

E-Commerce vs Social Commerce: Consumer Behavior on Digital Platforms

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Abstract - The development of digital technology has created new opportunities in the way people shop and make decisions. In this transformation, e-commerce and social commerce have emerged as the two main faces of online commerce. E-commerce is known for its organized and efficient system, offering convenience in transactions. Meanwhile, social commerce provides a more personalized experience by involving social interaction through platforms such as TikTok Shop and Instagram Live. This study aims to understand how these two models influence consumer behavior in the digital age. By referencing 17 sources published between 2024 and 2025 through a systematic literature review approach, this study identifies key patterns in consumer decision-making. The findings reveal that e-commerce is more effective in attracting consumers who prioritize speed and convenience, while social commerce is stronger in building trust and emotional connection. These findings suggest that integrating the strengths of e-commerce systems with the social approach of social commerce could be a promising strategy for businesses in the digital age. This research also opens up discussion about the importance of understanding digital dynamics not only from a technological perspective but also from the increasingly complex human behavioral perspective.

Keyword e-commerce, social commerce, consumer behavior, digital interaction, purchasing decisions.

INTRODUCTION

Digitalization is developing rapidly and has changed consumer behavior in shopping. E-commerce platforms have long been the main solution for online shopping, emphasizing efficiency, convenience, and ease of transaction (Juniar et al., 2025). The development of information and communication technology has brought about major changes in consumer behavior, especially in the digital context. The emergence of e-commerce platforms such as Tokopedia and Shopee has simplified buying and selling transactions by offering convenience, product variety, and time efficiency (Rohmah et al., 2025). However, the presence of social commerce, which integrates social interaction elements with online transactions, has added a new dimension to the digital shopping experience. Social commerce is not only a distribution channel for products but also a place where consumers seek reviews, build trust, and interact in real-time with sellers or influencers (Judijanto & Juniansyah, 2025). Digital technology has revolutionized how consumers interact with the market, creating a new ecosystem in the form of e-commerce and social commerce. E-commerce enables consumers to conduct transactions online through efficient and systematic marketplace platforms, while social commerce offers a more interactive and community-based shopping experience through social media (Nurlina, S.Kom. et al., 2025). In Indonesia, social commerce is growing alongside the increasing use of social media and internet penetration, particularly through platforms such as TikTok, Shopee Live, and Instagram Shop. Features like live shopping and user-generated content increase consumer engagement and create a more personalized shopping experience (Sulistyaningsih & Ashidiqy, 2025).



According to (Agus Yudianto, 2025), e-commerce platforms like Shopee utilize integrated marketing communication (IMC) strategies to enhance brand image, customer trust, and consumer loyalty. On the other hand, social commerce enables consumers to make purchases based on social recommendations, reviews, and real-time interactions, as applied in cooperative and UMKM sales systems based on Instagram (Hasanah et al., 2025). In recent years, the phenomenon of social commerce—commercial activities based on social media platforms like Instagram, TikTok, and Facebook—has begun to play a significant role in shaping consumer purchasing decisions (Hasanah et al., 2025).

A study by Nazilah (2025) states that digitization has shifted consumer preferences from conventional interactions to digital interactions with stronger emotional and social content. However, there have not been many studies that systematically compare how e-commerce and social commerce influence consumer behavior, especially in the Indonesian context. This research aims to analyze the differences in the impact of these two platforms on the consumer decision-making process. The main difference between e-commerce and social commerce lies in the characteristics of interaction. While e-commerce emphasizes efficiency and rationality in the transaction process, social commerce prioritizes social, emotional, and user engagement aspects within digital communities (Mulyono et al., 2024). Consumers today not only consider price and quality but also seek social validation in the form of reviews, comments, and influence from social media influencers. This shift in preferences poses challenges for businesses that must be able to combine the transactional approach of e-commerce with the engagement strategies of social commerce (Mubarok et al., 2025). Therefore, this research is important to identify the differences, advantages, and factors influencing consumer decisions on each platform. This transformation occurs alongside changes in consumer behavior, which is now more influenced by emotional, social, and cognitive aspects when making purchasing decisions. Social media reinforces the social and personalization effects in digital marketing (Nurlina, S.Kom. et al., 2025), making social commerce an evolution of conventional e-commerce. Therefore, it is important to examine in depth how consumer behavior is shaped and influenced by the platforms they use.

