

THE EFFECT OF EASE OF ACCESS, PROMOTION, AND BRAND AMBASSADOR ON BUYING INTEREST IN E-COMMERCE LAZADA

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Abstract

The facilities and ease of access offered by e-commerce are important factors in shaping consumer buying interest in e-commerce transactions. E-commerce also uses social media and brand ambassador to carry out promotions aimed at helping consumers become interested in buying these products. This research aims to determine the influence of ease of access, promotions and brand ambassadors on purchasing interest in Lazada E-commerce. The population in this study is male and female consumers aged 18-45 years, have the Lazada application and have shopped on the Lazada application at least once. Meanwhile, the sample consisted of 100 respondents from the people of Lamongan City, with the technique used being non-probability sampling and also the purposive sampling method.

The results of this research using the t test show that ease of access has a significant effect on purchase interest, promotion has a significant effect on purchase interest, and brand ambassador have no effect on purchase interest. The results of the research using the f test show that ease of access, promotion and brand ambassadorship have a significant effect on purchasing interest in Lazada e-commerce.

Keywords: Ease of Access, Promotion, Brand ambassador, Purchase Interest.

1. Introduction

The development of online businesses in Indonesia is expected to continue to grow over the next few years. A study conducted by Bain & Company and Facebook (2020) shows that the online shopping sector in Indonesia is expected to grow 3.7 times to reach US\$48.3 billion in 2025, from US\$13.1 billion in 2017. Consumers show that Indonesia is the country with the highest percentage of e-commerce services, surpassing the UK, the Philippines and other countries, reaching 88.1%. The rapid development of e-commerce businesses in Indonesia has resulted in the emergence of many e-commerce businesses that offer various benefits and ease of use, and it is increasingly clear that e-commerce in Indonesia is the first to grow rapidly.

A research company revealed that there are several factors that drive the increase in online shopping. One of the factors is the increasing purchasing power of the community, especially the lower middle class. The facilities and ease of access offered by e-commerce also play an important role in shaping consumer interest in transacting on e-commerce. In addition, consumers today use e-commerce not only to buy essential needs but also for personal (Putera et al., 2022).

Indonesian e-commerce also uses social media to carry out promotions that aim to persuade consumers to be interested in buying the product. With promotions, consumers can find out the benefits of each product being promoted, so they can decide which ones to buy and which ones not to.

In addition to promotions, brand ambassadors can also help customers make purchasing decisions. Those who voluntarily or through contracts collaborate with a brand or company are known as brand ambassadors. They act as brand spokespersons, increase brand awareness, improve brand image, and influence consumers.

Based on similar web (2023), Shopee is the e-commerce marketplace category with the most website visits in Indonesia in 2023. From January to December 2023, the total number of visits to the Shopee site was around 2.3 billion, far surpassing its competitors. In the same period, the Tokopedia website received around 1.2 billion visits and the Lazada website received 762.4 million visits. The Shopee site not only experienced an increase in quantity, but also achieved the highest rate of visit growth. From January to December 2023, the number of visits to the Shopee website increased by 41.39% (ytd). Meanwhile, the number of visits to the Tokopedia website decreased by 21.08% (ytd), Lazada by 46.72% (ytd), and Bukalapak by 56.5% (ytd).

Lazada is one of the e-commerce that has implemented various strategies to increase consumer purchasing interest. To win the e-commerce competition in Indonesia, Lazada always displays the best products and services in e-commerce, such as providing attractive product display pages and various service functions in e-commerce. Lazada always holds promos on special days such as special Valentine's Day offers in February, special Ramadan promos in July, special Indonesian Independence Day offers, special national day offers, Lazada on twin dates such as 11.11 and the main promo from Lazada's special offers is during the Britdhay sale. In addition, there are discounts from Lazreward and Lazcoin if users collect coins. Through these offers, they can be used and exchanged when buying products, resulting in much lower prices.

Lazada also utilizes various celebrities as brand ambassadors, ranging from foreign celebrities to local newcomer celebrities, because the Korean wave phenomenon is a phenomenon that makes many Korean celebrities become brand ambassadors at Lazada such as famous Korean actors, Lee Min Ho and boy band group Seventeen to help promote and advertise in various media so that consumers are more interested.

