



The Influence of Social Environment, Green Trust, and Online Reviews on Impulse Buying on Shopee Mediated by Green Purchase Intention

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ABSTRACT

Growing environmental awareness has influenced changes in consumer behavior in online shopping, particularly on e-commerce platforms. Shopee, as one of Indonesia's largest marketplaces, offers various environmentally friendly products, making green impulse buying an interesting phenomenon to examine. This study aims to analyze the influence of social environment, green trust, and online reviews on impulse buying on Shopee, with green purchase intention as a mediating variable. A quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to data collected from Indonesian Shopee users who have purchased green products. The results show that social environment, green trust, and online reviews positively and significantly affect green purchase intention and impulse buying. Green purchase intention also significantly influences impulse buying and partially mediates these relationships.

INTRODUCTION

The development of the global e-commerce ecosystem has led to significant changes in consumer behavior, particularly the increasing prevalence of impulse buying, or unplanned purchasing. Easy digital access, algorithm-based personalization, real-time promotions, and instant transaction features encourage consumers to make spontaneous purchases without careful prior planning (Verplanken & Herabadi, 2001; Kotler & Keller, 2016). This phenomenon has become increasingly relevant alongside the rapid growth of global e-commerce transaction values and the intensification of digital consumption, especially in the retail (B2C) sector (LaRose & Eastin, 2002).

The Asia-Pacific region, including Southeast Asia, is recognized as the largest and fastest-growing e-commerce market worldwide. The dominance of younger generations, high smartphone penetration, and aggressive digital promotion strategies—such as flash sales, double-date campaigns, and gamification—have made consumers in this region particularly susceptible to impulse buying behavior (Chen et al., 2020). Indonesia, as one of the major e-commerce markets in Southeast Asia, has experienced a consistently increasing trend in online transaction values, with Shopee emerging as the platform with the highest number of visits and transaction volumes compared to other marketplaces. The high frequency of consumer interactions on Shopee increases exposure to digital marketing stimuli, thereby intensifying the potential for impulsive purchasing decisions (Akram et al., 2018).

At the same time, growing public awareness of environmental issues has stimulated increasing interest in environmentally friendly products. Consumers have begun to incorporate environmental considerations into their purchasing decisions, in line with global commitments to the Sustainable Development Goals (SDGs), particularly the goal of responsible consumption and production (United Nations, 2015). However, within e-commerce environments that are saturated with promotions and visual stimuli, a behavioral paradox emerges: consumers who express environmental concern and green purchase intentions may still engage in impulsive buying of green products. Price discounts, online reviews, social recommendations, and trust in green claims often outweigh rational evaluations of environmental sustainability (Chen & Chang, 2012; Lim et al., 2022).

Previous studies indicate that factors such as social influence, trust, sales promotions, and online reviews can affect impulse buying behavior (Park & Kim, 2021). Nevertheless, empirical findings related to green impulse buying remain inconsistent, particularly regarding the roles of online reviews and trust. Moreover, limited research has explicitly positioned green purchase intention as a mediating variable in explaining green impulse buying behavior. In addition, most existing studies have been conducted in developed countries, leaving consumer behavior in Indonesia's e-commerce context relatively underexplored.

Based on these considerations, this study aims to examine the effects of social influence, green trust, and online reviews on impulse buying of environmentally friendly products on Shopee, with green purchase intention

serving as a mediating variable. This research is expected to contribute to the literature on green impulse buying within the Indonesian e-commerce context and to provide practical insights for platforms and businesses seeking to promote sustainable consumption without overlooking the dynamics of digital consumer behavior.

LITERATURE REVIEW

Consumer Behavior Theory

Consumer behavior refers to the processes through which individuals select, purchase, use, and evaluate products to satisfy their needs and desires. In digital environments, consumer behavior is strongly influenced by psychological, social, and situational factors embedded in online platforms (Solomon et al., 2024). Previous studies highlight that e-commerce settings intensify impulse buying behavior due to instant access, promotional cues, and social interaction features (Akram et al., 2018). This theory provides the foundation for understanding green impulse buying as a dynamic interaction between internal evaluations and external digital stimuli.