METHOD

A Systematic Literature Review (SLR) approach and qualitative descriptive analysis were used in this study to comprehensively examine the differences, strengths, and influences of two digital commerce models: e-commerce and social commerce on consumer behavior in Indonesia. This approach was chosen because it provides a holistic understanding of trends, preferences, and social dynamics in the consumer decision-making process. The type and approach of the research used a qualitative descriptive approach based on literature review. The SLR approach was chosen to ensure the reliability of the literature review process through systematic, transparent, and replicable stages (Nazilah, 2025); (Mubarok et al., 2025). Data collection techniques involved gathering data from 17 accredited national journal articles published between 2021 and 2025. The data collection process was conducted through: Systematic searching in journal databases using keywords: e-commerce, social commerce, digital consumer behavior, social interaction, and purchasing decisions. Data analysis was performed using thematic content analysis, with the analysis stages including: 1. Initial coding of frequently occurring variables, such as: trust, reviews, impulse buying, social engagement, promotional effectiveness, and shopping experience (Mulyono et al., 2024). 2. Categorization of data based on platform (e-commerce vs. social commerce), 3. Narrative synthesis, comparing and linking findings from each journal (Sulistyaningsih & Ashidiqy, 2025); (Kholifah, 2025). 4. Compiling a list of analyzed journals, as shown in Table 1. List of research journal sources.

Table 1. List of Research Journal Sources

No.	Author Name	Discussion
1	(Mubarok et al., 2025)	Digital marketing strategies and consumer behavior
2	(Sakhi et al., 2025)	Consumptive trends among e-commerce users
3	(Hasanah et al., 2025)	Social commerce and website-based UMKM
4	(Zed et al., 2025)	Digital marketing and purchasing decisions
5	(Mulyono et al., 2024)	The role of online reviews in consumer behavior
6	(Rohmah et al., 2025)	Digital marketing strategies and consumer convenience
7	(Permana et al., 2025).	UMKM adaptation in dealing with digital consumers



No.	Author Name	Discussion
8	(Hartono, 2025)	The impact of digitalization on traditional retail
9	(Gulo et al., 2025)	Southeast Asian e-commerce trend data
10	(Nazilah, 2025)	Changes in consumer behavior in the digital market
11	(Juniar et al., 2025)	The influence of digital marketing on e-commerce
12	(Judijanto & Juniansyah, 2025)	Social commerce trends in bibliometrics
13	(Kholifah, 2025)	Halal skincare purchasing behavior via e-commerce
14	(Sulistyaningsih & Ashidiqy, 2025)	The influence of live shopping on purchasing
15	(Dwi et al., 2025)	Digital economic transformation and consumption patterns
16	(Nurlina, S.Kom. et al., 2025)	Purchasing decisions are influenced by emotions, personalization, FOMO, and social media interactions.
17	(Agus Yudianto, 2025)	Integrated marketing communication (IMC) strategies

The SLR approach was chosen to provide theoretical and practical contributions to the study of digital consumer behavior, while bridging the gap between the systematic approach of e-commerce and the social-emotional approach of social commerce. (Mulyono et al., 2024); (Permana et al., 2025). The results of this analysis are expected to serve as a reference for policymakers, digital business practitioners, and future researchers in developing adaptive digital marketing strategies that are human-behavior oriented in the era of technological transformation. Attached is a systematic literature review (SLR) matrix of the 17 journals reviewed, as depicted in Table 2.

