



Factors that Influence Consumers Purchase Intention in Buying Over the Counter Drug Online

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ABSTRACT

The use and development of the online internet in all areas of activity has become part of people's habits, a behavior that allows people to adapt and find new solutions for market players, especially in the pharmaceutical sector in carrying out their sales activities online. Over the counter drug market growth especially in online channel. The purpose of this research was to determine the factors that influence consumer purchase intention in buying over the counter drug online. Technology Acceptances Model (TAM) and Virtual Experiential Marketing (VEM) as exogenous variable, trust as mediating variable and purchase intention as endogenous variable. The study were analyzed using the Smart PLS- Structural Equation Model (SEM) third edition and it was conducted with electronic questionnaires using purposive sampling technique to consumers who purchased over the counter drug online in the last 6 months. The number of respondents in this study was 174 respondents. The results found that TAM and VEM variables had a positive effect on trust. Trust can mediate TAM with purchase intention and trust can mediate VEM with purchase intention. Furthermore, TAM, VEM and trust have a positive effect on purchase intention.

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1. Introduction (10 pt, bold)

Along with the times, technology is developing more and more rapidly, including the use of the internet that can be used for doing business or communication. Amount The population in Indonesia from data from the Central Statistics Agency is 266 million. Based on from the research of the Indonesian Internet Service Providers Association (APJII) Internet use in Indonesia increased in 2019 until the second quarter of 2020 reaching 73.7% so that It is estimated that internet users in Indonesia are 196.7 million users increased compared to 2018 data where internet users were 64.8% so there is an increase in the number of internet users in 2020 by 8.9% or equivalent 25.5 million users (APJII, 2021). For the use of internet consumption in Indonesia, the total contribution is dominated by 55% users in Java, then 21% in Sumatra, 10% in Sulawesi, Maluku, Papua, 9% in Kalimantan, 5% in Nusa Tenggara (APJII, 2021) Internet usage is projected to continue to increase as well for several years forward to 2025. The use and development of online internet in all fields of activity has become part of the of people's habits, bring about a big change in behavior, especially in the future. COVID-19 has made people adapt and look for new solutions for market, especially in the pharmaceutical sector in carrying out their sales activities by online (Aithal, 2019). Current health conditions are also influenced by COVID-19, causing an increasing tendency for consumers to self-medication rather than visiting a doctor so that they need more health products for prevention such as vitamins, food supplement, herbal medicines, over the counter (OTC) drug can be purchased without a doctor's prescription (Mohsen & Tarek, 2020). For examples: paracetamol (for fever), salicylic acid (pain, dizziness), ammonium chloride, succus liquiritiae (cough medicine), antacids (ulcer medicine), dexpanthenol (diaper rash cream). Number of drugs registered for the last 5 years 2016-2021 at the Badan Pengawasan Obat dan Makanan (BPOM) for a total of 4,732 food supplement, 12,834 Traditional Medicines and 19,344 drugs. Online marketing of OTC drug has also been regulated by BPOM regulations where online drug distribution activities are from the drug class over the counter, traditional medicine, health supplements. For outlets that can do activities online distribution is Pharmacy Wholesalers (PBF), pharmacies where it is carried out pharmacy practice by pharmacists, as well as electronic system organizers. Online marketing is replacing traditional marketing strategies in the pharmaceutical industry because it's ease of interaction with customers, cost-effectiveness, less time-consuming engagement (Jawaid & Ahmed, 2018). According to Ken Research (2021), COVID-19 condition has had an impact on the retail industry Indonesian pharmacy. In July 2020, the average income of pharmacies decreased by less more than 50% compared to the same period in 2019 due to policies large-scale social restrictions in the country including transportation restrictions so that negative impact on the pharmaceutical retail industry. On the other hand, the use of maintenance digital health in Indonesia after COVID-19 is increasing. One of the local telemedicine application, Alodokter, notes that there are more than 30 million active users (1.5 times higher than before COVID-19). In times of COVID-19 it is very important to increase endurance with multivitamin supplements, herbal or over-the-counter drugs without a prescription (OTC) as a self-medication treatment. So it is hoped that business in the pharmaceutical sector can invest not only in offline stores but can start focused on the online sales sector (Ken Research, 2021). According to survey from Mc Kinsey (2021), nine out of ten Indonesians have tried a new way of shopping online and most people are interested in continuing to after COVID-19 ended, due to the convenience factor and the value obtained by consumer. The use and development of online internet in all fields of activity has become part of the of people's habits, bring about a big change in behavior, especially in the future COVID-19 pandemic has made people adapt and look for new solutions especially in the pharmaceutical sector in carrying out their sales activities by online. By looking at the potential data for the projected increase in digital purchases of OTC products in Indonesian people, it is important for the pharmaceutical industry to know what factors affect consumer purchase intention in

