


CHAPTER I

INTRODUCTION

1.1. Background

E-commerce is an online business model where businesspeople carry out their activities by providing information about products and services to consumers via the internet (Kotler & Keller, 2012). Using E-commerce, buying and selling activities can be carried out more easily, practically, and efficiently without having to go face to face or visit the store directly (Japarianto & Adelia, 2020). The intensifying competition for a substantial market share in the growing e-commerce sector necessitates companies to adopt appropriate and effective strategies.

One of the e-commerce in Indonesia is Shopee. Shopee is a Singapore-based business owned by Garena, is currently known as SEA Group. Garena utilizes a customer-to-customer, or C2C, business model to operate the mobile marketplace concept. In December 2015, Shopee began operations in Indonesia under the management of PT Shopee International Indonesia. Its product offerings are also diverse, ranging from electronics, home appliances, fashion, and cosmetics to other categories (Sulistiyawati & Widayani, 2020).

#	App (200)	Publisher	Category	Rank on 1 Jan 20...
1	 Shopee: Online Shopping	Shopee	Shopping	#1
2	 Lazada - Online Shopping App!	Lazada Mobile	Shopping	#2
3	 Akulaku -Online Shopping	PT. Akulaku Silvrr Indonesia	Shopping	#3
4	 Tokopedia	Tokopedia	Shopping	#4
5	 Shopee Lite: Shop Online	Shopee	Shopping	#5
6	 TikTok Shop Seller Center	TikTok Pte. Ltd.	Shopping	#6

Picture 1.1.1 E-Commerce Competition Rank Similar Web

Based on picture 1.1.1 SimilarWeb's research shows that Shopee consistently at the first rank as e-commerce with the highest website visitors in Indonesia in 2023 (SimilarWeb, 2023). Having users encourages Shopee to develop features that

can facilitate and satisfy its users such as Shopee Food, Shopee pay Later and Shopee Affiliate Program.

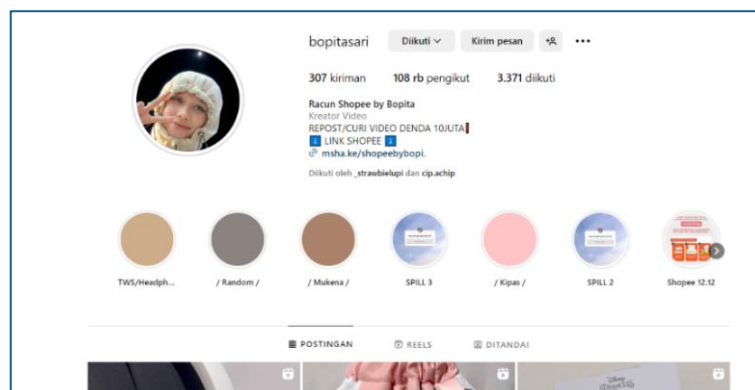
Shopee's top ranking in the Indonesian e-commerce market in 2023 is not just due to high web traffic but also its strategic feature enhancements aimed at improving user experience (SimilarWeb, 2023). Having users encourages Shopee to develop features that can facilitate and satisfy its users such as Shopee Food, Shopee pay Later and Shopee Affiliate Program. The roll-out of Shopee Food, Shopee Pay Later, and the Shopee Affiliate Program highlights the platform's commitment to expanding services and convenience for users, which is supported by academic findings (Nuruddin & Himmati, 2023) and (Kurniawati & Abidin, 2024). These innovations likely contribute to Shopee's sustained consumer growth and market dominance.

Affiliate Marketing is a commission-based wage system that will be given by product owners to people who will later promote the products offered to other people (Prayitno, 2008). The profit obtained must be through an agreement by carrying out advertising activities for the products or services offered (Andriyanti & Farida, 2022).

The development of Affiliate Marketing began when the company predicted the possibility of developing a marketing system in a simpler form, namely by establishing partners with other companies, both in traditional business that brought sellers and buyers directly and in business conducted digitally (Rahman, 2022). This is the reason why a company takes advantage of this affiliate relationship, so that with this affiliate relationship the company can prove that the affiliate strategy is a marketing system concept that is much more effective and easier to implement

for the company and for those who have become business partners whose services are utilized (Ivkovic & Milanov, 2010).

