
E-COMMERCE PLATFORMS, SOCIAL COMMERCE ON DECREASING VISITS TO THE TRADITIONAL MARKET OF CIREBON WHOLESALE CENTER

Atika Dewi, Choerun Nisa Salsa Bila, Yono Maulana

Universitas Swadaya Gunung Jati Cirebon, Indonesia

Email: atikadewi1604@gmail.com Choerunnisa808@gmail.com yono.maulana@ugj.ac.id

ABSTRACT

KEYWORDS

e-commerce, social commerce, Tiktok Shop, traditional market, decrease in visits

This study uses quantitative research methods to analyze the effect of e-commerce and social commerce platforms on the decline in visits to the Cirebon Wholesale Center Traditional Market, with a focus on the Tiktok Shop case study. The sampling technique used by researchers is non-probability sampling with purposive sampling technique and the data analysis used in this researcher is validity test, reliability test, determination coefficient test, hypothesis testing. Therefore it is important for the government to take more concrete steps to help them deal with this situation, namely by helping to create promotional efforts that can build a positive image for traditional markets, conventional business owners want traditional markets to be known as unique shopping places with quality local products and the friendliness of traders who are the main attraction. with the existence of e-commerce, social commerce and tiktok shop has a significant effect on the decline in interest in visiting the Cirebon Wholesale Center traditional market. As we know in today's modern era, consumer interest in online shopping has a major influence on the marketing management of a company's products and services. Services in e-commerce and social commerce are an alternative for the millennial generation to increase sales turnover compared to offline stores.

INTRODUCTION

Traditional markets, which used to be the heart of the Indonesian economy, are now starting to experience a decline in visitors. This phenomenon is clearly seen in various regions, where crowds that usually color traditional markets are now starting to be replaced by a quiet atmosphere caused by technological advances with the emergence of e-commerce and online shop platforms providing alternative shopping options that are easier and more diverse for the community. One of them is PGC Cirebon Traditional Market, formerly known as one of the busiest markets in the city of Cirebon, which used to have 200 stalls now has experienced a significant decrease in the number of visits reaching only 85 stalls open. Formerly a Cirebon shopping center, PGC Cirebon has experienced a decline in the number of visitors in recent years. The mall, which was once crowded, filled with shoppers and full of energy, is now struggling to maintain its appeal. Formerly a Cirebon shopping center, PGC Cirebon has experienced a decline in the number of visitors in recent years. The mall, once crowded, packed with shoppers and full of energy, is now struggling to maintain its appeal.

E-commerce in Indonesia has experienced rapid growth in recent years. This is accompanied by changes in people's shopping patterns that are increasingly switching to online platforms. E-commerce encompasses various activities such as online shopping, content delivery, fund transfers, share trading, auctions, design collaboration, online sourcing, public procurement, direct consumer marketing, and after-sales services, encompassing traditional and new activities like health and education (Bass, 2018; Heinemann, 2023; Santos et al., 2022; Yudowati & Handiatmoko, 2021).

Social commerce is a mix of social media and e-commerce, where commerce activities, such as selling and purchasing products, occur through social platforms such as Facebook, Instagram, and Twitter (Attar et al., 2021, 2022; Kala Kamdjoug, 2023; Liao et al., 2021; Sohn & Kim, 2020). Social commerce is increasingly predicted as the future of online shopping (Akram et al., 2021; Busalim et al., 2021; Dabbous et al., 2020; Nadeem et al., 2020). Research from IBM shows social commerce experienced a decline in 2012. However, recent data shows a significant increase. The "Social Commerce Today" report says platforms like TikTok Shop are experiencing rapid growth, attracting businesses.

The Indonesian Ministry of Trade (Ministry of Trade) is evaluating regulations related to social commerce, this aims to ensure consumer protection and a healthy business climate. Social commerce is now not just selling on social media. Business people are required to be creative in utilizing existing features and trends (Bilton & Cummings, 2010; Li, 2020; Neirrotti et al., 2014; Wirtz et al., 2010). Social commerce is not only about selling products on social media but also building communities, building relationships with customers, and creating unique and personalized shopping experiences, social commerce is still growing and has enormous potential (Sheikh et al., 2019; C. Wang & Zhang, 2012; Zhou et al., 2013). In the future, social commerce is expected to become the main way people shop online.