purchasing over-the-counter drugs online. This research will be focused from the consumer's point of view to analyze what factors can influence consumer buying interest in purchasing over-the-counter drugs online. From this research is expected to be input and recommendations to the pharmaceutical industry in optimizing marketing programs and communication functions to increase sales of Over The Counter Drugs online using reliable and competitive advantage strategy with the concept of Technology Acceptance Model, Virtual Experiential Marketing as exogenous variable, Trust as mediating variable and purchase intention as endogen variable (Purwanto & Juwita, 2017). Technology Acceptance Model (TAM) developed by Davis in 1989. It is a model that predicts acceptance and rejection of technology. This model built on the theory developed by Fishbein, named the Theory of Reasoned Action (TRA) where this model is based on the social psychology and tries to explain from the field about behavior someone through their intentions why the individual accepts or reject the application of the technology. TAM predicts user acceptance is determined by two cognitive factors, namely perceived usefulness where the user believe the system or technology can improve/complicate their performance at work. Then the second factor is the perceived ease of use users believe the system or technology used is quite easy. These two factors interconnected where perceived usefulness is influenced by perceived ease of use (Wida et al., 2016).

Perceived ease of use is where the user believes that the system and technology is easy to understand, no need to be bothered with some other activities in conducting online transactions (Roudposhti et al., 2018). Ease of use can also be defined as a situation where a person believes that using a particular system free of effort so that the technology can be easily understood by user. Users who use information technology believe that technology information that is more flexible, easy to understand and operate as ease of use characteristics.

Perceive usefulness according to Roudposhti et al. (2018) explains that the perception of usefulness can be seen from it can increasing productivity, speeding up a job and make work more effective. Perceptions of usefulness can be divided into some indicators as follows improve work performance, increases productivity, enhances effectiveness, the system is useful.

Virtual Experiential Marketing (VEM) is a marketing that virtually does not face to face. VEM is different from other marketing that has physical experience that directly affects the senses, VEM is very dependent on the interface as a substitute for a face-to-face experience (Sah et al., 2018). The main challenge lies in the ability of retailers to attract ask consumers and create an unforgettable experience for consumers (Parekh et al., 2016). In VEM there are five interconnected elements, namely the five senses, interaction, pleasure, flow and community which affect the purchase intention and consumer loyalty. Every element in VEM will have a positive impact on customer intentions to browse shopping sites online and buy from the site (Naeem & Abdul Sami, 2020) So with experience creation Consumers by using VEM are expected to create purchase intentions and consumer loyalty (Indrawati & Fatharani, 2016).

In the online world, the trust factor becomes very important because it becomes basic for transactions for sellers and buyers that enable to meet in the real world. Consumer trust concerns the belief that the product purchased has a various attributes and the benefits of these attributes. Consumer trust towards a product, product attributes and benefits describe a perception of consumer (Ateke & James, 2018). Thus affecting the level of consumer confidence, there is more high and some lower. There needs to be mutual trust between buyers and seller (Ha et al., 2019). Online shopping in Indonesia will increase the potential for crime on the internet, this can be a problem in running online sales system. With online crime, the future of e-commerce relies on consumer trust in a web retailer and in technology. So online shoppers have to rely on information available digitally without being able to directly check the physical information and based on the good name from the seller. Therefore, trust is an important factor in e-commerce.

Technology Acceptance Model as exogenous variable is based on research results of Purwanto & Juwita (2017). The researches, discusses what drives consumers to do online shopping and improve researchers' understanding of consumer attitudes towards online shopping and their intention to shop on the Internet. Research framework using the TAM construction as the basis, supported with exogenous factors and apply them to the context of online shopping. Research shows that attitudes towards online shopping and online shopping intentions not only influenced by ease of use, usefulness, and but also by exogenous factors such as situational factors, consumer traits, product characteristics, previous online shopping experience and trust in online shopping

The selection of VEM is based on the research by Indrawati & Fatharani (2016) and Muna (2016). They research about the relationship of five VEM elements are sense, interaction, pleasure, flow, community relationship with buying interest and loyalty. The results show that the three elements, namely interaction, pleasure, community relationships have a positive effect on interest tracking and 2 elements, namely sense, interaction have a positive effect on buying interest. Both browsing and buying interest have a positive effect on customer loyalty. Online shopping is different from offline (physical) shopping, for online shopping must be evoke emotional responses through virtual channel limitations. In line with research from Japariato & Adelia (2020) the results about good web display has a significant effect on interest purchase, price and web appearance have a significant effect on trust and trust has a significant effect on buying interest. Therefore it is necessary to create a display and structure that attracts consumer buying interest.