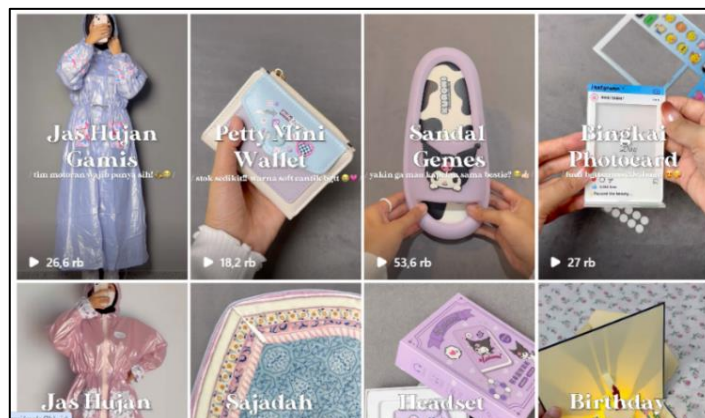
The implementation of marketing communication requires someone who is able to present promotions to the consumers as personal selling. Personal selling perception is the salesperson ability to attract consumer attention to make purchase that can be measured by seeing the salesperson's communication ability, product knowledge, creativity, and empathy (Gunasekaran et al, 2015: 7). As a place to promote a product or service, a brand could use social media to deliver the marketing message to a specifically targeted audience (Mukherjee & Banerjee, 2017). Therefore, by distributing content to a targeted audience, marketers may make the most of their advertising spend. Consumer interactions on social media platforms have the potential to generate electronic word-of-mouth (eWOM). Positive or negative, electronic word-of-mouth (eWOM) is a customer's assessment of a brand or company's goods or services that is publicly available online and provides a platform for customer interaction. (Batanieh 1, 2015).



Picture 1.1.2 @bopitasari Instagram Account Profile (Instagram @bopitasari 2023)

The Instagram account @bopitasari, amassing around 108,000 followers within just two years by January 2024, underscores the burgeoning role social media platforms play in contemporary digital marketing and consumer engagement

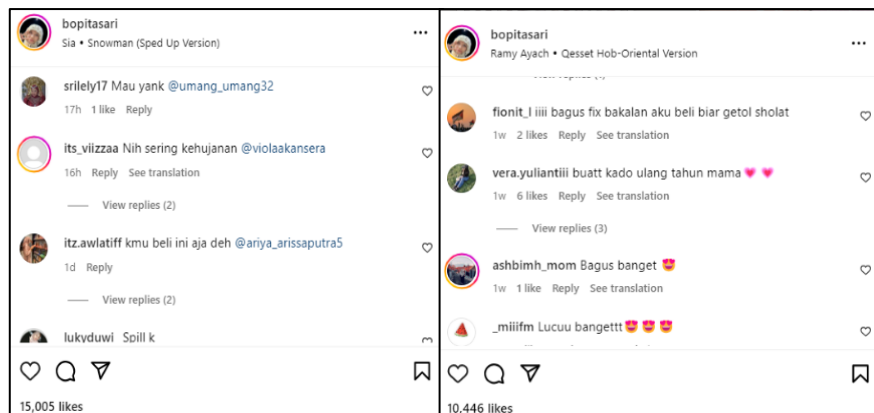
strategies. According to the engaging content depicted in picture 1.1.2, it's clear that @bopitasari has piqued the interest of a vast number of Instagram users. By leveraging its bio section to usher consumers toward Shopee product reviews, @bopitasari not only amplifies its visibility but also enhances consumer trust and interaction. This phenomenon accentuates the evolving nature of social media from mere networking sites into vital hubs of information dissemination and acquisition. Through platforms like Instagram, information, encompassing shared stories, knowledge, and interests, especially about products, services, and brands that is not just passively consumed but actively sought by users aiming to inform their purchasing decisions (Ridwan et al., 2020).