Online stores are available 24 hours a day, have more consumers who access via the internet anytime and anywhere, save more fuel oil and time. One of the online stores is TikTok Shop. TikTok Shop's presence in Indonesia on April 17, 2021, after TikTok obtained official permission from the government to run a business in the field of social media and online stores. As for the TikTok application, it has first entered Indonesia in June 2018. Although it was blocked by the Ministry of Communication and Information (Kemenkominfo) on July 3 – July 10, 2018, TikTok survived in Indonesia and in the first 2 years, its users have reached 30.7 million people. (Magdalene Dian) In a short time, TikTok Shop became one of the popular e-commerce platforms in Indonesia. However, on October 4, 2023, TikTok Shop officially closed in Indonesia. This closure is caused by the Regulation of the Minister of Trade (Permendag) Number 31 of 2023 concerning Provisions for Export and Import of Goods Traded Through Electronic Systems (Permendag) stipulates that e-commerce platforms that facilitate buying and selling transactions of goods must have a trading business license.

The closure of TikTok Shop will certainly have an impact on product sales, both for sellers and consumers. The impact can be positive or negative. The Minister of Cooperatives and Small and Medium Enterprises (MenkopUKM) emphasized that banning social media as well as e-commerce, such as TikTok Shop, would not harm business actors, especially MSMEs, who use the platform. While in Indonesia, the majority of income in e-commerce in Indonesia amounting to 56 percent is enjoyed by foreigners, domestic only 44 percent. Then the digital media economy in Indonesia has also been 65 percent taken by global platforms because the government is late in regulating it. Previously, TikTok Indonesia representatives regretted the government's decision through Permendag No. 31 of 2023 which will have a direct impact on 6 million TikTok Shop sellers and nearly 7 million content creators or affiliates.

After being closed on October 4 due to regulatory issues, finally on December 12, 2023, TikTok Shop reopened. The re-operation of this online shopping platform in Indonesia is warmly welcomed by affiliates and TikTok users. However, there are some differences from the new TikTok Shop, To be able to operate in Indonesia, TikTok has an exclusive partnership with Tokopedia which is under the auspices of the GoTo Group. In this collaboration, Tokopedia received an investment of \$ 1.5 billion from TikTok. This also makes TikTok have a controlling stake in PT Tokopedia with a stake of 75.01%. all features of TikTok in-app shopping services in Indonesia will be operated and managed by Tokopedia. This strategic partnership begins with a trial period carried out with consultation and supervision from relevant ministries and institutions.

This study aims to analyze the effect of e-commerce and social commerce platforms on the decline in visits to the Cirebon Wholesale Center Traditional Market, with a focus on the Tiktok Shop case study. The research is expected to give more insight into the topic discussed and become a reference for future research on e-commerce, especially in Indonesia.

RESEARCH METHOD

This study examines the impact of e-commerce and social commerce platforms on the decline in visits to the Cirebon Wholesale Center Traditional Market, specifically the Tiktok Shop. The researchers used quantitative research methods, including non-probability sampling with purposive sampling techniques, and conducted validity tests, reliability tests, determination coefficient tests, and hypothesis tests. The sample consisted of 183 traders and Tiktok Shop users in Cirebon, with traders selling textile products and active social media users. The study used Structural Equation Model (SEM) software based on Partial Least Square (PLS) for data processing. Data collection involved asking questions or written statements to respondents, who were then asked to fill out questionnaires using Google Forms.