Table 2. Systematic Synthesis (SLR) Research Matrix

No.	Author Name	Title of Research Source	Focus Variable	Research Method	Findings
1	(Mubarak et al., 2025)	Digital Marketing Strategies	Personalization, trust, AI	Literature review	Consumers are more responsive to data-driven personalization
2	(Sakhi et al., 2025)	Consumption Trends in E-Commerce	Promotions, impulse buying	Descriptive qualitative	Promotions and convenience drive emotional purchases
3	(Hasanah et al., 2025)	Social Commerce for UMKM	Social interaction, online systems	System development	Social media integration increases loyalty
4	(Zed et al., 2025)	The Impact of Digital Marketing	Influencers, reviews, trust	Quantitative (survey)	Digital marketing has a significant impact
5	(Mulyono et al., 2024)	Online Reviews and Consumer Behavior	e-WOM, reviews, trust	Literature review	(R ² = 0.545)
6	(Rohmah et al., 2025)	Online Shopping Trends & Strategies	Promotions, convenience	Interviews & content	Credible reviews are more influential than advertisements
7	(Permana et al., 2025)	UMKM Adaptation	Digital literacy, social media	Interviews, case studies	Digitalization is changing the shopping patterns of the younger generation



No.	Author Name	Title of Research Source	Focus Variable	Research Method	Findings
8	(Hartono, 2025)	Traditional Retail & Digital Consumers	Shopping preferences, price	Case studies	Social commerce increases the competitiveness of MSMEs
9	(Gulo et al., 2025)	Southeast Asian E-Commerce Trends	Gen Z, mobile commerce	Google Trends + survey	Consumers are switching because of digital convenience
10	(Nazilah, 2025)	Digital Markets and Consumer Behavior	Digital interaction, emotionality	Interviews& FGD	Consumers are increasingly dependent on social validation.
11	(Juniar et al., 2025)	Digital Marketing in E-Commerce	Influencers, reviews, email	Systematic Review	Social media effectively increases loyalty.
12	(Judijanto & Juniansyah, 2025)	Social Commerce in E-Commerce	Live streaming, AI, trust	Bibliometrics (VOSviewer)	Social commerce is becoming increasingly dominant in Southeast Asia.
13	(Kholifah, 2025)	Halal Skincare Purchases	Halal labeling, price, reviews	Descriptive qualitative	Decisions are influenced by reviews and halal certification.
14	(Sulistyaningsih & Ashidiqy, 2025)	Live Shopping & Purchasing	Live streaming, engagement	Quantitative (SEM-PLS)	Live shopping features encourage impulse purchases.
15	(Dwi et al., 2025)	Digital Economy and Consumption	Digitalization, online consumption	Literature Review	Online shopping is becoming more personalized and efficient.
16	(Nurlina, S.Kom. et al., 2025)	Decoding Consumer Behavior: Understanding Consumers in the Digital Age	Emotions, cognition, personalization, FOMO, purchasing behavior	Literature study (interdisciplinary: psychology, marketing, technology)	Digital consumers are greatly influenced by emotions and personalization; marketing strategies need to focus on experience, community, and technology.
17	(Agus Yudianto, 2025)	The Role of Marketing Communication and Trust in E-Commerce Consumer Loyalty Shopee	Marketing communication, trust, and consumer loyalty	Quantitative causal, multiple regression, questionnaire	Integrated marketing communication (IMC) improves brand image, customer trust, and loyalty in Shopee e-commerce.

From Table 2 Systematic Synthesis SLR Matrix, it was found that: 1. E-Commerce excels in: efficiency, ease of access, and product variety (Zed et al., 2025); (Juniar et al., 2025). 2. Social Commerce stands out in:



social trust, interactivity, and emotions in purchasing decisions (Mulyono et al., 2024); (Sulistyaningsih & Ashidiqy, 2025). 3. Trust and reviews are dominant cross-platform variables (Hasanah et al., 2025). 4. Younger generations (Gen Z) are more engaged with social commerce due to visualization, gamification, and live streaming (Gulo et al., 2025); (Kholifah, 2025).