However, the effectiveness of this form of communication marketing strategy is not always proven. This is especially true for Lazada. This e-commerce became the leader of the Indonesian e-commerce market in 2016 to 2017.

One of the problems that often occurs at Lazada is that customers, especially in the Lamongan City community, say that they sometimes do not know how to use the discounts offered by Lazada, only knowing that there are free shipping discounts. In addition, they also feel that the homepage on Lazada is confusing and difficult to use.

Based on the above phenomenon, the author chose Lazada Indonesia as the subject of the study. This study was conducted to find out: "Do ease of access, promotion, and brand ambassadors affect purchase interest in Lazada e-commerce?"

2. Materials and Methods

One type of consumer behavior is purchasing interest, which is the desire to buy a good or service. An example of this purchasing interest is a potential consumer, namely a consumer who has not made a purchase at this time but may do so in the future, or a prospective buyer. According to Rofiudin et al., (2022), purchasing interest is a human attitude that is included in consumer behavior, which is translated into a consumption attitude, and is a response to a form of consideration whether to make a purchase or not. Another opinion says that purchasing interest is a response to something that is shown by the attitude of the buyer who wants to buy the goods being sold. Purchasing interest can be defined as behavior that shows pleasure in something that causes someone to try their best to get the goods in question. If a customer's purchasing interest increases, sales of certain brands will also increase (Novianti & Saputra, 2023).

Usually, prospective buyers will face difficulties when they first shop online because they don't know how to do it. If they have difficulty accessing online shopping, they may give up their intention to buy online. Ease of use or ease of access (perceived ease of use), according to Utami (2020) is when someone believes that using a technology will make them not have to make a lot of effort to use it. D. Davis (1998) defines ease of access as the expectation of easy system use as the level of effort expected by users to use a system. In other words, ease of use is the extent to which someone believes that they will feel free to use technology easily (Arini et al., 2022).

Promotion becomes something when combined with a new concept that will attract customers to buy products, and companies will maximize their promotions to make customers interested so that they want to buy. Promotion is a factor that cannot be separated from determining marketing success. According to Kevin & Carsana (2020) to provide information about the existence of a product, promotion is one of the components that determines the success of a marketing program. Sales promotions are very effective in increasing product sales, while less effective promotions reduce the desire to repurchase a product. Therefore,

promotions can make purchasing products easier and more informative, because of the various offers that attract consumers (Hapsari & Astuti, 2022).

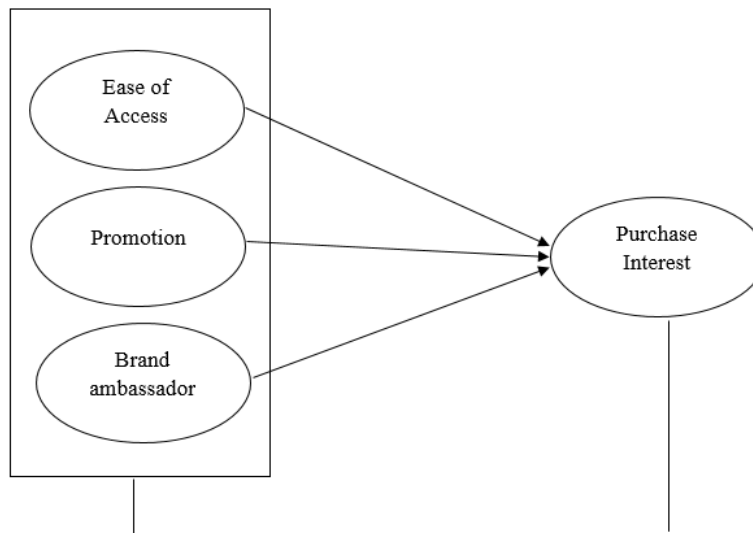
According to Virginia & Wijaya Sinatra (2020), a brand ambassador is a contract made between a company and a public figure who functions as a brand ambassador to represent their brand. By collaborating with a brand ambassador, the company can freely promote and provide consumers with an understanding of the existence of the goods or services offered, so that consumer satisfaction will increase. Brand ambassadors are also called advertising supporters or advertising stars, namely people who support the products being promoted (Rifa'i Maksum et al., 2018), celebrities are also considered trustworthy from a psychological point of view, one of the supporting factors that can influence the attitudes and beliefs of product consumers. Brand Ambassador is a tool used by companies to interact and communicate with the public in the hope of increasing sales (Cahya & Desmiza, 2024).

