THE INFLUENCE OF PRICE PERCEPTIONS, PRODUCT REVIEWS, AND CONVENIENCE ON PURCHASE DECISIONS AT TOKOPEDIA E-COMMERCE

Dian Citaningtyas Ari Kadi[1], Rizal Ula Ananta Fauzi[2], Arman Hj. Ahmad[3], Winda Putri Wardani[4]

[1,2,4]Universitas PGRI Madiun, Indonesia

[3]Universiti Kuala Lumpur Business School, Malaysia

Article's Information	ABSTRACT
	This study is entitled "The Influence of Price Perception, Product Reviews, and Ease of Purchasing Decisions on E-Commerce Tokopedia in Madiun City." This study aimed to determine the effect of price perceptions, product reviews, and convenience on purchasing decisions on e-commerce Tokopedia in Madiun City. This quantitative research uses a sampling technique using probability sampling with a simple random sampling technique. The respondents of this study were 384 people—data analysis using multiple linear regression using the SmartPLS 3.0 application. Based on the results of hypothesis testing, there is a positive and significant effect between price perceptions and purchasing decisions, a positive and significant effect between product reviews and purchasing decisions, and a positive and significant influence between convenience and purchasing decisions. However, the perception of price, product reviews, and convenience do not simultaneously affect purchasing decisions.

Keywords: *Price Perception, Product Reviews, Convenience, Purchasing Decisions.*

ABSTRAK

Penelitian ini berjudul "Pengaruh Persepsi Harga, Ulasan Produk, dan Kemudahan terhadap Keputusan Pembelian pada *E-Commerce* Tokopedia di Kota Madiun". Tujuan penelitin ini untuk mengetahui pengaruh persepsi harga, ulasan produk, dan kemudahan terhadap keputusan pembelian pada *e-commerce* Tokopedia di Kota Madiun. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik pengambilan sampel menggunakan *probability sampling* dengan teknik *simple random sampling.* Responden penelitian ini sebanyak 384 orang. Analisis data menggunakan regresi linier berganda dengan menggunakan aplikasi SmartPLS3.0. Berdasarkan hasil uji hipotesis terdapat pengaruh yang positif dan signifikan antara persepsi harga dengan keputusan pembelian, terdapat pengaruh yang positif dan signifikan antara ulasan produk terhadap keputusan pembelian, terdapat pengaruh yang positif dan signifikan antara kemudahan terhadap keputusan pembelian. Tetapi persepsi harga, ulasan produk, dan kemudahan tidak berpengaruh secara simultan terhadp keputusan pembelian.

Kata Kunci: Persepsi Harga, Ulasan Produk, Kemudahan, Keputusan Pembelian.

Introduction

Tokopedia is a buying and selling site that is currently in vogue. Tokopedia provides a place for sellers and buyers to buy and sell products for free. Besides being free, Tokopedia provides joint accounts where security is guaranteed (Sudjatmika, 2017).

Tokopedia experienced an increase in ranking in the number of active users and became the e-commerce with the highest number of users in Indonesia in 2021. In contrast, the previous year, Tokopedia was still in second place. Tokopedia has useful features that make it easy for sellers and consumers, such as Power Merchant Pro, Tokopedia Official Store, etc. Because of the various reviews and conveniences offered, many Tokopedia consumers decide to buy the goods they need on this platform. Tokopedia has also managed to score more than 50 million app downloads through the Play Store since its release on June 10, 2014. Tokopedia has logged more than 135 million active users with an average rating of 4.64.

This is also supported by the authors who made observations on several platforms above. As a result, consumers perceive the price offered by Tokopedia as more reasonable and by the quality or authenticity of the goods. The increase in Tokopedia users was influenced by the many reviews discussing how Tokopedia provides discount services, free shipping, cashback, and other conveniences following advertisements that are often displayed on various platforms.