Stimulus–Organism–Response (SOR) Theory

The Stimulus–Organism–Response framework explains how environmental stimuli affect consumers' internal states, leading to behavioral responses (Mehrabian & Russell, 1974). In e-commerce research, online reviews and social environment function as stimuli, while green trust and green purchase intention represent organism states that lead to impulse buying behavior (Lim et al., 2022). Nevertheless, some empirical studies report inconsistent effects, particularly when consumers perceive green claims as unreliable (Park & Lin, 2020).

Social Environment

Social environment refers to the influence of peers, family, online communities, and influencers on consumer decision-making. Prior research confirms that social influence strengthens green trust and green purchase intention through normative pressure and social learning (Chen & Chang, 2012; Park & Kim, 2021). Conversely, other studies reveal insignificant effects when consumers prioritize personal convenience over environmental values (Suki & Suki, 2019), indicating mixed empirical evidence.

Online Review

Online reviews are user-generated evaluations that provide informational and normative cues in online shopping contexts. High-quality and credible reviews have been shown to enhance trust and purchase intention toward green products (Filiari & McLeay, 2014). However, contradictory findings suggest that excessive or biased reviews may reduce credibility and weaken their influence (Park & Lin, 2020), highlighting the need for further investigation.

Green Trust

Green trust reflects consumers' confidence in a brand's environmental claims and sustainability commitment. Numerous studies confirm that green trust positively affects green purchase intention and purchasing behavior (Chen & Chang, 2012). Nevertheless, some researchers argue that trust alone is insufficient when green products are perceived as expensive or inconvenient (Joshi & Rahman, 2015), leading to inconsistent results.

Green Purchase Intention

Green purchase intention represents consumers' willingness to buy environmentally friendly products. It is widely recognized as a strong predictor of actual green behavior (Yadav & Pathak, 2017). However, impulse buying literature suggests that spontaneous purchases may occur without prior intention due to promotional and emotional stimuli (Akram et al., 2018), reinforcing the need to test its mediating role.

Previous studies indicate that social environment influences consumers' trust toward green products by enhancing credibility and reducing uncertainty (Chen & Chang, 2012). However, some studies report insignificant effects when green claims are perceived as exaggerated (Suki & Suki, 2019). Therefore, the following hypothesis is proposed:

Hypothesis Development

Previous studies indicate that social environment influences consumers' trust toward green products by enhancing credibility and reducing uncertainty (Chen & Chang, 2012). However, some studies report insignificant effects when green claims are perceived as exaggerated (Suki & Suki, 2019). Therefore, the following hypothesis is proposed:

H1: Social environment has a positive effect on green trust.

Social influence has been found to encourage green purchase intention through social norms and peer recommendations (Park & Kim, 2021). Conversely, other studies reveal weak effects when individual environmental concern is low (Joshi & Rahman, 2015). Thus:

H2: Social environment has a positive effect on green purchase intention.

Online reviews contribute to green trust by reducing information asymmetry (Filiari & McLeay, 2014). Nevertheless, inconsistent findings suggest limited influence when review credibility is questioned (Park & Lin, 2020). Therefore:

H3: Online review has a positive effect on green trust.

Several studies confirm that online reviews enhance green purchase intention (Lim et al., 2022), while others find insignificant effects when price sensitivity dominates (Suki, 2016). Hence:

H4: Online review has a positive effect on green purchase intention.

Green trust is widely recognized as a determinant of green purchase intention (Chen & Chang, 2012). However, some studies argue that trust alone is insufficient when green products are perceived as costly (Joshi & Rahman, 2015). Therefore:

H5: Green trust has a positive effect on green purchase intention.

Green trust has been shown to encourage green impulse buying by reducing perceived risk (Lim et al., 2022). In contrast, impulse buying is often driven by emotional factors rather than trust (Verplanken & Herabadi, 2001). Thus:

H6: Green trust has a positive effect on green impulse buying.

Green purchase intention significantly influences actual green purchasing behavior (Yadav & Pathak, 2017). However, impulse buying may also occur without prior intention due to promotional stimuli (Akram et al., 2018). Hence:

H7: Green purchase intention has a positive effect on green impulse buying.