I. RESULT AND DISCUSSION

A. Result

The study results show several key findings: 1. The Impact of E-Commerce on Efficiency and Convenience: E-commerce still excels in terms of ease of access, integrated payment systems, and efficient logistics. Factors such as delivery speed and competitive prices are the main determinants in consumer purchasing decisions (Juniar et al., 2025); (Dwi et al., 2025). 2. Social Commerce and Emotional Engagement: Social commerce offers more intense interaction between sellers and buyers through live streaming and real-time comments, which builds higher trust and encourages impulsive purchases (Sulistyaningsih & Ashidiqy, 2025). Platforms like TikTok Shop demonstrate that influencers' personalities and credibility significantly influence consumer purchasing decisions. 3. The Role of Reviews and Communities: In social commerce, consumers tend to rely on electronic word of mouth (eWOM) and recommendations from online communities. Positive reviews can replace the function of advertising in building product credibility (Judijanto & Juniansyah, 2025); (Kholifah, 2025). 4. Demographic Segmentation: Digital-savvy Generation Z shows a higher preference for social commerce because they are more accustomed to interactive features and visual entertainment such as short videos, gamification, and real-time consumer reviews (Kholifah, 2025). This is illustrated in Table 3 of the research results.

Table 3. Research Results

No.	Title Source	Author	Research Method	Research Results
1	Consumer Behavior Analysis in Digital Marketing Strategies	(Mubarak et al., 2025).	Literature study	Personalization, social media engagement, and AI play a major role in purchasing decisions.
2	Trends in Consumer Behavior in E-Commerce	(Sakhi et al., 2025)	Descriptive qualitative	Promotions, ease of access, and social influence drive impulse purchases.
3	The Application of Social Commerce for UMKM	(Hasanah et al., 2025)	Waterfall development, system observation	Interaction increases with website and social media integration.
4	The Influence of Digital Marketing on Purchasing Decisions	(Zed et al., 2025)	Quantitative survey (15 respondents)	Digital marketing influences purchasing decisions ($R^2 = 0.545$).
5	Online Reviews and Digital Consumer Behavior	(Mulyono et al., 2024)	Literature study	Credible reviews (especially negative ones) greatly influence purchasing decisions.
6	Consumer Behavior in the Digital Age: Trends and Effective Marketing Strategies	(Rohmah et al., 2025)	Interviews & content analysis	Key factors: convenience, variety, promotions, transaction security.



No.	Title Source	Author	Research Method	Research Results
7	Sustainability of UMKM in the Digital Economy: Adaptation Strategies to Changes in Consumer Behavior	(Permana et al., 2025)	Qualitative: interviews & case studies	UMKM with social commerce are more competitive and sustainable.
8	The Impact of Changes in Consumer Behavior on the Sustainability of Traditional Retail Businesses: A Case Study of the Pemangkat Central Market in West Kalimantan	(Hartono, 2025)	Qualitative case studies	Consumers are switching to e-commerce due to price and convenience.
9	E-Commerce Trends in Southeast Asia (Google Trends)	(Gulo et al., 2025)	Mixed-method: Google Trends & survey	Growth influenced by social media integration, Gen Z, and mobile commerce
10	Digital Market Analysis: The Impact of Technology on Changes in Consumer Behavior	(Nazilah, 2025)	Qualitative (Interview, FGD, Content Analysis)	Shopping behavior is shifting from offline to online due to ease of access, digital interaction, and user reviews.
11	The Influence of Digital Marketing on Consumer Purchasing Decisions on E-Commerce Platforms	(Juniar et al., 2025)	Systematic Literature Review (SLR)	Digital marketing (social media, influencers) effectively increases purchase intent and loyalty in e-commerce.
12	A Bibliometric Review of Social Commerce: Trends and Research Directions in E-commerce	(Judijanto & Juniansyah, 2025)	Bibliometric Analysis (VOSviewer, Scopus)	Social commerce focuses on engagement, trust, and new technology; Southeast Asia is an active contributor.
13	Analysis of Consumer Behavior in Purchasing Decisions for Halal Skincare Products through E-Commerce Applications	(Kholifah, 2025)	Descriptive Qualitative (Observation, Interview)	Positive reviews and halal labels encourage the purchase of halal skincare products; e-commerce facilitates the shopping process.
14	The Impact of Live Shopping Features in Social Commerce on Consumer Purchasing Decisions on E-Commerce Platforms in Indonesia	(Sulistyaningsih & Ashidiqy, 2025)	Quantitative (SEM-PLS, n=250)	Live shopping features increase social engagement and have a direct impact on consumer purchasing decisions.
15	Digital Economic Transformation and the Evolution of Consumption Patterns: A Literature Review on Changes in Shopping	(Dwi et al., 2025)	Literature Review	Online shopping is increasing due to convenience, efficiency, and personalization; social commerce adds to the emotional experience.