Reviews can not only be found on the platform application but can also be found on various types of social media. Many groups or associations often discuss things that happen on e-commerce platforms. Most consumers often complain because the cashback and promotions provided by other e-commerce are different from the benefits being promoted. Conversely, many consumers claim to be happy and satisfied with the discounts provided by Tokopedia because they follow what is being promoted, which can influence consumer purchasing decisions. The purchasing decision is the stage in the decision-making process when consumers will buy. Before actually buying, consumers will go through several stages of the buying process. Decision-making is an individual activity of consumers directly involved in purchasing goods offered by companies (Darmansah & Josepha, 2020).

This product review is a feature that contains opinions from consumers that reflect the actual quality of the item, such as color problems, inconsistent specifications, usage problems, or high quality and a good experience. Product reviews are reviews given by customers on products they have purchased (Ilmiyah & Krishernawan, 2020). According to research by Vania (2017), it gives the result that product reviews have an influence but do not sign on purchasing decisions at ataokopedia.com. Based on the results of research from

Constantinides and Holleschovsky (2016) it gives the result that product reviews have a positive effect on purchasing decisions. Consumers who buy on a marketplace will rely heavily on reviews from other consumers to determine whether the goods or services are worth buying. It means knowing about the product to be purchased from the consumer. Whether or not the reviews are, of course, very influential for the reputation of a marketplace.

In connection with some of the problems above and considering the importance of price perception, product reviews, and convenience factors related to purchasing decisions, the researcher is interested in researching the effect of price perceptions, product reviews, and convenience on purchasing decisions on Tokopedia e-commerce in Madiun City. The background of this research is that there is still a gap from previous research. Therefore, researchers want to follow up by researching "The Influence of Perceived Prices, Product Reviews, and Ease of Purchasing Decisions at Tokopedia E-Commerce in Madiun City."

THEORY STUDY AND HYPOTHESIS DEVELOPMENT

Price Perception

Price is something that influences income and how the seller generates costs. The company sets prices based on the conditions in the surrounding environment and the company's ability to provide benefits to consumers. Consumer understanding of price perceptions is important for companies (Samosir & Prayoga, 2015).

Perceived price can be used as a benchmark for the information obtained by consumers as well as how it compares with the amount of money spent on the size of the product to be obtained. According to Pradana & Rahfsan (2018), price perceptions are often described by the perceived quality and perceived costs incurred by consumers to obtain products.

The research conducted by Darmansah & Josepha (2020) showed that price perceptions positively and significantly influence purchasing decisions. In line with Pramudana & Santika (2018), whose research results also prove that price perceptions positively and significantly influence purchasing decisions. That means that in purchasing decisions, price perception factors greatly influence consumers to get goods or services that are in balance with the money or effort expended.

H1: Perceived price influences purchasing decisions

Product Reviews

Product reviews are a form of marketing strategy that is expected to influence consumers and then influence consumers to make purchases. The reference used to consider a

product can be obtained from the available product review features (Shafa & Hariyanto, 2020).

Research by Sudjatmika (2017) stated that product reviews had a positive but insignificant effect on purchasing decisions. Meanwhile, the results of other studies state that product reviews positively and significantly influence purchasing decisions (Shafa & Hariyanto, 2020). The better the reviews given by other consumers will positively impact other consumers who will make purchasing decisions. Conversely, if product reviews tend to be unfavorable and disappointing, it will harm consumers who make purchasing decisions, and consumers will likely choose another platform.

H2: Product reviews affect purchasing decisions

Convenience

Convenience is expected to ease one's work by reducing the effort made, so the technology used is expected to provide a good perception of the emergence of subsequent technologies (Prayudha, 2019). Ease of use of technology is a scale where a person has confidence that the technology can be understood and used (Pramudana & Santika, 2018).

Convenience has a significant effect on purchasing decisions (Prayudha, 2019). Likewise, the research results (Vania, 2017) state that convenience has a positive and significant influence on purchasing decisions. The convenience offered by a site certainly greatly affects consumers who make purchasing decisions because consumers will feel very benefited if they get many conveniences.

H3: Convenience affects Purchasing Decisions

Buying decision

Purchasing decisions are actions that consumers will take to purchase a product. Therefore, making a purchase is a process of choosing one of several choices with real follow-up, after which consumers can evaluate the decisions and then decide what steps to take next (Pradana & Rahfsan, 2018).

