcasts. Research conducted by Zhong et al., 2022 shows that live streaming is one of the factors that influences consumer purchasing intentions [10] . In addition, research by Rahmayanti & Dermawan, 2023 using a quantitative approach also found that live streaming has a positive impact on consumer buying interest because it allows them to see products directly and in real time [11] . In general, live streaming has a significant influence both partially and simultaneously on consumer buying interest [12] . Live Streaming indicators, according to Philip Kotler, 2016 [7] , are as follows: a. *Attractiveness* , b. *Expertise* , c. *Product Usefulness* , d. *Purchase Convenience* .

Apart from Live Streaming, another feature that influences interest in buying products on e-commerce is Online Customer Reviews, which can... seen consumer through features on the platform such as shopee , giving description about quality products and methods packaging . Online customer reviews, also known as electronic word of mouth , is one of the factors that can influence interest buy consumers [13] . When shopping online , consumers tend to looking for more information about products to be obtained to minimize the possibility of negative impacts that may occur [14] . The ease of obtaining product information can be found in e-commerce applications, where consumers can see reviews from previous buyers. These reviews cover many aspects ranging from product quality, product suitability, delivery speed and product authenticity. In the world of e-commerce, online customer reviews play a very important role because prospective buyers can easily get the information they need about the products they want to buy. Factors that influence purchasing interest are related to emotions and feelings, if someone feels happy and satisfied with the purchase of a product or service, it can increase their purchasing interest. In addition, recommendations from other consumers are often considered more reliable than promotions that come directly from the company , this will influence other people's decisions to use or avoid a service . According to Schepers [17], online customer review indicators include: a. Argument quality, b. Volume, c. Timeliness.

In e-commerce features, in addition to online customer reviews, there are also cashback promotions, cashback promotions also state the evolution of discount promotion strategy elements, which offer buyers some of their returns in the form of money or products after meeting the conditions set by the cashback organizer [15] . Example: When someone buys something, they receive some cash or virtual money as a discount. This can be obtained if certain conditions are met, such as, Minimum purchase amount, type of product, and others. This type of compensation is similar to a discount, which corresponds to a percentage or nominal value of the price. However, buyers do not immediately receive a discount. Instead, buyers will receive cash or virtual refunds that can be used in future transactions. This mechanism can also encourage customers to make repeat purchases on other people's

occasions. Usually the cashback system is often used by Shopee to attract fintech users. This cashback can reach 20%, 30%, or even 50% Cashback is not free and is subject to the conditions set by the company, including the minimum amount to qualify for the cashback promotion. According to Kurniawan, 2021 [16] , the *Cashback indicators* are as follows: a. Nominal amount of refund, b. Compliance with the agreement given, c. Timeliness of refund.

Based on the explanation of the background, problem formulation, and theories underlying this research, it can be concluded that there is a relationship between various features on the e-commerce platform and consumer interest in buying. The live streaming feature allows direct communication between sellers and buyers, which can increase trust and confidence in the goods being sold. Online customer reviews provide important information about previous user experiences, which can influence potential buyers' views on the product. On the other hand, cashback promotions provide direct financial benefits to consumers, which can encourage them to make purchasing decisions.

1.1. Statement of Problem

What is the usage rate of e-commerce platforms like Shopee among Management students of Class of 2021?

1.2. Research Objectives

To find out about live *streaming, and online customer reviews, cashback promotions* on product purchase interest on the Shopee feature among Management students of Class of 2021.

2. Method

This study uses a quantitative approach with a causal research design to analyze the relationship between independent variables live streaming, online customer reviews, cashback promotions and dependent variables (purchase interest). The subjects of this study were students of the Management Department of Nusantara PGRI Kediri University, class of 2021 with a population of 337 students. The research sample consisted of 82 respondents determined using the Slovin formula and purposive sampling techniques.

Respondent Selection Criteria

1. Students who have shopped through the Shopee e-commerce platform.
2. Students who actively use the Shopee application and are involved in interactions such as live streaming, providing product reviews, or taking advantage of cashback promotions.
3. Students who have experience in making purchasing decisions after seeing reviews or following live streaming.

Data were collected through a questionnaire using a Likert scale. To analyze the data, multiple linear regression was used with the help of SPSS software version 24.0.

Validity and Reliability Test: The validity test was carried out by measuring the Pearson correlation for each item in the questionnaire. Based on the results of the validity test, all items showed a correlation value of more than 0.3, indicating that this research instrument is valid. For the reliability test, Cronbach's Alpha was used with results showing values above 0.6 for all variables studied (live streaming, online customer reviews, cashback promotions, and purchase interest), indicating that this research instrument is reliable.