Based on the Theory of Planned Behavior and the SOR framework, green purchase intention is expected to mediate the relationship between social environment and green impulse buying. Therefore:

H8: Green purchase intention mediates the effect of social environment on green impulse buying.

Online reviews act as external stimuli that influence internal evaluation processes before leading to purchasing behavior. Thus, green purchase intention is expected to mediate this relationship:

H9: Green purchase intention mediates the effect of online review on green impulse buying.

Green trust represents an internal psychological state that strengthens consumers' intention and purchasing behavior. Accordingly:

H10: Green purchase intention mediates the effect of green trust on green impulse buying.

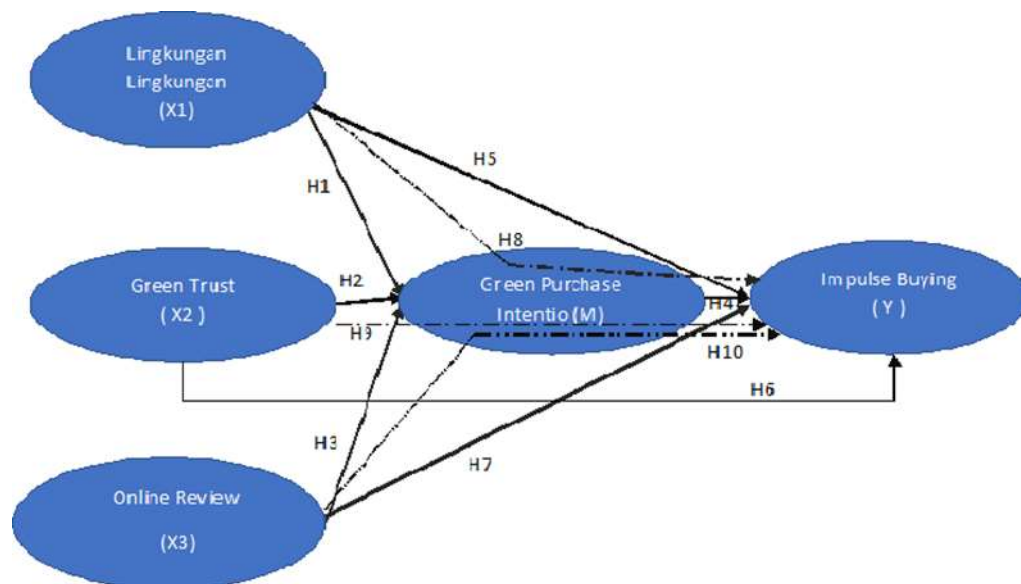


Figure 1. Conceptual Framework

METHODOLOGY

This study employed a quantitative approach using a causal-descriptive research design to examine the structural relationships among social environment, green trust, online reviews, green purchase intention, and impulse buying behavior on the Shopee platform. A causal research design was selected to test theoretically grounded hypotheses and to explain predictive relationships among latent constructs (Hair et al., 2022).

The research was conducted in the Greater Jakarta area (Jabodetabek), which represents an urban market with high e-commerce penetration and growing awareness of environmentally friendly products. This location was selected due to the widespread use of Shopee and the increasing availability of green products within metropolitan consumer markets. Data collection was carried out through structured online questionnaires during the research period.

The population of this study consisted of Shopee users aged 18–55 years who had experience purchasing environmentally friendly products impulsively. A non-probability sampling method, specifically purposive sampling, was employed to ensure that respondents met predefined criteria relevant to the research objectives. In line with SEM-PLS requirements, sample size adequacy was determined based on model complexity and statistical power considerations (Hair et al., 2022). Using G*Power 3.1, the minimum sample size required was 129 respondents. To enhance statistical robustness and mitigate potential data loss, a total of at least 250 responses were collected. The measurement instrument was developed by adapting validated constructs from prior studies related to social influence, green trust, online reviews, green purchase intention, and impulse buying behavior. All measurement items were assessed using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The questionnaire was distributed electronically via Google Forms through social media and messaging platforms to ensure efficient data collection and broader respondent reach.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM was selected due to its suitability for predictive research, ability to analyze complex models involving multiple latent variables, and robustness in handling non-normal data distributions and moderate sample sizes (Hair et al., 2022). The analysis followed a two-step procedure, consisting of measurement model (outer model) evaluation—including tests of convergent validity, discriminant validity, and composite reliability—and structural model (inner model) evaluation, which involved assessing path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and bootstrapping procedures to test hypothesis significance and mediation effects. Descriptive statistics were also employed to summarize respondent characteristics and variable distributions (Sekaran & Bougie, 2019).