RESULTS AND DISCUSSION

Convergent Validity Test

Table 1. Convergent Validity Test Result

	E-Commerce	Social Commerce	Tiktok Shop	Minat Kunjung
EC1	0.601			
EC2	0.863			
EC3	0.729			
EC4	0.685			
EC5	0.668			
SC1		0.644		
SC2		0.881		
SC3		0.774		
SC4		0.784		
SC5		0.764		
TK1			0.621	
TK2			0.878	
TK3			0.725	
TK4			0.749	
TK5			0.871	
MK1				0.583
MK2				0.795
MK3				0.738
MK4				0.612
MK5				0.713
MK6				0.800

To assess the validity of the indicator, use the outer loading value. An outer loading value of more than 0.7 indicates that the indicator can be used. Further, loading factors ranging from 0.5 to 0.6 can be considered acceptable in models that are still in the development stage

(Ghozali, 2014). But factors with a charge below 0.5 should be removed (Chin, 1988). Table 1 shows that the loading factor value exceeds 0.5, indicating that all indicators are suitable and valid for inclusion in further analysis. Therefore, it can be concluded that all indicators in the study are valid. The structural model is shown in the following figure:

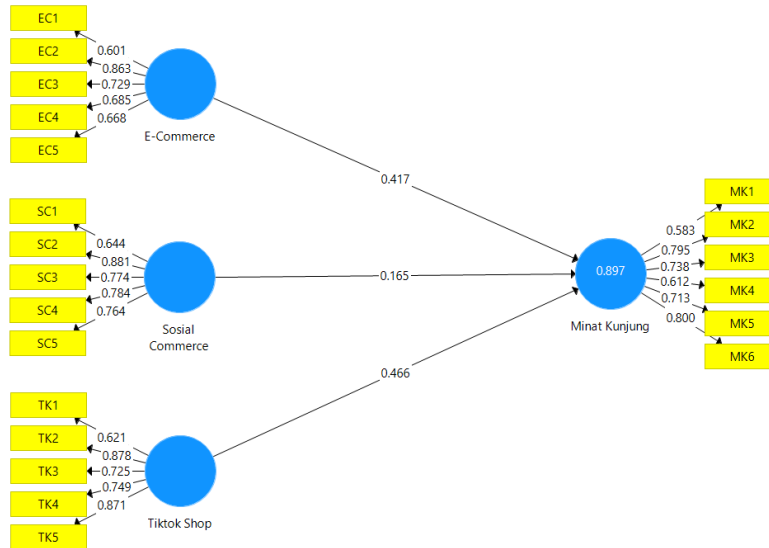


Figure 1. Outer Model Test Results

Reliability Test Results

The reliability of the indicator block measuring the construct is determined by subsequent testing. In this study, the composite reliability value was used to determine reliability, with an acceptance rate of >0.7. In addition, the value of the construct variable can indicate reliability through Cronbach's alpha of the indicator block (Sarstedt et al., 2017). A construct is considered reliable if Cronbach's alpha value is above 0.7. Table 2 below shows the loading values for the constructs of research variables obtained from running the Smart PLS program

Table 2. Constrect Reliability and Validity

	Cronbach's Alpha	Composite Reliability	(AVE)
E-Commerce	0.756	0.837	0.511
Sosial Commerce	0.829	0.880	0.598
Tiktok Shop	0.829	0.881	0.601
Visit Interest	0.801	0.859	0.507

AVE values above 0.5 are considered acceptable for reflective constructs. If the AVE value is less than 0.4, it must be excluded from the model. This is important to ensure the validity of variables (Hair et al., 2014). Table 2 shows that the AVE value for each variable tested was greater than 0.5, indicating that all variables in this study met the discriminant validity criterion. Based on these criteria, it is proven that all variables in this study meet the construct reliability criteria that have been described.

R-Square Inner Model

The R-square value is a value that indicates the ability of exogenous variables to construct endogenous variables. According to Chin et al. (2008), there are three categories of R-square values, where if the value of R-square means the relationship between exogenous variables in forming a weak endogenous variable, if 0.33 means the relationship is moderate, and if the

value is 0.67 means the relationship is strong. The relationship is strong. While Sarwono (2016) states that if the R-square value is more than 0.67 then the relationship between endogenous and exogenous variables is very strong. The table below confirms that the model significantly contributes to explaining the factors that influence the variable of visitor interest.