The research results of Samosir & Prayoga (2015) show that price perception positively and significantly influences purchasing decisions. Product reviews positively and significantly influence purchasing decisions (Vikaliana, 2020). Research conducted by Ardyanto (2015) states that convenience positively and significantly affects purchasing decisions.

 H4: Perceived price, product reviews, and convenience influence purchasing decisions.

Method

This research was conducted based on an increase in the number of Tokopedia users in Indonesia. The same thing also happened in Madiun City, where the number of Tokopedia users increased, so this research was conducted in Madiun City.

This study uses multiple linear regression analysis models. Multiple linear analysis is used to determine the effect of several dependent variables on independent variables (Samosir & Prayoga, 2015). So, the researcher aims to prove the effect of price perceptions, product reviews, and convenience on purchasing decisions at Tokopedia e-commerce in Madiun City.

The sampling technique used in this study is probability sampling with a simple random sampling method. Simple random sampling is a random and simple sampling technique, regardless of the existing levels in the population and the characteristics of the population members who have the same tendency (Kurniawan & Puspitaningtyas, 2016).

A research variable is determined by the researcher to be studied so that information is obtained that can be drawn to a conclusion. This study has four variables, including three independent variables (X), namely price perception, product reviews, and convenience, and one dependent variable (Y), namely purchasing decisions.

Primary data in this study includes data on Tokopedia users in Indonesia and data on Tokopedia users in Madiun City. At the same time, the secondary data in this study include supporting data as the basics in formulating theories and hypotheses. Secondary data is supporting data from primary data, such as theoretical basis derived from journals, the internet, books, and previous research related to price perceptions, product reviews, convenience, and purchasing decisions, as well as data about the profile of the research object.

In this study, the data collection technique used was a questionnaire. Data collection technique with a questionnaire is a data collection technique that is carried out by giving a list of questions given to respondents, with the hope that respondents can provide answers to the statements in the questionnaire. The questionnaire used is a statement with a closed model. The statement form is accompanied by alternative answers so that respondents can choose one of the answers provided.

The research instrument used in this study was a questionnaire. The questionnaire in this study was conducted online using Google Forms, which was then disseminated to respondents. Questionnaires given to respondents are in the form of several statements

following the indicators. They are related to the variables in the study, namely price perceptions, product reviews, convenience, and purchasing decisions.
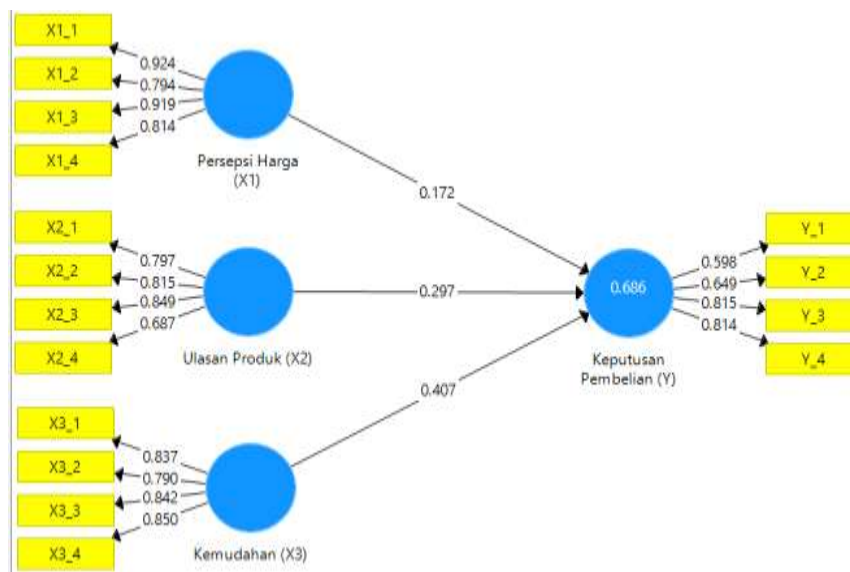
Result and Discussion

Test the hypothesis in this study using the SmartPLS 3.0 Analysis Technique. The following is an overview of the PLS program model tested

1. Measurement Model or Outer Model

This study uses the SmartPLS 3.0 analysis technique. With the program being tested is as follows:

Figure 1 Outer Loadings Value

The picture above shows the use of 16 indicators from the study. These indicators are as follows.