3. Results and Discussion

Respondent Data

Study Program Students Management 2021 consists of 337 students divided into 8 Classes. Subjects studied This chosen based on criteria set by researchers, namely those who have ever used transaction purchase through Shopee features

Following is the respondent data that is grouped based on type sex .

Table 1. Respondent Data Based on Gender

No	Gender	Amount	Percentage
1	Man	18	22%
2	Woman	64	78%

Source : processed data , 2024

The table shows that Respondent consisting of 18 men and 64 women who participated in study This . This data indicates that part of the student Management The majority of the 2021 batch of the Nusantara PGRI University of Kediri purchase through Shopee done by women.

Classical Assumption Test

Normality Test

Stage beginning in test assumption classic is carry out a normality test , which aims to evaluate is the data available own normal distribution . In the study This is the type of test used is Kolmogorov-Smirnov (KS), which works For evaluate the quality of the data used.

Table 2. KS Test Results

	Residual Value
KS Value	0.200
Significance value	0.745

Source: processed data, 2024

Study This show mark significant in the Kolmogorov-Smirnov test is 0.745, which is more than 0.05. This shows that the data used in studies This own normal distribution .

Multicollinearity Test

Multicollinearity test is a requirement after conducting normality test . Multicollinearity test is conducted to determine whether there is a relationship or correlation between the variables used. Data is considered not to have multicollinearity if the VIF value shows the appropriate results.

Table 3. Multicollinearity Test Results

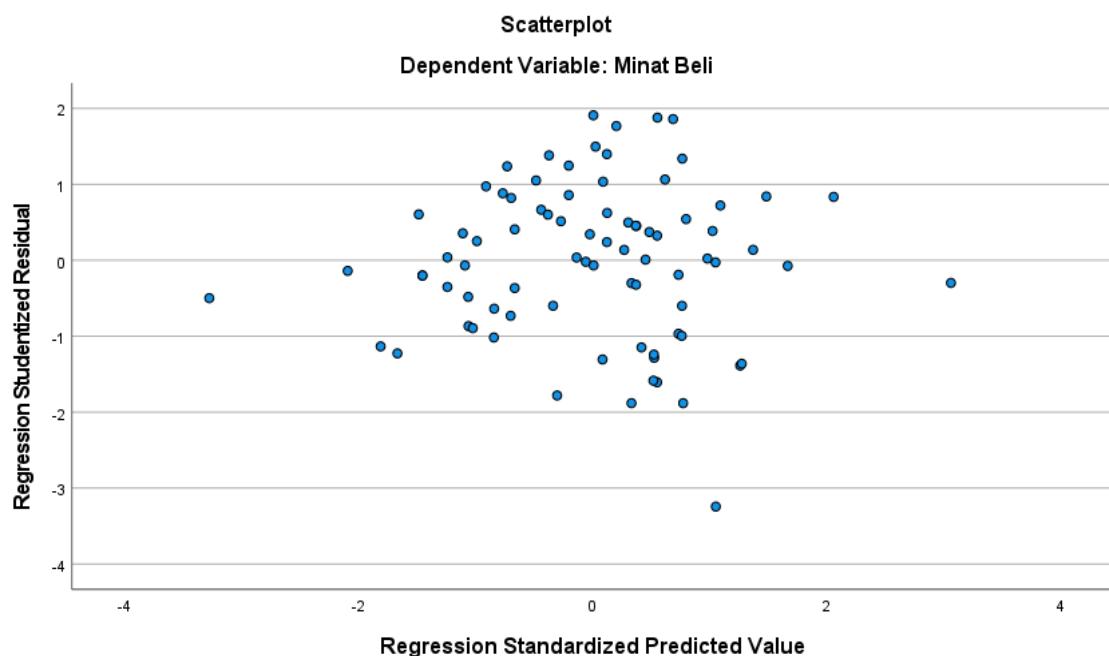
	t value	Significance Value	Tolerance	VIF
Constant	1,288	0,202		
X1	3,266	0,002	0,902	1,109
X2	2,823	0,006	0,853	1,173
X3	2,176	0,33	0,913	1,095

Source: processed data, 2024

The test shows that for the Live Streaming variable, the VIF value is 1.109; for the Online Customer Review variable, the VIF value is recorded at 1.173; and the VIF value for Cashback Promotion is 1.095. In addition, the tolerance for all variables is above 0.1. The measured tolerance value for the Live Streaming variable is 0.902, for Online Customer Review it is 0.853, and for Cashback Promotion it reaches 0.913. This finding proves that in the regression model, no relationship is detected between independent variables or is free from multicollinearity.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether there is a difference in residual variance between two observations. The following figure shows the results of the heteroscedasticity test.