Table 3. R-Square

	R Square	R Square Adjusted
Visit Interest	0.897	0.895

Results of Hypothesis Testing (Direct Effect)

Based on Hair et al. (2014), the coefficient analysis of structural models is carried out to analyze a hypothesis by analyzing the relationship between which variables have a significant relationship. Hypothesis testing in this study was carried out by looking at T-statistical values and P-values. The hypothesis is accepted if the T-statistic is greater than 1.96 and the P-value is smaller than 0.05. The table below shows the results of Path Coefficients direct influence between variables.

Table 4. Direct Effect Test Results

Hypothesis	Relationship	Coefficient	T Statistics	P Values	Informasi
H1	E-Commerce -> Visit Interest	0.417	5.260	0,000	Supported
H2	Sosial Commerce -> Visit Interest	0.165	1.977	0.049	Supported
H3	Tiktok Shop -> Visit Interest	0.466	7.746	0,000	Supported

The influence of E-Commerce on the Decline in interest in visiting the traditional market of Cirebon wholesale center

Based on the results of this study, hypothesis one shows a significant influence. E-Commerce has a significant effect on decreasing interest in visiting the traditional market of the Cirebon wholesale center. This is supported by the T-table value of the influence of E-Commerce on the decrease in visit interest of 5.260 greater than 1.96 and the p-value of 0.000 less than 0.05. It can be concluded that with the existence of e-commerce, it can affect the decline in interest in visiting the traditional market of the Cirebon wholesale center, because consumers prefer to shop online with their smartphones and very easy payment methods, therefore traditional market traders must prepare themselves to face the era of digitalization. The explanation is in line with the study (Fani & Safira, 2024; Sudaryono et al., 2020).

The more users of information technology as a means of business, the narrower the market opportunities for offline or manual business people who only rely on an existing building as a means of buying and selling transactions. E-Commerce can help businesses in operating efficiently and also effectively in reaching customers who are thousands of miles away within minutes, most business processes can be done easily through it, launching new products worldwide at low cost at the same time is possible through it (Divya, 2019). E-Commerce has so far helped many traditional retailers to grow their business, at the same time it also has a negative impact on retailers in other traditional markets, which will ultimately have an impact on decreasing consumer interest in visiting traditional markets. In addition, research conducted by Vikström (2019) indicates that an increase in online shopping will result in a decrease in the number of traditional offline retail establishments. Therefore, sellers and marketplace retailers must be able to innovate to maintain their competitive advantage. E-

commerce and offline retail (Traditional Market) are two important in the retail industry. The two are interrelated and interdependent, shaping the development of the retail sector together (T. Wang, 2023). On the one hand, e-commerce has brought challenges to the offline retail industry by offering lower prices, a wider selection of products, and a more convenient shopping experience. As a result, traditional market physical stores face pressure to adapt and innovate. On the other hand, e-commerce also brings opportunities for offline retailers. By integrating online and offline operations and leveraging the advantages of both channels, retailers can create a better customer experience.

The influence of Social Commerce on the decline in interest in visiting the traditional market of the Cirebon wholesale center

Based on the results of this study, hypothesis two showed a significant influence. Social Commerce is significant to the decrease in interest in visiting the traditional market of the Cirebon wholesale center. This is supported by the T-table value of the influence of Social Commerce on the decrease in visit interest of 1.977 greater than 1.96 and the p-value of 0.049 smaller than 0.05. It can be concluded that with the existence of social commerce, it can affect the decrease in interest in visiting the traditional market of the Cirebon wholesale center. Because Social commerce allows customers to make purchases using social media without having to come to traditional markets. This makes the shopping process easier and more convenient and makes consumers obtain faster and complete information (Hewei & Youngsook, 2022). The explanation is in line with previous research conducted by Uly (2022).