Table 1 Explanation of indicators

Variable	Indicator
X1_1	Price competitiveness
X2_1	Price compatibility with benefits
X3_1	Price affordability
X4_1	Prices according to product quality
X2_1	Awareness
X2_2	Frequency
X2_3	Ratio
X2_4	Influence
X3_1	Ease of recognition
X3_2	Ease of navigation
X3_3	Ease of gathering information
X3_4	Convenience to buy
Y1	Desire to use the product
Y2	Desire to buy the product
Y3	Give recommendations to others.
Y4	Make repeat purchases

Convergent Validity

The value of the external loading factor is used to test convergent validity. An indicator that has a value > 0.70 is an indicator that is considered reliable. However, if the loading scale value at the development stage is> 0.50, it is still acceptable. The following is the outer loading value of each indicator:

Table 2 Outer loading values

	Price Perception (X1)	Product Reviews (X2)	Convenienc (X3)	Decision Purchase (Y)
X1_1	0,924			
X1_2	0,794			
X1_3	0,919			
X1_2	0,814			
X2_1		0,797		
X2_2		0,815		
X2_3		0,849		
X2_4		0,687		
X3_1			0,837	
X3_2			0,790	
X3_3			0,842	
X3_4			0,850	
Y1				0,598
Y2				0,649
Y3				0,815
Y4				0,814

Based on table 2, it can be seen that the outer loading value of each indicator has an outer loading value > 0.70. However, some indicators have an outer loading value of <0.70. (Ghozali and Latina 2015) said that the convergent validity requirement with a value between 0.50-0.60 is still acceptable. From the results above, the indicators can be declared valid for further research.

Discriminant Validity

The Average Variant Extracted (AVE) value is used to test discriminant validity; in this test, it can be stated in the good category if the value of each indicator has criteria > 0.50.

Table 3 Average Variant Extracted (AVE) Value

	Average Variant Extracted (AVE)
Price Perception (X1)	0,748
Product Reviews (X2)	0,623
Convenience (X3)	0,689
Decision Purchase (Y)	0,527

Based on table 3, it is explained that the Average Variant Extracted (AVE) value resulting from the reflection construct or each variable is > 0.50. For price perceptions, the AVE value is 0.748, and product reviews

of 0.623, the convenience of 0.689, and purchasing decisions of 0.527, then the above variables are declared valid.

b) Composite Reliability

The reliability of variable indicators can be tested using composite reliability. Each variable is said to be reliable if it has criteria > 0.70.

Table 4 Composite Reliability Value

	Composite Reliability
Price Perception (X1)	0,922
Product Reviews (X2)	0,868
Convenience (X3)	0,899
Decision Purchase (Y)	0,814

Table 4 above shows that all research variables have values above 0.70, which means that these variables meet the composite reliability value. This shows that the requirements for composite reliability have been fulfilled in all research variables so that this research variable is declared valid.

Cronbach's Alpha

A Cronbach's Alpha test can strengthen composite reliability. In this technique, a variable can be declared reliable if it has a value > 0.60.

Table 5 Cronbach's Alpha Value

	Cronbach's Alpha
Price Perception (X1)	0,886
Product Reviews (X2)	0,796
Convenience (X3)	0,849
Decision Purchase (Y)	0,698

Based on table 5, it can be concluded that Cronbach's alpha value for all variables is above 0.6. So that the value of Cronbach's alpha has been fulfilled so that it can be said that all variables are valid.

Evaluation of the Inner Model

In this study, the evaluation of the inner model is used to explain R2, hypothesis testing, and Q2.