RESEARCH RESULTS

Outer Loadings Assessment

Following the recommendation of Joseph F. Hair Jr. et al. (2022), indicator reliability is considered acceptable when outer loadings exceed 0.70.

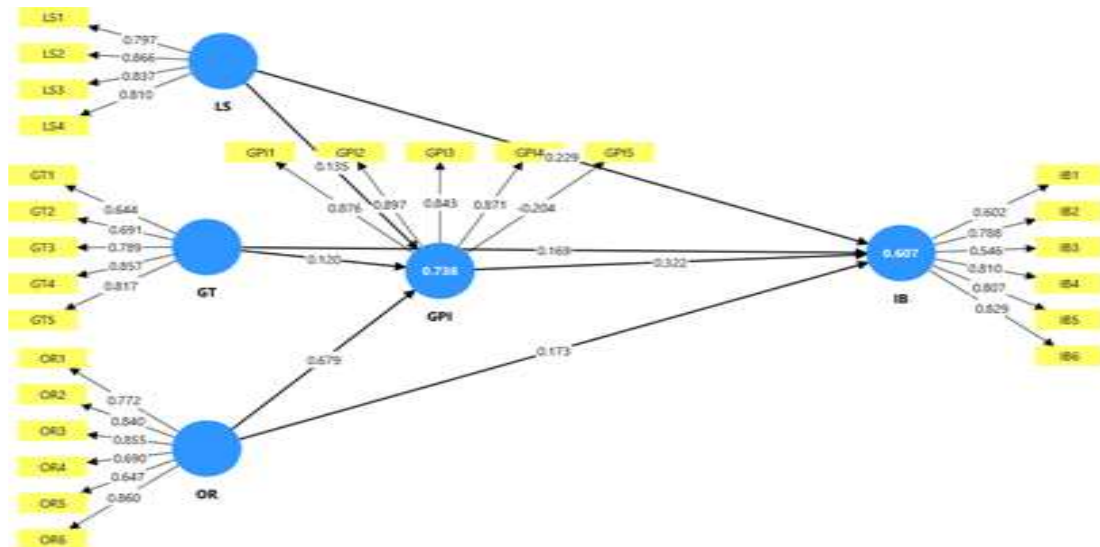


Figure 2. PLS Algorithm Result

The re-estimation results indicate that all measurement indicators exhibit outer loading values above the recommended threshold. Therefore, all indicators demonstrate adequate indicator reliability and are retained in the model. This finding confirms that each construct is sufficiently represented by its respective indicators.

Convergent Validity (Average Variance Extracted)

Table 1. Average Variance Extracted (AVE) Results

Variable	Average variance extracted (AVE)
Green Purchase Intention	0.762
Green Trust	0.774
Impulse Buying	0.688
Social Environmental	0.686
Online Review	0.725

Convergent validity was assessed using the Average Variance Extracted (AVE). All constructs show AVE values above the minimum threshold of 0.50, indicating that each latent variable explains more than half of the variance of its indicators. Accordingly, the measurement model satisfies the requirement for convergent validity.

Discriminant Validity (HTMT Criterion)

Discriminant validity was examined using the Heterotrait-Monotrait Ratio (HTMT). All HTMT values are below the conservative threshold of 0.90, suggesting that each construct is empirically distinct from the others.

Table 2. Discriminant Validity (HTMT Criterion)

	Green Purchase Intention	Green Trust	Impulse Buying	Sosial Environment	Online Rview
Green Purchase Intention					
Green Trust	0.833				
Impulse Buying	0.827	0.752			
Sosial Environment	0.640	0.515	0.648		
Online Rview	0.869	0.802	0.788	0.571	

These results confirm that the constructs in the model capture different conceptual domains and do not exhibit problematic overlap.