Picture 1.1.3 @bopitasari Instagram Content (Instagram @bopitasari 2024)

The strategic content creation demonstrated by the Instagram account @bopitasari, as illustrated in picture 1.1.3, is a hallmark of effectively combining affiliate marketing and personal selling techniques within the realm of social media. The account's ability to amass a significant following and achieve a high engagement rate is fundamentally rooted in how its content resonates with and captivates the audience. By presenting information in an eye-catching and imaginative manner, @bopitasari transcends traditional advertising, engaging users

through a creative and personalized approach that mirrors the essence of personal selling (Pasaribu et al., 2022).



Picture 1.1.4 @bopitasari Comment Section

Source: Via Instagram (2024)

The constant information-sharing process on product recommendations among followers of the Instagram account @bopitasari promotes the development of Electronic Word of Mouth (E-WOM). Electric word-of-mouth is regarded as one of the key information sources that affects consumer behavior (Fileria, Raguseo, & Vitarid, 2018). Based on picture 1.1.4, it shows several audiences @bopitasari account who commented on their positive or negative experiences with the products recommended by the @bopitasari Instagram account. In contrast, there are also, @bopitasari audience accounts that share content by pinning a friend's or relative's account in the @bopitasari account's comment section.

The use of internet and social media that have high mobility and connectivity, causes consumers to have limited time in considering and evaluating brands or products (Kartajaya, Kotler, & Setiawan, 2019). Therefore, the @bopitasari account needs to understand how to spread the messages that can influence the audience to act. The positive perception of a social media user who sees the content is very important. The main point in implementing affiliate marketing such as the

Shopee affiliate program is that marketers (affiliates) must be involved with customers, either directly or indirectly (Allen, 2022).

	Content	Insights	Sales
1.		105k Likes, 4.023 Comments.	32 Items Sold.
2.		25.5k Likes, 116 Comments.	565 Items Sold.
3.		25,3k Likes, 193 Comments.	132 Items Sold.
4.		54.4k Likes, 186 Comments.	181 Items Sold.
5.		31k Likes, 444 Comments.	387 Items Sold.

Tabel 1.1.1 Shopee Product Sales

Sources: Via Shopee (2024)

Upon analyzing data from table 1.1.1, it is evident that even though the @bopitasari Instagram account is ardently producing and sharing creative content, it ironically grapples with under-target product sales. An engagement rate of 4.7%,

as reported in Figure 1.4, juxtaposes the fact that the sales volume for products endorsed by @bopitasari has failed to surpass half of the potential consumer interactions inferred from content insights averaging over 30,000 views per post. This gap between audience reach and actual sales conversion signals a critical research opportunity: to explore the factors influencing audience purchase intentions and the effectiveness of content in driving sales. Furthermore, this research sheds light on the importance of understanding consumer behavior more deeply, which is essential for marketers aiming to optimize their strategies for selling and promoting products. The anticipated outcome of this study is not only to enhance academic knowledge but also to offer actionable insights for marketers—empowering them to better align their campaigns with consumer tendencies and preferences, thereby improving the efficacy of social media marketing and its contribution to commercial success in future studies.

1.2. Research Problem

Affiliate marketing has been an important strategy in persuading purchase intention. A high engagement rate of @bopitasari affiliate account is the example of the influence of personal selling and E-WOM perception that occurs among audience communities who have an interest in Shopee products. If the @bopitasari Instagram account has credibility as a content creator that create Personal Selling and E – WOM perceptions, the @bopitasari Instagram account can trigger and influence the behavior of the audience who are potential customers.

Nevertheless, the sales for Shopee products that have been promoted by @bopitasari Instagram account are still low. Based on the description of the background above, there is a gap between the relationship of The Influence of

Personal Selling and E-WOM perception towards Purchase Intention of Shopee products. However, due to the limited research on The Influence of Personal Selling and E-EWOM Perception towards Purchase Sales of Shopee Products in Indonesia, it becomes an urgency for conducting a study to know more about the changes that need to be adapted at this time. Therefore, researchers are interested in conducting further research with the title **“The Influence of Personal Selling and E-WOM Perception of “bopitasari” Instagram Account Towards Shopee Purchase Intention”**.