There are two main reasons why social commerce is superior to traditional markets, namely convenience and low prices. Social Commerce can provide a very wide reach, sharing buyers from all over the country can transact on stores or websites. There is no time limit in shopping, consumers can shop anytime at the time they want without having to go out of the house and spend money on the road. According to Nathalia Telly (2023), the solution for offline stores or traditional markets is to add facilities to improve the pleasant shopping experience, facilitate the processing of permits to hold interesting events in the market, or bring order to illegal traders, will create a lively environment so that it will attract more people to shop offline. Social commerce is a solution to real-world problems faced by traditional local small sellers by matching them with local affiliates who can help drive traffic to their online stores (Pandamsari, 2023).

The influence of Tiktok Shop on the decline in interest in visiting the traditional market of the Cirebon wholesale center

Based on the results of this study, hypothesis three shows a significant influence. Tiktok Shop is significant for the decrease in interest in visiting the traditional market of the Cirebon wholesale center. This is supported by the T-table value of Tiktok Shop's influence on the decrease in visit interest of 7.746 greater than 1.96 and the p-value of 0.000 is less than 0.05. It can be concluded that Tiktok shop as an online shopping application has an effect on the development of sales in the traditional market of the Cirebon wholesale center, since the existence of the tiktok shop market traders have difficulty competing, because the goods sold in the market with the tiktok shop experience a far price comparison. This explanation is in line with some other research (Nadia Ulva Febrianti et al., 2023; Reyhan et al., 2024)

Conventional traders, in traditional markets or MSMEs are currently switching from offline business models such as physical stores or door-to-door sales to online business models. This is influenced by the impact of tiktok shops that force business owners to adapt themselves. TikTok continues to innovate and evolve by presenting various types of promotions and attractive product offers that are well packaged and promoted through creative content (Priyono & Sari, 2023). In addition, compared to tiktok shops, in traditional markets, business owners

often face higher costs because product and service prices of products and services must cover offline business operational costs, such as business premises rent, employee salaries, and other costs (Murni, 2023). This can make some products in offline businesses seem more expensive compared to equivalent prices on digital platforms like TikTok. Therefore, it will have a negative impact on business owners in the traditional market. Research conducted by Chintya & Nasution (2024) states that consumers have the potential to lose the physical or face-to-face shopping experience. Conventional shops and shopping centers may face a decline in visitor numbers, leading to a decline in the local economy and social interaction in the community. Therefore it is important for the government to take more concrete steps to help them deal with this situation, namely by helping to create promotional efforts that can build a positive image for traditional markets, conventional business owners want traditional markets to be known as unique shopping places with quality local products and merchant hospitality that is the main attraction.

CONCLUSION

The presence of e-commerce, social commerce, and tiktok shops has significantly decreased interest in visiting the traditional market of Cirebon Wholesale Center. The rise of e-commerce in Indonesia began in 1999 and reached its peak in Asia in 2015. These services are a popular alternative for the millennial generation to increase sales turnover compared to offline stores. The tiktokshop live feature is currently a hot topic due to the closure of tiktokshop due to illegal selling and the government's reopening with regulations.

REFERENCES

- Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102669>
- Attar, R. W., Almusharraf, A., Alfawaz, A., & Hajli, N. (2022). New Trends in E-Commerce Research: Linking Social Commerce and Sharing Commerce: A Systematic Literature Review. *Sustainability (Switzerland)*, 14(23). <https://doi.org/10.3390/su142316024>
- Attar, R. W., Shanmugam, M., & Hajli, N. (2021). Investigating the antecedents of e-commerce satisfaction in social commerce context. *British Food Journal*, 123(3). <https://doi.org/10.1108/BFJ-08-2020-0755>
- Bass, K. (2018). *E-Commerce and Mobile Commerce Technologies*. Scientific e-Resources.
- Bilton, C., & Cummings, S. (2010). *Creative strategy: reconnecting business and innovation* (Vol. 3). John Wiley & Sons.
- Busalim, A. H., Ghabban, F., & Hussin, A. R. C. (2021). Customer engagement behaviour on social commerce platforms: An empirical study. *Technology in Society*, 64. <https://doi.org/10.1016/j.techsoc.2020.101437>
- Chin, W. W. (1988). The Partial Least Squares Approach to Structural Equation Modeling. *Advances in Hospitality and Leisure*, 2, 277–319. <https://www.researchgate.net/publication/311766005>
- Chin, W. W., Peterson, R. A., & Brown, S. P. (2008). Structural Equation Modeling in Marketing: Some Practical Reminders. *Journal of Marketing Theory and Practice*, 16(4), 287–298. <https://doi.org/10.2753/MTP1069-6679160402>
- Chintya, N., & Nasution, M. I. P. (2024). Pengaruh Negatif Perkembangan Tiktokshop Melalui Sistem Informasi Manajemen. *SURPLUS : JURNAL EKONOMI DAN BISNIS*, 2(2), 149–153.
- Dabbous, A., Aoun Barakat, K., & Merhej Sayegh, M. (2020). Social Commerce Success: Antecedents of Purchase Intention and the Mediating Role of Trust. *Journal of Internet Commerce*, 19(3). <https://doi.org/10.1080/15332861.2020.1756190>