Reliability Assessment

Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). All constructs demonstrate reliability coefficients above the acceptable threshold of 0.70.

Table 3. Composite Reliability Results

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	Result
<i>Green Purchase Intention</i>	0.867	0.872	0.918	<i>Reliable</i>
<i>Green Trust</i>	0.854	0.858	0.911	<i>Reliable</i>
<i>Impulse Buying</i>	0.849	0.851	0.898	<i>Reliable</i>
<i>Sosial Environment</i>	0.848	0.863	0.897	<i>Reliable</i>
<i>Online Rview</i>	0.843	0.844	0.927	<i>Reliable</i>

This indicates satisfactory internal consistency and confirms that the measurement instruments are reliable for further structural analysis.

Multicollinearity Assessment

Multicollinearity was assessed using the Variance Inflation Factor (VIF). All VIF values are below the critical threshold of 5.

Table 4. Multicollinearity Statistic

Variable	VIF
GPI -> IB	2.989
GT -> GPI	1.930
GT -> IB	2.296
LS -> GPI	1.358
LS -> IB	1.474
OR -> GPI	2.031
OR -> IB	2.532

This result suggests that multicollinearity is not a concern in the model and that the predictor constructs do not exhibit excessive intercorrelation.

Coefficient of Determination (R²)

The coefficient of determination (R²) for the endogenous constructs falls within the moderate range. This indicates that the exogenous variables collectively explain a substantial proportion of variance in Green Purchase Intention and Impulse Buying.

Table 5. R² Result

Variable	R-square	R-square adjusted
Green purchase intention	0.665	0.660
Impulse buying	0.596	0.588

Thus, the structural model demonstrates adequate explanatory power.

Effect Size (f²)

The effect size (f²) analysis reveals that most structural relationships exhibit small effects, while the effects of Green Trust and Online Review on Green Purchase Intention are categorized as moderate.

Table 6. f² Result

variable	f square		Category
Social Environmental	Green purchase intention	0.086	Small
	Impulse buying	0.067	Small
Green trust	Green purchase intention	0.190	Medium
	impulse buying	0.039	Small
Online Review	Green purchase intention	0.247	Large
	Impulse buying	0.046	Small
Green purchase intention	Impulse buying	0.077	Small

These findings suggest that although certain predictors contribute modestly, all constructs play a meaningful role in explaining the endogenous variables.

Predictive Relevance (Q²)

Predictive relevance was assessed using the Stone-Geisser Q² value obtained through the blindfolding procedure. All Q² values are greater than zero and fall within the strong predictive relevance category.

Table 7. Q² Result

Variable	Q ² predict
Green purchase intention	0.654
Impulse buying	0.537

This indicates that the structural model has satisfactory predictive capability and can adequately reconstruct the observed data.

Direct Effects

The bootstrapping procedure was conducted to test the significance of the direct relationships. The results indicate that all hypothesized direct effects are statistically significant.

Table 8. Direct Effect

Hypothesis	Relationship	path coefficient	T statistics (O/STDEV)	P values	Result
H1	Social Environmental -> Green Purchase Intention	0.197	4.007	0.000	Valid
H2	Green Trust -> Green Purchase Intention	0.350	6.370	0.000	Valid
H3	Online Review -> Green Purchase Intention	0.409	6.916	0.000	Valid
H4	Green Purchase Intention I -> Impulse Buying	0.305	2.916	0.004	Valid
H5	Social Environmental -> Impulse Buying	0.199	2.578	0.010	Valid
H6	Green Trust-> Impulse Buying	0.190	2.269	0.023	Valid
H7	Online Review -> Impulse Buying	0.217	2.344	0.019	Valid

Social Environment, Green Trust, and Online Review positively influence Green Purchase Intention. Furthermore, these three variables, along with Green Purchase Intention, positively affect Impulse Buying. Therefore, all direct hypotheses (H1–H7) are supported.