Source: processed data, 2024

Based on the data, it can be seen that the points are randomly distributed without forming a pattern located above and below zero, which indicates that the heteroscedasticity assumption is met.

Autocorrelation Test

The purpose of the autocorrelation test is to detect whether there is a linear relationship between errors in a series of observations arranged in time sequence (time series data). To detect the presence of autocorrelation in the research model, the Durbin-Watson test can be used.

Table 4. Autocorrelation Test Results

R	R square value	Adj R square value	Durbin Watson Values
0.578	0.335	0.309	1,519

Source: processed data, 2024

Based on table 4 above, the Durbin-Watson score obtained is 1.519. Meanwhile, at a significance level of 0.05 with a sample size (n) = 82 and the number of variables (k) = 3, the Durbin-Watson table value shows dL of 1.5663 and dU of 1.7176. Thus, the calculated Durbin-Watson value is 1.519.

Multiple Linear Regression Analysis

An analysis method that aims to determine the value of the regression coefficient in order to decide whether the hypothesis is accepted or rejected. The following analysis uses a significance level of 5%, which is presented in the following table.

Table 5. Results of Multiple Linear Regression Analysis

	Unstandardized Coefficients		Std. Coefficients Beta	T Value	Significant Value
	B	Std. Error			
constant	5,342	4,149		1,288	0.202
X1	0.328	0.100	0.318	3,266	0.002
X2	0.391	0.138	0.282	2,823	0.006
X3	0.386	0.178	0.210	2,176	0.033

Source: processed data, 2024

According to the table, the regression equation formula is obtained as follows:

$$Y = 5.342 + 0.328X1 + 0.391X2 + 0.386X3$$

Based on the equation, it can be concluded that every 1% increase in the *live streaming variable* will increase purchase interest by 0.328 units. In addition, every one unit increase in the *online customer review variable* will increase purchase interest by 0.391 units. Finally, every one unit increase in the *cashback promotion variable* will increase purchase interest by 0.386 units.

Hypothesis Testing

t-test

Testing hypothesis done For identify connection between variable independent and dependent in progress researched . For know connection between second variable , can used mark significance If mark significance not enough from 0.05, p This show that variable independent own significant relationship with variable dependents studied .

The following table presents the results of the t-test.

Table 6. t-test

	Unstandardized Coefficients		Std. Coefficients Beta	Nilai T	Nilai Signifikan
	B	Std. Error			
constant	5,342	4,149		1,288	0,202
X1	0,328	0,100	0,318	3,266	0,002
X2	0,391	0,138	0,282	2,823	0,006
X3	0,386	0,178	0,210	2,176	0,033

From the table above, the hypothesis that can be formulated is as follows:

1. The relationship between the live streaming variable (X1) and purchase interest can be seen in the table, which shows a significance value of 0.002, which is smaller than 0.05. This indicates that the live streaming variable has a significant effect on product purchase interest.
2. online customer review variable (X2) on product purchase interest has a significance value of 0.006 which is also less than 0.05. This shows that online customer reviews have a significant influence on product purchase interest.
3. The effect of cashback promotion variable (X3) on product purchase interest shows the significance value of cashback promotion variable is 0.033, which is less than 0.05. Therefore, it can be concluded that cashback promotion has a significant effect on product purchase interest.

F Test

F test or analysis variance (ANOVA) is method analysis used For test connection between variable independent and dependent in a way simultaneously . Here This is table showing ANOVA test.

Table 7. F Test

Mean square	F	sig
89,267	13,077	0.001
6,826		

Source: processed data, 2024

Based on Table 7, the F value obtained is 13.077 with a significant value of 0.001. Because the F value is greater than the significant value, it can be concluded that the independent variables including live streaming, online customer reviews and cashback promotions simultaneously or together have a significant influence on the interest in buying a product.

Discussion

Live Streaming on Product Purchase Interest

Live streaming on the Shopee platform is a feature that has proven effective in attracting consumer interest. Through this feature, sellers can interact directly with the audience, convey product information directly, and respond to consumer questions in real-time. Research shows that live streaming can encourage increased consumer interest or purchase intention by presenting a shopping experience that involves consumers more and provides clear and open information that is more interactive and transparent shopping experience [10] . Furthermore, consumers can see the product in real time, thus providing a clearer picture of the quality and usefulness of the product. This reduces the uncertainty that often arises when buying online and increases consumer confidence in the products offered [17] . Sellers can make good use of the live streaming feature, both in terms of video quality and how to convey product information, can increase their chances of encouraging consumers. make purchases.