2.1 Study Design

This study uses a quantitative method with a purposive sampling approach. The population of the study is the Lamongan community who have shopped online on the Lazada application at least once. The sample was selected using a purposive sampling technique of 100 respondents who met the research criteria. The data collection technique was carried out through a questionnaire consisting of questions about ease of access, promotion and brand ambassadors with a Likert scale as a measuring tool.

2.2 Data Analysis

Data analysis was carried out using multiple linear regression methods to determine the effect of each independent variable on the dependent variable. Before the regression analysis was carried out, the data was first tested for validity and reliability to ensure measurement accuracy. In addition, classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests were also carried out to meet the feasibility of the regression model used in this study. The results of this analysis will be used to interpret the relationship between the variables studied and to determine the implications of the research results on marketing strategies and consumer behavior. After the number of samples was obtained, the data was analyzed using SPSS Version 27.



Source: Data processed (2025)

Figure 1. Research Model

3. Results

3.1 Validity Test

Table 1
Validity Test Results

Variable	Item statement	rcount	rtable	Description
Ease of Access	X _{1.1}	0,655	0,196	Valid
	X _{1.2}	0,673	0,196	Valid
	X _{1.3}	0,646	0,196	Valid
	X _{1.4}	0,616	0,196	Valid
	X _{1.5}	0,642	0,196	Valid
Promotion	X _{2.1}	0,622	0,196	Valid
	X _{2.2}	0,614	0,196	Valid
	X _{2.3}	0,641	0,196	Valid
	X _{2.4}	0,626	0,196	Valid
	X _{2.5}	0,638	0,196	Valid
Brand Ambassadors	X _{3.1}	0,625	0,196	Valid
	X _{3.2}	0,626	0,196	Valid
	X _{3.3}	0,638	0,196	Valid
	X _{3.4}	0,641	0,196	Valid
	X _{3.5}	0,601	0,196	Valid
Purchase Interest	Y _{1.1}	0,637	0,196	Valid
	Y _{1.2}	0,631	0,196	Valid
	Y _{1.3}	0,538	0,196	Valid
	Y _{1.4}	0,605	0,196	Valid
	Y _{1.5}	0,456	0,196	Valid

Source: Data processed (2025)

Validity test results with a significance level for one-way tests. The research table uses the calculation formula $df = N - 2$ ($100 - 2 = 98$), which produces an r table of 0.1966. Based on the results of the spss test, it can be seen that the calculated r value for all statements in the variables of ease of access, promotion, brand ambassador and

purchase interest shows that the calculated r value $> r$ table, then from the statement it can be concluded that all questions in the variable are valid.

3.2 Reliability Test

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Standar Reliabilitas	Description
Ease of Access	0,651	0,60	Reliabel
Promotion	0,607	0,60	Reliabel
Brand Ambassadors	0,611	0,60	Reliabel
Purchase Interest	0,648	0,60	Reliabel

Source: Data processed (2025)

Reliability test shows how reliable and trustworthy the measuring instrument is. The reliability value can be calculated by looking at the Cronbach's Alpha column. A value of more than 0.60 in the column indicates that the instrument used is reliable, while a value of less than 0.60 indicates that the instrument is not yet reliable.

3.3 Normality Test

Table 3
Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.69633012
Most Extreme Differences	Absolute		.070
	Positive		.040
	Negative		-.070
Test Statistic			.070
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.271
	99% Confidence Interval	Lower Bound	.259
		Upper Bound	.282

Source: Data processed (2025)

The normality test is by looking at the significant probability figures of the residual data. If the Sig value or probability value is less than 0.05, the distribution is

considered abnormal and vice versa, if the Sig value or probability value is more than 0.05, the distribution is considered normal. The results in the table show that normal.