Indirect Effects (Mediation Analysis)

The mediation analysis demonstrates that Green Purchase Intention significantly mediates the relationships between:

- Social Environment and Impulse Buying
- Green Trust and Impulse Buying
- Online Review and Impulse Buying

Table 9. Indirect Effect

Hypothesis	Relationship	path coefficient	T statistics (O/STDEV)	P values	Result	Kind of Mediation
H8	SE -> GPI -> IB	0.060	1.978	0.048	Valid	Partial Mediation
H9	GT -> GPI -> IB	0.107	2.913	0.004	Valid	Partial Mediation
H10	OR -> GPI -> IB	0.125	2.604	0.009	Valid	Partial Mediation

The mediation effects are partial, as the direct effects remain significant. This indicates that Green Purchase Intention functions as an important psychological mechanism linking external stimuli to impulsive purchasing behavior.

DISCUSSION

The Role of Social Environment

The findings confirm that the social environment plays a crucial role in shaping both purchase intention and impulsive buying behavior toward green products. From the perspective of social influence theory, normative pressure and reference group support encourage individuals to align their consumption behavior with collective environmental values. In the context of digital marketplaces such as Shopee, social interactions and perceived social approval strengthen consumers’ inclination to engage in sustainable purchasing practices.

The Influence of Green Trust

Green trust emerges as a fundamental psychological driver of both purchase intention and impulsive buying. Trust in environmental claims reduces perceived risk and enhances consumers’ confidence in the credibility of green products. Within online marketplace environments, transparency and authenticity become essential factors in fostering spontaneous yet value-consistent purchasing decisions.

The Impact of Online Review

Online reviews function as both informational and affective stimuli. Credible and favorable reviews shape perceived value and accelerate

consumers' decision-making processes. Electronic word-of-mouth plays a strategic role in influencing sustainable consumption behavior, particularly in digital commerce settings where direct product evaluation is limited.

The Mediating Role of Green Purchase Intention

Green Purchase Intention serves as a psychological mechanism that bridges external stimuli and impulsive buying behavior. In line with the Stimulus–Organism–Response (S-O-R) framework, intention represents the internal cognitive–affective state that translates environmental cues into behavioral responses. These findings suggest that impulsive buying of green products is not purely irrational; rather, it is influenced by sustainability-oriented motivations and environmental values.

CONCLUSION

Based on the hypothesis testing and discussion, several conclusions can be drawn.

First, Social Environment, Green Trust, and Online Review each have a positive and significant effect on Green Purchase Intention. This indicates that social influence, trust in environmental claims, and credible online information play important roles in strengthening consumers' intention to purchase green products.

Second, Green Purchase Intention positively and significantly influences Impulse Buying. This finding suggests that intention toward green products not only drives planned behavior but can also trigger spontaneous purchasing decisions in e-commerce settings.

Third, Social Environment, Green Trust, and Online Review directly and positively affect Impulse Buying. Social influence, product credibility, and user-generated evaluations stimulate emotional responses and accelerate purchasing decisions.

Fourth, Green Purchase Intention partially mediates the relationships between Social Environment, Green Trust, and Online Review and Impulse Buying. This indicates that external stimuli influence impulsive buying both directly and indirectly through the formation of green purchase intention.

Overall, the findings demonstrate that impulsive buying of green products in digital marketplaces is influenced not only by spontaneous reactions but also by sustainability-oriented motivations and trust-based evaluations.

RECOMMENDATION

From a managerial perspective, marketplace operators and business practitioners should strengthen social influence strategies, enhance transparency to build green trust, and optimize the quality and informativeness of online reviews. Clear communication regarding sustainable product attributes, credible environmental labeling, and consistent sustainability messaging are essential to reinforce consumer trust.

Additionally, maintaining consistent marketing strategies and delivering positive shopping experiences can help sustain consumers' green purchase

intention over time. By implementing these strategies, businesses can balance commercial objectives with sustainability values, encouraging impulsive purchases while fostering more responsible consumption behavior among digital consumers.

ADVANCED RESEARCH

Future studies are encouraged to incorporate additional variables that may influence green impulse buying, such as green attitude, environmental concern, perceived value, or self-control. The use of mixed-method approaches may provide deeper insights into the psychological motivations underlying impulsive purchases of green products. Future research may also expand the scope to other e-commerce platforms, specific green product categories, and more diverse respondent groups.

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