Based on the background that has been described, the identification of the problems contained in this research is:

“Is there any impact of Personal Selling and the E-WOM Perception towards Shopee Purchase Intention?”

1.3. Research Objective

This study aims to see possible impact of Personal Selling perception and E-WOM Perception from affiliation marketer towards Purchase Intention of Shopee Products in Indonesia.

1.4. Research Significant

1.4.1. Academic: This study is to offer valuable insights and contributions that can be utilized in the realm of Communication Science or related research areas with connections to the influence of Personal Selling Perception, E-WOM Perception, Purchase Intention and Marketing Strategy. Furthermore, this research aims

to serve as a fresh exploration in the field and supplement prior studies.

1.4.2. Practical: The study's findings are envisioned to serve as a point of reference and valuable input for Instagram shop, its user, and others content creator account. They will shed light on the impact of The Influence of Personal Selling and E-WOM perceptions within the marketing strategy implemented in purchase sales of Shopee Affiliate Program.

1.4.3. Social: The results of this study are expected to be useful for business owners, content creators and professors who are not directly impacted to develop informed strategies and interventions to support their business on modern marketing.

1.5 Theoretical Framework

1.5.1. State of The Art

1. The first study that became references in this study was mostly research that examined the impact of E-WOM on purchasing decisions. *“The Influence of E-WOM in Social Media on Consumers’ Purchase Intentions: An Extended Approach to Information Adoption”* by Ismail Erkan and Chris Evans, 2016. This study has discovered that social media platforms facilitate direct electronic word-of-mouth discussions that influence consumers' purchase intentions. Social media provides a valuable space for individuals to engage in conversations about various brands' products and services with their social circles. The Information Acceptance Model plays a significant role in shaping consumers' behavior on social media, particularly regarding electronic word-of-mouth interactions. A survey involving 384 university students who use

social media revealed that positive information shared on these platforms positively impacts consumers' purchase intentions. This study only has two variables namely electric word of mouth and purchase intentions.

2. The Second study that became references in this study is *“Analysing Electronic Word of Mouth (eWOM) in social media for Consumer Insights”* by Amal Dev Sharma and Basav Roy Choudhury, 2015. Their research revealed that social media platforms cultivate social networks that significantly impact users' purchasing decisions through word-of-mouth influence. With the expansion of online social networks and user-generated content, traditional word of mouth transitions into electronic word of mouth reaching a wide audience. Ordinary individuals use social media to access real-time information to fulfill their needs. Social media has transformed how users consume, search for, and trust content. Additionally, users contribute market information about products, services, and more through user-generated content. This personal communication amplifies online reviews, recommendations, and experiences, ultimately influencing purchase decisions and behaviors. This study uses a different approach called multidisciplinary approach.
3. The third study that becomes the references titled *“Pengaruh Personal Selling dan Sales Promotion Terhadap Purchase Intention Pada Produk Peralatan Alat Kantor”* by Pramana Andi Akbar, 2018. This research found the variables Personal Selling and sales promotion have a significant influence simultaneously on purchase intention. The difference is this study uses different variables, namely sales promotion.

4. The fourth study is titled “*The Influence of Opinion Leader’s E-WOM on Online Consumer Decision: A Study of Social Influence*” (Sandra Tobon, 2021). This study shows that opinion leaders influence consumers when purchasing goods. This study uses Descriptive Analysis and FANOVA for Mixed Effect and Hypothesis Testing. The difference is no specific subject studied in this study.
5. The last study that became references in this study is “*The Impact of Perceived e-WOM on Purchase Intention: The Meditating Role of Corporate Image*” by Abdallah Bataineh, 2015. The research shows that all e-WOM dimensions (e-WOM credibility, e-WOM quality and e-WOM quantity) are giving a significant and positive impact toward purchase intention. The corporate image also mediates the relation between e-WOM and purchase intention. The difference is this study uses a variable (Z) which becomes an intervening variable.