The use of trust variables is based on the research Chesney (2016), Ha et al. (2019) and Gabriella & Agus (2021). Trust positively related to attitudes and consumer buying interest online. Violation consumer trust in online shopping will have a negative effect on shopping online and leads to reluctant behavior among consumers to shop for products online in the future. Trust is one of the most influential factors in the online world compared to offline because consumers cannot look into the store directly and check the things they want to buy. Consumer trust in sellers at online can not only affect their trust in others, but also affect the way consumers make online purchases.

Based on some researches, they are five questions formulated for this research. First, it is to find out whether there is a positive influence of Technology Acceptance Model on trust. Second, it is to see whether there is a positive influence of Virtual Experiential Marketing on trust. Third, it is to know whether there is positive influence of trust on purchase intention. Fourth, it is to find out whether there is effect of Technology Acceptance Model on purchase intention. Fifth, it is to see if there is positive influence of Virtual Experiential Marketing on purchase intention.

In this research, there are some hypotheses proposed. First hypotheses (H1), there is positive influence from TAM on trust. Second hypotheses (H2), there is positive influence of VEM on trust. Third hypotheses (H3), there is positive influence of trust on purchase intention. Fourth hypotheses (H4), there is positive influence of TAM on purchase intention. Fifth hypotheses (H5), there is positive influence of VEM on purchase intention.

2. Methods

This research method used individual survey that takes sample from population and uses electronic questionnaire as data collecting tool. In this study used likert scale to measure how strongly respondents agree or disagree with certain statements on a scale of five. The five-point scale are as follows (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree points (Hair et al., 2019). This research uses explanatory research type which explains the causal relationship between the variables through hypothesis testing, where the variables to be analyzed independent variables (TAM, VEM), mediating variable (Trust) on dependent variable (purchase intention). The unit of analysis is the consumer that purchase over-the-counter drug online within the last 6 months. Data from each individual is used to determine the effect of TAM, VEM, Trust on purchase intention in buying over-the-counter drug online. To determine the sample, the researchers use purposive sampling technique with the criteria of consumers who have purchase over-the-counter drug online within the last 6 months. Moreover, questionnaire is a data collection technique which is done by giving a set of questions or written statement to the respondents to be answered. According to Hair et al., (2019) to determine the minimum sample size requirement to detect the value of R² minimum are 0.10, 0.25, 0.50, and 0.75 in the endogenous construction with the model structural values for the 1%, 5%, and 10% significance levels and are assumed to be common 80% statistical power level is used. In this study there are 3 independent variables analyzed, so it takes a minimum of 140 observations to reach power 80% statistic to detect the value of R² 0.1 (with 1% error probability). Based on that theory, this research uses sample of 174 respondents. This research using SEM Smart PLS third version to analyze the data with two models to interpretation the data. First, outer model to test each indicator uses convergent validity, discriminate validity, average variance extracted (AVE) and composite reliability (CR). Second, inner model to test hypothesis uses R square for endogenous latent variable and T-statistical.

3. Results and Analysis

In this research most of the respondents' profiles are in the age group of 25-34 years which are categorized as early workers and millennial generation where at this age since childhood they have known technology such as computers, smartphones and already have their own income and dare to try new things so that industry can create content material that is appropriate for this age target. Education level and income factors also influence a person to shopping online, the higher the potential for online shopping (Budiman, 2017). Jobs as private employees 71% most often shop online. For online services used most choose services from mobile applications by 91% of this respondents can directly access and make purchases from their smartphones, it's easier for them to make transactions at any time.