Based on analysis linear regression , live streaming variable shows beta value of 0.318. The significance test carried out with the t-test produces the t value is 3.266 and the value significance of 0.002, which is more small of 0.05. This shows that live streaming provides

influence significant partial to interest buy product . Findings This support the hypothesis proposed , namely that live streaming has impact significant to interest buy . In other words, more and more Good streaming video quality , good from aspect content and also resolution , then interest buy product will the more high . Consumers' desire to buy products through the Shopee feature can be seen from the results of the linear regression analysis . [18] .

Online Customer Review of Product Purchase Interest

The purpose of online customer reviews is to provide an assessment of the products offered. Online customer reviews come from previous customers. Thus, potential customers can obtain information about the product not only from the seller, but also based on the direct experiences of other customers [13] . Thus, this can increase consumer confidence in the product.

Linear regression analysis revealed that the online customer review variable has a beta value of 0.282. This indicates a positive relationship between the review and the product purchase intention. In other words, the more positive reviews received, the greater the consumer's desire to buy the product. The results of the t-test showed a t-value of 2.823 and a significance level of 0.006, which is lower than 0.05. This shows that reviews from previous customers have a significant influence on the product purchase intention separately. In this case, the reviews directly influence the purchasing decisions of potential consumers.

Reviews provided by previous consumers provide invaluable references for potential buyers, helping to assess the quality of a product before deciding to make a purchase [19] . Research shows that positive reviews can increase potential buyers' trust, while negative reviews tend to decrease purchase intention, especially if the reviews are detailed and transparent. Customer reviews are also influenced by factors such as the number of comments, authenticity, and relevance of the content. Reviews that are perceived as more authentic and relevant often have a more significant impact on consumers' perceptions of the product in election products . In this context, companies need to pay attention to how product reviews are communicated to potential customers and how reviews can be used to build customer trust and loyalty [20] .

Cashback Promotion Against Product Purchase Interest

Cashback is a form of discount, in the form of a discount given to buyers after a transaction, usually in the form of a refund [21] . This cashback process is carried out after the buyer makes a cash payment or deposit (or credit purchase), with certain applicable provisions. Cashback is a program offered by a company, where the company returns a number of fees for transactions made by consumers. Buyers will receive a refund in the form of cash, virtual money or replacement with another product, as long as they meet the terms of the purchase transaction determined by the seller. The cashback program is designed to attract consumer interest and encourage them to make purchases [22] .

Through linear regression analysis, the *cashback promotion* variable has a beta value of 0.210 which indicates a positive relationship between *cashback promotion* and product purchase interest. This means that the higher the cash return, the higher the purchase interest of the product. However, based on the t-test, the t-value is 2.176 with a significant value of 0.033 less than 0.05. This shows that *cashback promotion* has a significant effect on product purchase interest [23] .

4. Conclusion

From the explanation that has been given In this study, it can be concluded that there are several factors that have a significant influence on the interest in buying products on e-commerce platforms such as Shopee, namely live streaming, online customer reviews and cashback promotions. Each factor the give different contributions in influence decision purchase consumers . Live streaming is proven give impact significant to interest buy , thing that's what can done by features this . gives experience more shopping interactive and transparent , which ultimately increase trust The better the quality of the video and information provided by the seller, the greater the consumer's interest in buying the product. This is proven by the results of the linear regression analysis and significance tests carried out.

In addition , online customer reviews also play a role. important in influence interest purchase a product . Ratings given by customers previously give information useful addition for candidate buyer in evaluate quality product . This study concludes that the more many positive reviews received The more attractive a product is, the more consumers will be interested in the product. So, according to with results linear regression showing connection positive between evaluation online customers with interest buy products , as well as t-tests that confirm influence significant feature This to buying decision However No all factors studied have significant influence to interest buy .

Cashback promotion though relate positive with intention buy , but No show significant influence in a way statistics . The cashback program provides incentive addition to consumers , but significance test results show that its influence to intention buy Not yet Enough big For considered significant in a way partial . This is show that although There is incentive in the form of cashback interesting attention consumers , other factors such as quality interaction via live streaming and comments consumer previously influential big to decision purchase .

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