1.5.2 Research Paradigm

The research in question adopts the positivist paradigm, which is characterized by its reliance on quantitative research methods. Within the philosophical framework of positivism, there is a strong emphasis on conducting empirical research and maintaining an impartial, objective stance when examining the world. This conceptual framework emphasizes the significance of utilizing numerical data to identify patterns, validate hypotheses, and establish causal connections in quantitative research. (Bryman, 2003).

In the realm of positivism, researchers utilize empirical tests and methods to gain a deeper understanding of the objects they are studying. This approach

underscores the rigorous standards of validity and reliability associated with research findings and outcomes, as highlighted by (Cohen, 2007). Key components of positivism and quantitative research approaches encompass activities such as hypothesis testing, statistical analysis, and the generalization of findings to a wider population, as expressed by (Creswell and Creswell, 2021).

1.5.3 Personal Selling Perception

Personal selling perception is the salespersons' ability to attract consumer attention to make purchase that can be measured by seeing the salesperson's communication ability, product knowledge, creativity, and empathy (Gunasekaran et al, 2015: 7). In addition, personal selling is a part of the promotion mix that highlights persuasive communication in order to increase the likelihood that customers will make purchases. Meanwhile, personal selling is defined as direct conversation between a seller's representative and one or more potential buyers with the intention of influencing each other in the purchasing situation (Mc Daniel 2010: 167).

Personal selling has a very large role in consumer purchase intentions, where consumer perceptions of salespeople including their ability to attract consumer attention have influenced consumers' intentions to make purchases. Personal selling characteristics that emphasize empathy can have a beneficial influence on interest, decisions, and sales performance. Personal selling requires skills in providing services so that it has an impact on customer emotions and then leads to customer loyalty (Beatty, 1996). From the opinion above, it can be concluded that personal selling is face-to-face communication between the seller and potential buyers to introduce the products being offered, so that it can be

profitable for both parties.

In this research, affiliate marketer @bopitasari uses social media as a medium to promote ideas, goods, or services because young people nowadays tend to focus more on social media which informs about the product so that it can easily attract the attention of potential consumers. It can be said that personal selling is a way of introducing products to get the attention of consumers so that their products can be known and consumed.

Execution of a personal selling can cause customers experience either positive or negative ideas. Understanding these sentiments is crucial since it reveals how customers feel about the brand and the content. Due to their attitude toward the brand and the content, these are significant and highly helpful for marketers as a measurement instrument to determine how well the information is shown. The success of personal selling can be influenced by a consumer's affective response, which can subsequently positively impact the development of purchase intentions from brand consumers.

1.5.4 E-WOM Perception

E -WOM perception is a statement made by potential, actual, or former customers about a product or company, which is made to share a review to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004). There are three dimensions that can be used to measure Electric world of mouth namely, E-WOM Credibility, E-WOM Quality and E-WOM quantity

Social media are considered as truly appropriate platforms for E-WOM (Canhoto and Clark, 2013, Erkan and Evans, 2014, Kim et al., 2014). Furthermore, opinion leaders can establish and promote brand profiles pertaining to products

and services through regular customer conversations on websites. Comments can be shared by applications, written words, images, and videos. Richly illustrated information enhances the attraction and enjoyment of electronic word-of-mouth communication. The usage of social media and E-WOM has a positive influence on purchase decisions and online trust plays a very important mediated role (Shantanu-Prasad et. al., 2017). The form of interpersonal communication with each other and exchange of information regarding a brand or product online significantly influences the decisions made by marketers. (Hennig-Thurau et al., 2004). Through the use of the internet, both positive and negative announcements about a product or brand can effectively build that brand's reputation among consumers and businesses and pique their interest in it. This online marketing influence process is referred to as electronic word of mouth (Hennig-Thurau et al., 2004).

In this research, Affiliate marketers use Customer Reviews to direct customers choosing matching products/services, from many alternative products available widely. Users of social media intend to purchase virtual and digital commodities via different social networking sites. Marketers must exercise caution when delivering high-quality goods and services to consumers if they want to survive on social media.

E-WOM communication encompasses all forms of feedback, whether it is positive or negative, provided by consumers regarding a company or its products via the internet (Hennig-Thurau & Gremler, 2004). Based on this explanation, the information and message of WOM is considered as a very important source for

consumers to influence their purchase intentions and purchase behavior (Chevalier & Mayzlin, 2006).