R2

Based on data processing on SmartPLS, the value of R2 is obtained as follows:

Table 6 Value of R_2

	R-Square	R-Square Adjusted
Decision Purchase	0,686	0,684

This study uses multiple linear regression. Therefore the results in the table above use the R-Square Adjusted. The result of R-Square Adjusted is 0.684, meaning that the percentage of factors the purchase decision can explain is 68.4%, and the remaining 31.6% can be explained by other factors outside the model studied. The research model can be better if it has a higher R2 value.

The results of this test can be seen through the terms and conditions of the t-statistics and the p-value. In testing this hypothesis, it is accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05. The results of hypothesis testing in this study are as follows:

Table 7 Part Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (SIDE)	T Statistic (|O/STDEV|)	P Values
Price Perception (X1) -> Decision Purchase (Y)	0,172	0,171	0,070	2,450	0,015
Product Reviews (X2) -> Decision Purchase (Y)	0,297	0,305	0,101	2,929	0,004
Convenience (X3) -> Decision Purchase (Y)	0,407	0,403	0,097	4,212	0,000

Based on table 6, it can be seen that the results of the hypothesis test are as follows:

Hypothesis 1: The effect of price perceptions on purchasing decisions has a t-statistic value of 2.450, greater than 1.96, and a p-value of 0.015 less than 0.05. This explains that price perceptions positively and significantly affect purchasing decisions at Tokopedia Madiun City.

Hypothesis 2: The effect of product reviews on purchasing decisions has a t-statistic value of 2.929, greater than 1.96, and a p-value of 0.004, less than 0.05. This means that reviews positively and significantly affect purchasing decisions at Tokopedia in Madiun City.

Hypothesis 3: The effect of convenience on purchasing decisions has a t-statistic value of 4.212, greater than 1.96, and a p-value of 0.000 less than 0.05. This means that convenience positively and significantly affects purchasing decisions at Tokopedia in Madiun City.

Hypothesis 4: The effect of price perceptions, product reviews, and convenience on purchasing decisions; in the SmartPLS test, this kind of simultaneous test does not appear directly but through a comparison between f count and f table, with the condition that if f count is greater than f table means the variables have a simultaneous effect. The f table can be seen in the statistics table, namely 1.96, while the formula calculates f:

$$f\,count \;=\; \frac{R2\,(n-k-1)}{(1-R^2)-k} \quad\text{..(1)}$$

k = number of independent variables

n = number of research samples

$$f\,count \;=\; \frac{(384-3-1)}{1-0,684} \quad\text{..(2)}$$

$$f\,count \;=\; \frac{380}{0,316} \quad\text{..(3)}$$

= 1,202

From the calculation results of the formula above, the f count is 1.202, smaller than f table 1.96, so price perceptions, product reviews, and convenience do not simultaneously influence purchasing decisions.

The Q2 test can be calculated on SmartPLS using the blindfolding method, and the results are as follows.

Table 8 Q_2 Value

	SO	SSE	Q2 (=1-SSE/SSO)
Price Perception (X1)	1536,000	1536,000	
Product Reviews (X2)	1536,000	1536,000	
Convenience (X3)	1536,000	1536,000	0,350
Decision Purchase (Y)	1536,000	998,140	

Based on table 8 above, it can be seen that the Q2 value on the dependent variable is 0.350, so it can be concluded that this study has a good observation value because it has a Q2 value> 0

The Effect of Perceived Price on Purchasing Decisions

The research provides the results that have been obtained in table 4 by testing the hypothesis on the part coefficient, and the t-statistic shows the result of 2.450 with a p-value level of 0.015 <0.05, which is positive, this explains that the price perception variable has a positive and significant influence on buying decision.

H1: Accepted.

These results show that the better the perception of price from consumers, the more often consumers make purchasing decisions on Tokopedia.

In line with the results of observations by Samosir & Prayoga (2015), price perceptions positively and significantly influence purchasing decisions. This proves that price perception has a direct relationship with consumer purchasing decisions. So the price perception has fulfilled the consideration aspect of consumers in Madiun City to remain users who make purchases at Tokopedia.