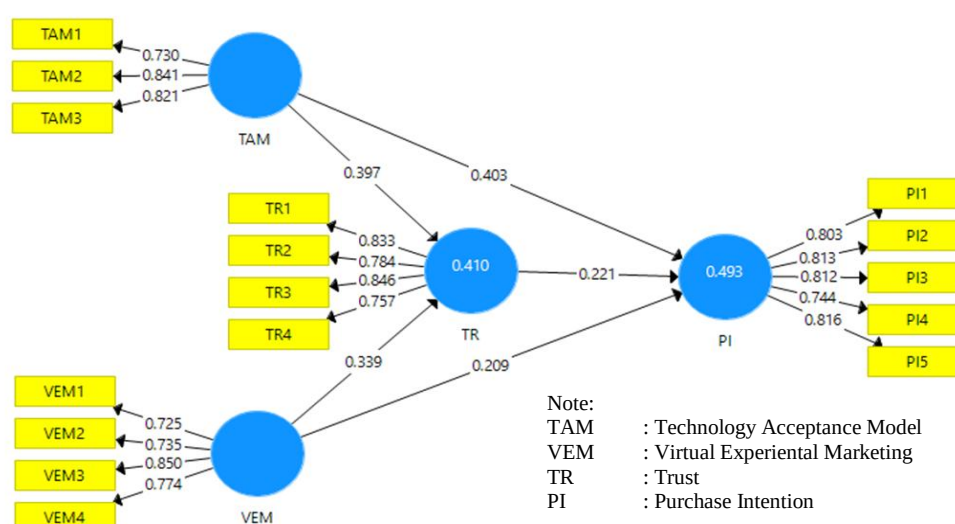


Fig 1 Outer Model

In the preliminary study, a validity test was conducted to measure the consistency of each variable used in this study. Validity testing in this study used convergent validity. The results of the convergent validity test can be seen from the Average Variance Extracted (AVE) above 0.5 and the value of outer loading above 0.7 (Hair et al., 2019)

Table 1
Convergent Validity Test Result

Variables	Indicators	Outer Loading	AVE
TAM	TAM1	0.730	0.638
	TAM2	0.841	
	TAM3	0.821	
VEM	VEM1	0.725	0.596
	VEM2	0.735	
	VEM3	0.850	
	VEM4	0.774	
TRUST	TR1	0.833	0.649
	TR2	0.784	
	TR3	0.846	
	TR4	0.757	
PURCHASE INTENTION	PI1	0.803	0.637
	PI2	0.813	
	PI3	0.812	
	PI4	0.744	
	PI5	0.816	

In the convergent validity test, the AVE value must be above 0.50. From table 1 it can be seen that the AVE of each variable meets the requirements, which is above 0.50. Thus, it can be concluded that the indicators in this research model have been considered valid to measure their respective constructs. From the test results shown in table 1 and Fig 2, all 16 indicators of the variables in the research model have an outer loading value above 0.7 as the required limit. It can be concluded that all indicators in this study are reliable to measure their constructs.

The second stage is to see the reliability of the construct by conducting a reliability consistency test with reference to the value of cronbach's alpha and composite reliability. The required result is Cronbach's alpha value above 0.7 as the lower bound, while the composite reliability value is expected to be between 0.7 to 0.95. The composite reliability value of 0.95 can be considered as the upper bound, if a value greater than this value is found, it can be assumed that there is redundancy of the indicators used (Hair et al., 2019). From table 2, it is found that all variables have Cronbach alpha values above 0.7. Furthermore, in the composite reliability table, all variables have values between 0.7 as the lower limit to 0.95 as the upper limit so that no redundancy problems are found. It can be concluded that all indicators in this research model have been declared reliable to be able to measure their respective constructs.

Table 2
Composite Reliability and Cronbach's Alpha Calculation Results

Variables	Composite Reliability	Cronbach's Alpha
TAM	0.841	0.719
VEM	0.855	0.778
Trust	0.881	0.820
Purchase Intention	0.897	0.858

Hypothesis testing between constructs, using the bootstrap resampling method with the limit value of t-statistic is above 1.96 then it can tell that there is significant influence of exogenous variable on endogenous variables. The results of significance testing are shown in Table 3.

Table 3
Direct Effect

Exogenous	Endogen	Original Sample (O)	T Statistics
TAM	TR	0.397	5.393
VEM	TR	0.339	3.625
TR	PI	0.221	2.852
TAM	PI	0.403	4.752
VEM	PI	0.209	2.683

The first hypothesis is that Technology Acceptance Model (TAM) has a positive effect on trust with a path coefficient of 0.397. The first hypothesis has a t-statistic of 5.393. Thus, based on these limitations, it can be concluded that the first hypothesis is accepted. The results of this research are in accordance with Wu & Ke (2015), they stated that trust can be mediating effects of perceived risk, personality traits and technology acceptance with regard to online shopping intention. Understanding consumer buying intentions is very important because they will make the final decision to make a predictable purchase.