- Divya, V. T. S. (2019). A STUDY ON THE IMPACT OF E-COMMERCE ON OFFLINE RETAIL BUSINESS. *ADVANCES IN MANAGEMENT, IT, EDUCATION, SOCIAL SCIENCES*.
- Fani, R., & Safira, I. (2024). Analisis Dampak Pengaruh Keberadaan E-Commerce terhadap Pedagang Konvensional di Situbondo. *JURNAL ECONOMINA*, 3(1), 96–102. <https://doi.org/10.55681/economina.v3i1.1145>
- Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS)* (Vol. 4). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). A primer on partial least squares structural equations modeling (PLS-SEM). *European Journal Of Tourism Research*, 211–213.
- Heinemann, G. (2023). Business Model of Online Trade. In *The new online trade*. https://doi.org/10.1007/978-3-658-40757-5_2
- Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, 41, 100474. <https://doi.org/10.1016/j.entcom.2021.100474>
- Kala Kamdjoug, J. R. (2023). The influence of social network communication on the buying behavior of Cameroonian consumers on social e-commerce platforms. *Journal of Enterprise Information Management*, 36(5). <https://doi.org/10.1108/JEIM-09-2022-0329>
- Li, F. (2020). The digital transformation of business models in the creative industries: A holistic framework and emerging trends. *Technovation*, 92–93. <https://doi.org/10.1016/j.technovation.2017.12.004>
- Liao, S. H., Widowati, R., & Hsieh, Y. C. (2021). Investigating online social media users' behaviors for social commerce recommendations. *Technology in Society*, 66. <https://doi.org/10.1016/j.techsoc.2021.101655>
- Murni, C. K. (2023). *The Decline of Offline Business: The Impact of TikTok Technology Transformation in the Digitalization Era* (pp. 147–152). *Advances in Economics, Business and Management Research*. https://doi.org/10.2991/978-94-6463-346-7_28
- Nadeem, W., Khani, A. H., Schultz, C. D., Adam, N. A., Attar, R. W., & Hajli, N. (2020). How social presence drives commitment and loyalty with online brand communities? the role of social commerce trust. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102136>
- Nadia Ulva Febrianti, Shalsa Aina Widi Zahrafani, & Wafiatul Afifah. (2023). Pengaruh Tiktok Shop terhadap Pedagang Pasar Tradisional di Pasar Tanjung dan Ambulu Kabupaten Jember. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 1(4), 211–120. <https://doi.org/10.47861/tuturan.v1i4.571>
- Nathalia Telly. (2023). *Pengaturan Social Commerce akan Untungkan Pedagang Offline?* DW Global Media Forum. <https://www.dw.com/id/pelarangan-social-commerce-akan-untungkan-pedagang-offline/a-66956829>
- Neirotti, P., De Marco, A., Cagliano, A. C., Mangano, G., & Scorrano, F. (2014). Current trends in smart city initiatives: Some stylised facts. *Cities*, 38. <https://doi.org/10.1016/j.cities.2013.12.010>
- Pandamsari, A. P. (2023). *Indonesia membatasi social commerce demi pedagang lokal*. Retail Asia. <https://retailasia.com/indonesian/exclusive/indonesia-membatasi-social-commerce-demi-pedagang-lokal>
- Priyono, M. B., & Sari, D. P. (2023). Dampak Aplikasi Tiktok Dan Tiktok Shop Terhadap UMKM Di Indonesia. *Jurnal Ilmiah Wahana Pendidikan*, 9(17), 497–506. <https://doi.org/10.5281/zenodo.8315865>