3.4 Multicollinearity Test

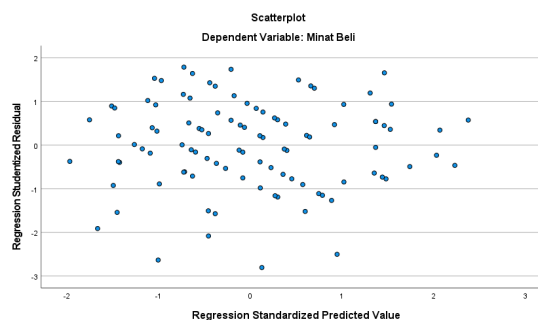
Table 4
Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.684	1.904					
	Ease of Access	.701	.073	.688	.872	1.147	.872	1.147
	Promotion	.168	.077	.161	.835	1.197	.835	1.197
	Brand Ambassadors	-.026	.084	-.022	.907	1.103	.907	1.103

Source: Data processed (2025)

The results of the multicollinearity test, namely by considering the value of the inflation variation factor (VIF) and the tolerance value, the multicollinearity test is used to determine whether or not there is multicollinearity. The tolerance value must be greater than 0.10 or equal to the VIF value which is less than 10. The results of the calculation using SPSS version 27 are shown in table 4 showing the absence of multicollinearity.

3.5 Heteroscedasticity Test



Source: Data processed (2025)

Figure 2. Scatterplot graph

To find out whether there is heteroscedasticity, namely by testing the bound prediction value ZPRED with its residual SRESID by looking at the scatter-plots diagram. The results of calculations with SPSS version 27 show that there are no symptoms of heteroscedasticity, where the points are randomly distributed and spread both above and below the number 0 on the Y axis.

3.6 Autocorrelation Test

Table 5
Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.753 ^a	.567	.554	1.723	2.214

Source: Data processed (2025)

The autocorrelation test in table 5 shows the Durbin Watson (DW) value of 2.214, with a dl value of 1.613 and a du value of 1.736, based on table 4.12. Because the Durbin Watson value is between the results of $du < dw < 4-du$, then $(du) 1.736 < (dw) 2.214 < (4-du) 2.264$, it can be concluded that this test does not show autocorrelation.

3.7 Coefficient of Determination Test

Tabel 6
Results of Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.554	1.723

Source: Data processed (2025)

The results of the calculation of the coefficient of determination test of the data in the table, obtained an R value of 0.753, which shows a very close relationship between the variables of ease of access, promotion, and brand ambassadors to the variable of purchase interest. With an R Square value of 0.567, which shows that the variables of ease of access, promotion, and brand ambassadors have an influence of 56.7% on the dependent variable of purchase interest, while the remaining part of 43.3% is influenced by other variables.

3.8 Multiple Linear Regression Test

Multiple linear regression test is to determine the effect of independent variables on dependent variables with the following results:

Tabel 7
Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.684	1.904		1.410	.162
	Ease of Access	.701	.073	.688	9.573	.000
	Promotion	.168	.077	.161	2.192	.031
	Brand Ambassadors	-.026	.084	-.022	-.310	.757

Source: Data processed (2025)

The a value of 2,684 is a constant which means that the purchase interest variable is influenced by other variables, namely variables (ease of access, promotion, brand ambassador). If the independent variable is absent, the purchase interest variable does not change. The coefficient variable Ease of access $\beta = 0.701$, indicates that the ease of access variable has a positive effect on purchase interest, which means that every 1 unit increase in the ease of access variable will affect purchase interest by 0.701, assuming that other variables were not studied in this study. The promotion coefficient variable $\beta = 0.168$, indicates that the promotion variable has a positive effect on purchase interest, which means that every 1 unit increase in the promotion variable will affect purchase interest by 0.168, assuming that other variables were not studied in this study. The brand ambassador coefficient variable $\beta = -0.026$, indicates that the brand ambassador variable has a negative effect on purchase interest, meaning that every 1 unit decrease in the brand ambassador variable will affect purchase interest by -0.026.

The independent variable coefficient above shows that there are 2 positive values and 1 negative value, indicating that 2 independent variables experience changes in the same direction as the dependent variable and one variable is not in the same direction. In addition, it is clear that the t-value of 0.701 has the highest value compared to other t-values. So, it can be concluded that ease of access is the most dominant component influencing purchase interest.

3.9 T-Test (Partial)

Tabel 8
T-Test Results (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.684	1.904		1.410	.162
	Ease of Access	.701	.073	.688	9.573	.000
	Promotion	.168	.077	.161	2.192	.031
	Brand Ambassadors	-.026	.084	-.022	-.310	.757
a. Dependent Variable: Purchase Interest						

Source: Data processed (2025)

T-test, namely whether or not there is a significant influence between the dependent variable of purchase interest and the independent variables of ease of access, promotion, and brand ambassador, is measured by the T-test. It is known that the t table is 1.984 so that the results in the test table show that ease of access and promotion have a significant influence on purchase interest, while brand ambassadors have a negative influence on purchase interest.