The second hypothesis is that Virtual Experiential Marketing (VEM) has a positive effect on trust with a path coefficient of 0.339. The second hypothesis has a t-statistic of 3.625. It can be concluded that the second hypothesis is accepted. The results are in accordance with the research of Indrawati & Fatharani (2016) that VEM could influence consumers' confidence to buy product that supported with good communication with consumers in chat.

The third hypothesis is that trust has a positive effect on online purchase intention with a path coefficient of 0.221. The third hypothesis has a t-statistic of 2.852. It can be concluded that the third hypothesis is accepted. The results are in accordance

with Ha et al. (2019) trust in an intermediary has a strong influence upon both attitudinal loyalty and purchase intentions. Trust are important factors that have a positive impact to customer decisions in purchase intention.

The fourth hypothesis is that Technology Acceptance Model (TAM) has a positive effect on online purchase intention with a path coefficient of 0.403. The fourth hypothesis has a t-statistic of 4.752. It can be concluded that the fourth hypothesis is accepted. The results of this research are in accordance with Wida (2016) that TAM could affect the intention to shop online with exogenous factor like previous online shopping, consumer trait

The fifth hypothesis is that Virtual Experiential Marketing (VEM) has a positive effect on online purchase intention with a path coefficient of 0.209. The fifth hypothesis has a t-statistic of 2.683. It can be concluded that the fifth hypothesis is accepted. The results of this research are in accordance with the results of Indrawati & Fatharani (2016) and Japariato & Adelia (2020). They research about VEM elements and web display. The results show that good web display has a significant effect on interest purchase, price and web appearance have a significant effect on trust and trust has a significant effect on buying interest.

The next step after reporting the results of hypothesis testing, is to analyze the indirect effect because there is mediating variables (trust) in this research model, so it is necessary to assess the ability of each of these mediating variables to mediate the influence of the independent variables. Path analysis is done by looking at the T-statistics above 1,96 and path coefficient is positive so we can tell that there is the positive and significant influence of exogenous variable on endogenous variable through intervening variable. The results of indirect influence hypothesis testing can be seen in Table 4.

Table 4
Indirect Effect

Exogenous	Mediation	Endogen	Indirect Effect	T Statistics
TAM	TR	PI	0.088	2.320
VEM	TR	PI	0.075	2.348

TAM on purchase intention through trust is positively related with 2,320 of t-statistic. It shows that there is significance influence TAM on purchase intention through trust. But trust as variable mediation did not strengthen the relationship between TAM and purchase intention because the path coefficient value is 0.088 where the TAM direct effect to purchase intention is greater and the value is 0.403

VEM on purchase intention through trust is positively related with 2,348 of t-statistic. It shows that there is significance influence VEM on purchase intention through trust. But trust as variable mediation did not strengthen the relationship between VEM and purchase intention because the path coefficient value is 0.075 where the VEM direct effect to purchase intention is greater and the value is 0.209

Table 5
Coefficient of Determination (R-Square)

Indicators	R Square
Trust	0,410
Purchase Intention	0,493
$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$	
$Q^2 = 1 - (1 - 0,41)(1 - 0,493)$	0,701

The value of R^2 for the variable of trust is 0.41. This value means that the percentage of trust can be explained by TAM and VEM variables is 41%. The value of R^2 for the variable of purchase intention is 0.493. Obtaining this value explains that the percentage of purchase intention can be explained by TAM, VEM, Trust variables is 49.3%. So it can be said that purchase intention and trust variables are influenced by other variables so that further this research model can also be developed again by adding variables.

The next test is Q^2 which aims to determine the predictive ability of the relevance of a latent variable in the research model. The Q^2 predictive relevance is 0,701 that show diversity of purchase intention can be explained by the overall model (TAM, VEM, Trust) of 70,1%. The rest of 29,9% can be explained by other variables that are not analyzed in this study.

4. Conclusion

All the hypotheses proposed in the research are accepted (H1, H2, H3, H4, and H5). Some of the limitations in this study that affect the results for further research it is this study only took data from 174 respondents, most of them live in Jakarta, Bogor, Depok, Tangerang, Bekasi, for further research it is recommended that there is geographic representation or other regions or cities. This research only analyzes the indicators of consumer purchase intention for purchasing over the counter drugs online from the Technology Acceptance Model, Virtual Experiential Marketing and trust variables. For further research, it can also added other influencing variables, such as perceived risk, electronic word of mouth (E-WOM). This research method used individual survey using electronic questionnaire with purposive sampling technique to consumers who purchased over the counter drug online in the last 6 months. For next study can used interviews to find out more about the reasons consumers make purchases online.

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