1.5.5 Purchase Intention

Purchase intention refers to the state where the consumers have an option and ready to make a transaction on products, which can be measured through belief towards a product, certainty to choose a product, and certainty to repurchase a product (Orth et al., 2007).

Purchase intention is something that a person feels, namely a feeling of wanting to own or buy an item because of their experience when choosing, using, or wanting something (Kotler & Keller, 2016). Ajzen and Fishbein stated that when an individual is interested in getting something, whether a product or service, that individual has the intention to make a purchase (Ajzen & Fishbein, 1972). This research contains an observation of consumption behavior through advertisement and E-WOM to buy Shopee products.

Furthermore, Intention to buy an item is an evaluation stage before a decision is formed directs consumers to form preferences among brand choices which can give rise to the intention to purchase products according to the preferred brand (Tyagi & Kumar, 2004).

1.5.6 The Influence of Personal Selling Perception (X1) and E-WOM Perception (X2) Towards Purchase Intention of Shopee Products (Y)

1.5.6.1 Theory of Reasoned Action

This research provides a significant contribution to knowledge by examining personal selling and E-WOM perception in social media through its contextual and comparative phases. The major contribution of the first phase is to

develop a comprehensive theoretical model which examines the determinants of personal selling and E-WOM perception on social media influencing consumers' purchase intentions.

The Theory of Reasoned Action (TRA) model is used to study human behaviour. Research in social psychology shows that a person's behavioural intention towards a particular behaviour is a determining factor in whether the individual will engage in that behavior (Ajzen and Fishbein, 1975). TRA explains that beliefs can influence attitudes and social norms, which in turn will shape the desire to behave, whether guided or occurring spontaneously in an individual's behavior.

A. Attitude

attitudes defined as a positive or negative feeling in relation to the achievement of an objective (Fishbein and Ajzen, 1975).

B. Subjective Norms

Subjective norms, which are the exact embodiments of how people see their capacity to use the product to achieve their aims. (Fishbein and Ajzen, 1975).

Personal Selling as salesperson's communication ability, product knowledge, creativity, and empathy significantly as an attitude towards both content and brands (Gunasekaran et al, 2015: 7). Personal selling are important in determining whether users develop a positive or negative perception of the brand. Even though each user's experience with Instagram advertisements is unique, the indicator of personal selling significantly influences whether a user has a positive or negative opinion of the company. All of the indicator in personal selling are important aspect because it plays a major role in helping the audience and consumers in understanding and receiving the information from the content. In this

sense, a consumer's attitude toward the content has a bigger impact on influencing their buy intentions than their attitude toward the brand, with the purchase intention resulting from a favorable attitude toward both. Moreover, e-WOM via social media may raise brand awareness and sales.

In this research, E-WOM moderate the relationship between subjective norm, behavioral control to gain purchase intention. Thus, perceive e-WOM should play a critical role in the effect of attitude on the plan to purchase goods on social media (Hennig-Thurau et al., 2004).. Customers who have access to e-WOM should more likely develop a favorable attitude towards purchase intention, and probably re-purchase. Based on this theory, customers who are minimally exposed to e-WOM will less likely develop a favorable intention to buy. In this case, attitude will have a weak effect on the purchase intention.

1.6 Hypotheses

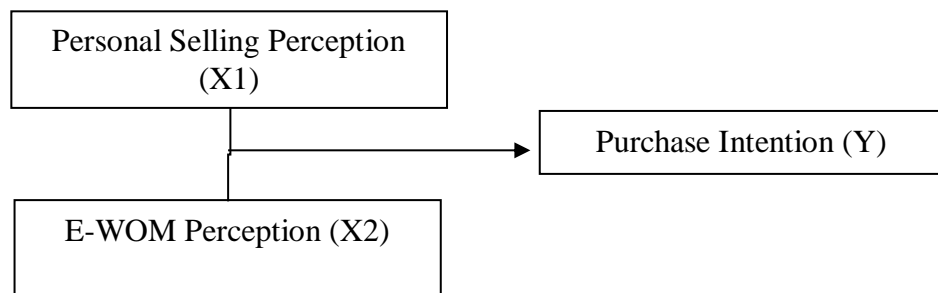


Diagram 1.6.1 Hypotheses Diagram

Source: Author's Processed Data (2024)

H0: There is no influence on personal selling and E-WOM perception towards Shopee purchase intention.