No.	Title Source	Author	Research Method	Research Results
	Behavior in the Internet Age			
16	Decoding Consumer Behavior: Understanding Consumer Minds in the Digital Age	(Nurlina, S.Kom. et al., 2025)	Interdisciplinary literature study	Emotions, personalization, FOMO, and cognition have a major influence on digital consumer behavior; marketing strategies must combine rational and emotional approaches.
17	The Role of Marketing Communication Relationships and Trust on E-Commerce Consumer Loyalty on Shopee	(Agus Yudianto, 2025)	Quantitative (Multiple Regression)	Integrated communication enhances brand awareness and trust; consumer loyalty increases with IMC strategies.

The results of the study show that e-commerce excels in ease of transaction, price, and efficiency, while social commerce excels in social interaction, trust in the form of reviews, and personal experience. The younger generation tends to choose platforms that combine both: the functionality of e-commerce and the interactivity of social media. Digital marketing, online reviews, and social integration are key factors in digital purchasing decisions.

B. Discussion

It is also known that consumer behavior in e-commerce prioritizes efficiency, transaction security, and comprehensive product information (Zed et al., 2025). There is a greater focus on transaction efficiency, product variety, competitive prices, and ease of delivery (Rohmah et al., 2025); (Zed et al., 2025). Purchases are individual and involve minimal social interaction, although online reviews remain the primary source of reference. Ease of access, payment security, and structured search features are key advantages (Sakhi et al., 2025). Consumers generally search for products based on user reviews, compare prices, and make purchases without intense social interaction. A study by (Rohmah et al., 2025) shows that 87% of consumers read online reviews before purchasing a product, and factors such as discounts, security, and ease of use are the main reasons for shopping on e-commerce platforms. Meanwhile, consumer behavior in social commerce stands out in terms of interactivity and social trust, relying on social proximity, direct interaction, and trust. Consumers tend to purchase because they are influenced by reviews from friends, micro-influencers, and emotionally engaging live shopping content. Products that go viral on social media are more likely to be purchased, even impulsively. The influence of reviews by influencers, reviews from friends or family, and organic content on social media significantly impacts consumers. (Hasanah et al., 2025). According to (Mulyono et al., 2024), positive reviews from trusted figures can significantly increase purchase intent, even more so than digital ads. Additionally, features like live shopping, real-time comments, and endorsements by micro-influencers strengthen the emotional connection with the brand. This provides a more “human” shopping experience, where two-way interaction creates a sense of community and engagement (Mubarok et al., 2025). The advantages and disadvantages of each platform are also illustrated in Table 4, which shows that social commerce does not replace e-commerce but complements it by targeting consumers' emotional and social needs.

Table 4. Advantages and Disadvantages of E-commerce and Social E-commerce

Aspect	E-Commers	Social E-Commers
Main focus	Efficiency, quick access	Social engagement, recommendations
Media	Website/App	Social media (IG, TikTok, FB)
Decision-making sources	Reviews and ratings	Influencers and friends

Advantages	Quick transactions, lots of options	Personalization, emotional engagement
Challenges	Information overload, trust issues	Lack of formal payment systems

The determining factors for purchasing decisions are influenced by review credibility, review valence, interactivity, and personalization of experience, which are important determinants in purchasing decisions in the digital era (Mulyono et al., 2024). E-commerce excels in terms of information and speed, while social commerce excels in social influence and engagement. In this case, MSMEs must face challenges in technology, digital literacy, and system integration. (Permana et al., 2025). Regarding the use of AI, content personalization, UGC (user-generated content), and collaboration with influencers are key to success (Mubarok et al., 2025); (Rohmah et al., 2025).