3.10 F Test (Simultaneous)

Table 9
F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	373.634	3	124.545	41.970	.001 ^b
	Residual	284.876	96	2.967		
	Total	658.510	99			
a. Dependent Variable: Y: Purchase Interest						
b. Predictors: (Constant), Ease of Access, Promotion, Brand Ambassador						

Source: Data processed (2025)

Based on table 4.8 above, with a significant value of $a = 0.001$ $df = n - k - 1$ ($100 - 3 - 1$), the f table is obtained (2.699). The test results show that the calculated f is 41.970, so that the calculated f is $41.970 > f$ table 2.699 with a significant value of $0.001 < 0.05$, then H_0 is rejected and H_a is accepted. Thus, the variables of ease of access, promotion and brand ambassador have a significant influence simultaneously on purchasing interest in e-commerce Lazada.

4. Discussion

1. Based on the results of the T-test study (partial) that the ease of access variable has a significant effect on the purchase interest variable. According to the theory of consumer behavior in e-commerce (Shell, 2016), customers tend to choose platforms that offer an efficient shopping experience. Therefore, the results of this study indicate that Lazada should concentrate on the ease of access for consumers in accessing Lazada easily and flexibly, in addition Lazada can speed up the transaction process, and ensure a smooth and comfortable shopping experience for every consumer. The results of this study are in line with (Nugroho & Laily, 2022).
2. Based on the results of the T-test study (partial) that the promotion variable has a significant effect on the purchase interest variable. The results of this study indicate that promotions, such as discounts, vouchers, or special offers, can significantly increase customer purchase interest. According to the theory of the consumer decision-making process (Adwimurti & Sumarhadi, 2023), attractive promotions, such as discounts, can significantly increase customer purchase interest. In the case of Lazada, relevant and targeted promotions will increase customer shopping interest because customers feel they are getting benefits from the items they buy. Therefore, e-commerce platforms like Lazada must continue to innovate to create attractive promotions that are in accordance with customer preferences to increase purchasing interest and customer loyalty. This study is in line with research (Hapsari & Astuti, 2022).
3. Based on the results of the T-test study (partial) that the brand ambassador variable has no significant effect on the purchase interest variable. The results of the study show that there is a negative effect of brand ambassadors on purchase interest. According to celebrity endorsement theory, although the use of brand ambassadors can increase product visibility, its effect on customer purchase interest in e-commerce is not always positive. This is especially true in cases where the character of the brand ambassador does not match the preferences of e-commerce customers. The results of this study are in line with research (Ainurzana & Jemadi, 2023).

5. Conclusions, Implications, and Recommendations

Conclusion

The results of this study found that one of the hypothesized variables did not have a significant effect on the dependent variable, which may have occurred because the time of the current study was different from the research that will be carried out in subsequent studies and the measurement that was not yet in-depth on the variable affected the results of this study. Therefore, further research is advised to use variables that may have an effect. For example, they can use and consider more independent variables or add additional variables that are appropriate to the object to be studied.

Research Implications

1. Theoretical Implications

This study adds insight into digital marketing literature, especially regarding e-commerce purchasing interest in the digital era. This finding strengthens the theory that factors of ease of access and promotion have an impact on purchasing interest in e-commerce.

2. Practical Implications

- a) **For E-Commerce Players:** E-commerce platforms can optimize marketing strategies by considering consumption patterns in society, such as through more personalized product recommendations.
- b) **For Consumers:** Education on financial management is needed so that consumers are wiser in making purchases on e-commerce so as not to be excessive.

3. Recommendations

- 1. **For Companies:** Lazada is expected to maintain easy access and promotion services to attract more consumer attention.
- 2. **For Researchers:** It is expected that this study will help researchers apply knowledge about the development of e-commerce in the field of marketing received in lectures and will be useful in the world of work.
- 3. **For Universities and Further Researchers:** This study is expected to be used as a reference for both research variables and research methods that are not yet optimal. Based on the findings of this study, it is expected that further researchers will examine other variables that are consumer factors so that they can influence purchasing interest in Lazada e-commerce.

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