H1: There is an influence on personal selling and E-WOM perception towards Shopee purchase intention.

1.7 Conceptual Definition

1.7.1 Personal Selling Perception

Personal selling perception is a consumer perception of the salesperson including their ability to attract consumer attention to make purchase that can be measured by seeing the salesperson's communication ability, product knowledge, creativity, and empathy (Gunasekaran et al, 2015: 7).

1.7.2 E-WOM Perception

E -WOM is a consumer perception about a statement made by potential, actual, or former customers about a product or company, which is made to share a review to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004). There are three dimensions that can be used to measure Electric world of mouth namely, E-WOM Credibility, E-WOM Quality and E-WOM quantity (Bataineh 1, 2015).

1.7.3 Purchase Intention

Purchase intention refers to the state where the consumers have an option and ready to make a transaction on products, which can be measured through belief towards a product, certainty to choose a product, and certainty to repurchase a product (Orth et al., 2007).

1.8 Operational Definition

1.8.1 Personal Selling Perception

According to Gunasekaran et al (2015), Personal selling has a very big role in purchase intention that can be identified by:

1. Communication Skills

Respondent's perception about the salesperson's ability to communicate well with consumers.

2. Product Knowledge

Respondent's perception about the salesperson's ability to explain product characteristics, product benefits, and being able to answer various questions asked by consumers regarding the product which is offered.

3. Creativity

Respondent's perception about the salesperson's ability in marketing products, attracting consumer attention, as well as having patience when offering products to consumers.

4. Empathy

Respondent's Perception about the salesperson's ability in providing individual attention to consumers, truly prioritizing consumer interests and sales understanding person to consumer needs and the abilities in providing solutions to problems faced by consumers.

1.8.2 E-WOM Perception

There are three dimensions that can be used to measure Electric world of mouth namely, E-WOM Credibility, E-WOM Quality and E-WOM quantity that can be explained by description bellow (Batanieh 1, 2015):

1.8.2.1 E-WOM Credibility

Respondent's perception about how credible the reviews and comments that are distributed.

1.8.2.2 E-WOM Quality

Respondent's perception about how clear, helpful, and understandable

the information is.

1.8.2.3 E-WOM Quantity

Respondent's perception about the number of comments uploaded via internet sites that can affect customer intentions to buy products and services.

1.8.3 Shopee Purchase Intention

Shopee purchase intention can be applied by using the following measures (Orth et al., 2007):

1. Respondents believe that the Shopee product is right for them.
2. Respondent's desire to choose Shopee products.
3. Respondent's desire to purchase another product from Shopee.

1.9 Research Method

1.9.1 Research Type

In this study, quantitative research is employed to establish the presence of a more robust causal relationship between the variables and the subject of inquiry. Consequently, the study involves both independent and dependent variables. The research methodology is defined as an endeavor to uncover novel and captivating insights by thoroughly investigating a research subject (Elman et al., 2020). This study is aimed at obtaining unbiased data pertaining to the influence of personal selling and E-WOM perceptions of the Instagram account @bopitasari towards purchase intention within the TRA theory.

Hence, this investigation employed quantitative research methodologies, which are systematic approaches aimed at uncovering phenomena, collecting numerical data, and subsequently subjecting the data to statistical analysis (Silalahi, 2017). The research conducted in this study falls under the category of

quantitative explanatory research, a method utilized to clarify causal relationships among research variables (Silalahi, 2017). In explanatory research, hypotheses are tested with a specific focus on understanding the connections between variables and the resulting causative factors.

This study utilizes quantitative techniques with the objective of providing reliable and valid insights that can enhance our understanding of the influence of personal selling and E-WOM perceptions of @bopitasari Instagram account towards Shopee Purchase Intention. The adoption of quantitative research in this study is likely to be perceived as unbiased, systematic, and scientifically rigorous. This data-driven approach will bolster the credibility of the research, making it more dependable and applicable to a wider audience.