II. CONCLUSION

It can be concluded that e-commerce and social commerce have different impacts on consumer behavior. E-commerce emphasizes functional aspects such as efficiency, ease of transaction, and logistics, while social commerce emphasizes emotional, social, and interactive engagement. Both platforms have their own advantages and can complement each other in digital marketing strategies. The practical implication of this research is the importance of integrating the functional elements of e-commerce with the social and emotional elements of social commerce in building consumer loyalty and trust. Further research is recommended to empirically test this integrative model across various digital platforms. The main difference between e-commerce and social commerce lies in how consumers interact and make purchasing decisions. E-commerce focuses on transactional logic, while social commerce builds emotional connections through social relationships and recommendations. Businesses need to combine both approaches to create effective and relevant marketing strategies. By integrating a robust e-commerce platform with social media capable of creating emotional engagement, companies can build loyalty and increase sales conversions. This is illustrated in Table 5, which compares the behavior of consumers who purchase from e-commerce versus social e-commerce.

Table 5. Comparison of Consumer Behavior

Comparative Aspects	E-Commerce	Social E-Commerce	Implications for Consumer Behavior
General Characteristics	Systematic, structured, efficient transactions	Interactive, community-based, emphasizing two-way communication	Showing consumer preferences based on functional vs. emotional orientation
Media Platform	Shopping websites or apps such as Tokopedia, Shopee	Social media such as TikTok Shop, Instagram Live, Shopee Live	Platforms influence the intensity of interaction and the form of shopping experience
Interaction Model	Direct transactions, minimal personal communication	Real-time communication (chat, live), social interaction, and emotional response	The level of closeness between consumers and sellers is higher in social commerce
Consumer Information Sources	Written reviews, ratings, product descriptions	Live testimonials, video content, recommendations from friends/influencers	Social commerce generates more personal and direct engagement
Purchase Decision Drivers	Price, speed, security, efficiency	Influencer credibility, emotional connection, social recommendations	Rational factors dominate e-commerce; social-emotional factors dominate social commerce
Consumer Segmentation	Consumers who value speed, convenience, and control over information	Generation Z and millennials who are active on social media	Marketing strategies need to be tailored to the psychographic profile of users

Comparative Aspects	E-Commerce	Social E-Commerce	Implications for Consumer Behavior
		and enjoy personalized experiences	
Key Advantages	Fast purchasing process, secure payment system, neatly organized products	High engagement, building trust through interaction and authentic content	The combined strengths of both platforms can enhance the consumer experience holistically
Common Weaknesses	Minimal social interaction, prone to information overload	Risk of fraud, not all systems are technically verified	Integration is needed between the reliability of e-commerce systems and the emotional interaction of social commerce
Effects on Consumer Loyalty	Loyalty built through efficiency and consistency of service	Loyalty is built through social closeness, personal involvement, and community	Social commerce is more effective at building long-term relationships if supported by a stable transaction structure
Recommended Integrative Strategies	Data-driven system and logistics optimization	Strengthening interaction, storytelling, and collaboration with micro-influencers	The integration of e-commerce and social commerce is a strategic approach in behavior-based digital marketing

Sales generated from e-commerce and social commerce contribute differently but complement each other in terms of digital consumer behavior. E-commerce excels in speed and efficiency, while social commerce forms emotional closeness and builds trust through social interaction. In the context of digital business strategy, integrating both approaches is key to creating a comprehensive, adaptive shopping experience that is relevant to modern consumer expectations.

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Professional Education Studies and Operations Research

Vol. 2 No. 1 (June 2025) <https://www.journal-profesor.org> ISSN 3047-4744

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