- Reyhan, A., Fauzi, A., Caesar, L. A. Y., Arsyah, Ervin, Rayvan, & Samuel. (2024). Dampak Tiktok Shop Terhadap Pedagang Pasar Tradisional Atau Umkm di Indonesia. *JIM Jurnal Ilmu Multidisiplin*, 2(4). <https://doi.org/10.38035/jim.v2i3>
- Santos, V., Augusto, T., Vieira, J., Bacalhau, L., Sousa, B., & Pontes, D. (2022). E-commerce: Issues, opportunities, challenges, and trends. In *Promoting Organizational Performance Through 5G and Agile Marketing*. <https://doi.org/10.4018/978-1-6684-5523-4.ch012>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Treating Unobserved Heterogeneity in PLS-SEM: A Multi-method Approach. In: Latan, H., Noonan, R. (eds) *Partial Least Squares Path Modeling*. Springer Champ.
- Sarwono, J. (2016). *Membuat Skripsi, Tesis dan Disertasi dengan Partial Least Square SEM (PLS - SEM)*. Andi Offset.
- Sheikh, Z., Yezheng, L., Islam, T., Hameed, Z., & Khan, I. U. (2019). Impact of social commerce constructs and social support on social commerce intentions. *Information Technology and People*, 32(1). <https://doi.org/10.1108/ITP-04-2018-0195>
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63. <https://doi.org/10.1016/j.techsoc.2020.101365>
- Sudaryono, Rahwanto, E., & Komala, R. (2020). E-COMMERCE DORONG PEREKONOMIAN INDONESIA, SELAMA PANDEMI COVID 19 SEBAGAI ENTREPRENEUR MODERN DAN PENGARUHNYA TERHADAP BISNIS OFFLINE. *JURNAL MANAJEMEN DAN BISNIS (JUMANIS) PRODI KEWIRAUSAHAAN*, 2(2). <https://doi.org/10.47080>
- Uly, H. Y. P. (2022). *Pengaruh Penggunaan Sosial Commerce Terhadap Keputusan Dan Kepuasan Pengguna Dalam Membeli Barang Pada Toko Offline Yang Ada Di Kota Kupang*. (S1 Thesis).
- Vikström, A. (2019). E-commerce: the end of offline retail? *Umea University*.
- Wang, C., & Zhang, P. (2012). The evolution of social commerce: The people, management, technology, and information dimensions. *Communications of the Association for Information Systems*, 31(1). <https://doi.org/10.17705/1cais.03105>
- Wang, T. (2023). Research on the Impact of E-commerce on Offline Retail Industry. *Frontiers in Business, Economics and Management*, 10(1).
- Wirtz, B. W., Schilke, O., & Ullrich, S. (2010). Strategic development of business models: Implications of the web 2.0 for creating value on the internet. *Long Range Planning*, 43(2–3). <https://doi.org/10.1016/j.lrp.2010.01.005>
- Yudowati, R., & Handiatmoko, D. (2021). Pengaruh E-Marketing dan E-Commerce Terhadap Pendapatan Usaha UMKM di Tengah Pandemi Covid 19 (Studi Kasus Kecamatan Duren Sawit). *Journal of Information System, Applied, Management, Accounting and Research*, 5(4).
- Zhou, L., Zhang, P., & Zimmermann, H. D. (2013). Social commerce research: An integrated view. *Electronic Commerce Research and Applications*, 12(2). <https://doi.org/10.1016/j.elerap.2013.02.003>

Copyright holders:
Atika Dewi, Choerun Nisa Salsa Bila, Yono Maulana (2024)

First publication right:
Devotion - Journal of Research and Community Service



This article is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/)