1.9.2. Population

The sample under investigation was collected by a specific population, as designated by the researcher. In this study, the population identified by the researchers comprises all Shopee users who are acquainted with and have come across the Instagram account @bopitasari. This choice of population is because the Instagram account @bopitasari is publicly accessible and can be viewed by a wide range of individuals. Consequently, purchase intention could potentially be applicable not only to the followers of the Instagram account @bopitasari but also to other Shopee users who are familiar with or have encountered this Instagram account.

1.9.3. Sampling

1.9.3.1. Sampling Technique

This study adopted a non-probability sampling method which refers to a

sample collecting technique that is selected systematically. Non-probability sampling involves purposive, accidental, quota, saturation, and snowball sampling. Between those techniques, purposive is applied in this scope as it emphasizes the usage of relevant informants (Sekaran & Bougie, 2016). In this study, @bopitasari Instagram followers are the sample to help the author to achieve a more coherent and relevant result. The purposive sampling is recommended for achieving a more coherent finding (Sekaran & Bougie, 2016).

1.9.3.2. Sample Size

According to Roscoe (1975), multiple regression analysis shall have a minimum sample 10 times the total variable amount (Sekaran and Bougie, 2016). In this research, it consists of 3 variables (Personal Selling, E-WOM Perception and Purchase Intention of Shopee Products) which equal 30 samples. The minimum samples of this research will consist of 30 people who are followers of @bopitasari Instagram account.

1.9.4. Type and Source of Data

In this study, the gathered data is quantitative and presented in the form of tables and descriptive explanations. The data was obtained primarily from firsthand sources in the field, including information directly acquired from the research subject, questionnaire responses, interview transcripts, and observations. Additionally, research data is derived from secondary sources, serving as a supplementary dataset acquired from a different or second-hand source.

1.9.5. Research Instrument and Data Collection Techniques

For data collection in this study, questionnaires served as the primary instrument. This instrument is employed to gather information from participants, facilitating a structured approach to data acquisition. The questionnaire method is

chosen for its effectiveness in systematically obtaining responses and insights from research subjects.

1.9.5.1. Data Analysis Technique

1.9.5.1.1 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to quantify the impact of the independent variable on the dependent variable. Specifically, in this study, multiple linear regression analysis was chosen due to the involvement of two independent variables, namely Personal Selling Perception (X1) and E-WOM Perception (X2). In this study, the results of multiple linear regression analysis are useful for knowing how the dependent variable (Y) namely Purchase Intention can be predicted or impacted through the independent variable, namely Personal Selling Perception (X1) and E-WOM Perception (X2).

1.9.6. Data Processing

1.9.6.1. Editing

The process entails carefully by reviewing the question provided by the data collection based on list. The purpose of editing is to minimize errors as much as possible from the answer sheets.

1.9.6.2. Coding

Data categorization and organization are achieved through coding, a process where shorthand codes are applied to labels, separate, compile, and arrange the data. During this phase, the researcher is required to assign a numerical score, referred to as a symbol, to identify and classify each response.

1.9.6.3. Tabulating

Tabulation entails converting data into a structured table format, crafting

tables that adhere to the specific needs of the study. This process involves systematically arranging data in columns and tables for clarity and organization.

1.9.7. Validity and Reliability Test

1.9.7.1. Validity Test

The validity test is an evaluation conducted to ascertain if the research's measurement instrument can effectively and accurately assess the characteristics under investigation (Silalahi, 2017). Before distributing questionnaires to the respondents, it is essential to conduct a validity test to determine whether each question item in the questionnaire adequately and accurately represents the variables. The measurement instrument's validity is established by examining and calculating the Pearson Correlation coefficient between each indicator and the cumulative score of all the indicators.

1.9.7.2. Reliability Test

A reliability assessment involves evaluating the stability and dependability of a measurement instrument (Silalahi, 2017). The consistency of results is a key indicator of the reliability of a measurement tool (Silalahi, 2017).