Effect of Product Reviews on Purchasing Decisions

In this study, the results of product reviews that have been obtained are in table 4 with the results of hypothesis testing on the part coefficient, with a t-statistic result of 2.929 and a p-value of 0.004 <0.05, which is positive, these results indicate that the product review variable has a positive and significant effect on purchasing decisions.

H2 : Accepted

This is in line with previous research by Vania (2017), which stated that product reviews have a positive and significant effect on purchasing decisions. These results prove that product reviews are directly related to purchasing decisions and that the effect is significant. So good product reviews on Tokopedia can be an aspect of consideration for consumers in Madiun City to make purchases on Tokopedia.

The Effect of Convenience on Purchasing Decisions

From this study, the results of the convenience variable that have been obtained in table 4 by testing the hypothesis on the part coefficient, with a t-statistic result of 4.212 and a p-value of 0.000 <0.05, is positive. This shows that convenience has a positive and significant effect on purchasing decisions.

H3: Accepted.

This result is in line with previous observations made by Prayudha (2019), which results that convenience has a positive and significant influence on purchasing decisions. These results can prove that convenience has a direct relationship with consumers because consumers will choose to shop effectively and efficiently, like consumers from Madiun City who choose to shop online through Tokopedia.

The Effect of Perceived Price, Product Reviews, and Convenience on Purchasing Decisions.

From the results obtained through the formula, the calculated f result is smaller than the f table, which is 1.202 <1.96. This result does not meet the simultaneous requirements which require that the f count be greater than the table.

H4: Not Accepted.

In conclusion, consumers in Madiun City only pay attention to a few variable aspects when making purchases at Tokopedia, or consumers prioritize the influence of other variables outside of this study.

From the overall results of the hypotheses that have been studied, they have answered the problems or phenomena that exist today. Technological developments that make it easier for people to move are expected to have a good effect in the future. The achievements that Tokopedia obtained at the national and regional levels are the result of Tokopedia's consistency which gives a good impression to consumers, such as there are many products with prices that are easily accessible to consumers. The products sold at Tokopedia are of good quality, so overall, the results of the hypotheses studied have answered the problems or phenomena that exist today. Technological developments that make it easier for people

to move are expected to have a good effect in the future. The achievements that Tokopedia obtained at the national and regional levels are the result of Tokopedia's consistency which gives a good impression to consumers, such as there are many products with prices that are easily accessible to consumers. The products sold at Tokopedia are of good quality, so consumers are happy to give good reviews and ease of use. It is hoped that Tokopedia will continue to innovate to maintain what has been achieved at this time.

Conclusion

Based on the studies conducted at the stages of data collection, processing, and data analysis, the following conclusions can be drawn:

1. Perceived Price (X1) has a positive and significant effect on Purchase Decision (Y)

2. Product Reviews (X2) have a positive and significant effect on Purchase Decision (Y)

3. Convenience (X3) has a positive and significant effect on Purchase Decision (Y)

4. Perceived Price (X1), Product Reviews (X2), and Convenience (X3) have no simultaneous effect on Purchase Decision (Y)

Based on the results of the research that has been done, it is hoped that it will improve the quality of Tokopedia so that many consumers from all young people to adults and even the elderly, can experience an increase in usage. So that Tokopedia can develop quality based on price perceptions that exist in the surrounding community. The suitability between the perception of price with good product quality will provide a good impression of product reviews so that other consumers can make purchasing decisions after reading existing product reviews.

Tokopedia is also expected to improve technology development quality to increase consumer convenience in shopping online so that Tokopedia can be in demand and used by all groups to increase usage further and increase the number of purchases.

Suggestion

1) For E-Commerce Companies

   The Tokopedia E-Commerce Company should maintain all the achievements that have been obtained at this time. Furthermore, it must continue to innovate to improve quality to compete with competitors from similar companies.

2) For Further Researchers

   Future researchers are expected to be able to develop this research by adding other variables that influence price perceptions, product reviews, convenience, and

purchasing decisions as comparison material in order to add scientific references whose research object is e-commerce.

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