

The Influence of Webstore Visual Design and Emotional Value on Muslimah Clothing Online Purchasing Decisions in Gen Z

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ABSTRACT

This study aims to examine the influence of Webstore Visual Design and Emotional Value on Muslimah Clothing Online Purchase Decisions for Generation Z FEBI IAI Darussalam Ciamis students. The growing phenomenon of online business, especially among generation Z who are skilled in technology and often shop online, encourages entrepreneurs to create webstores that attract attention and can influence their buying decisions, especially in Muslim clothing. This study discusses the influence of visual webstore design and emotional value partially or simultaneously on online purchasing decisions for Muslim women's clothing in Generation Z. The uniqueness of this research lies in its deep focus on the effectiveness of the webstore design itself and its relationship with emotional value, which has rarely been studied before. The research method used a quantitative approach with the help of SPSS to analyze data from 61 respondents who were FEBI IAI Darussalam Ciamis students from generation Z. The results showed that partially, the webstore's visual design and emotional value had no significant effect on the online buying decision for Muslimah clothing in Generation Z. However, simultaneously, these two variables had a positive effect on purchasing decisions for FEBI IAI Darussalam Ciamis students. In conclusion, professionalism, honesty, transparency, and trust in webstore design contribute to consumer buying interest and create positive emotional value as a form of appreciation for the satisfaction and convenience of using the webstore, which ultimately increases the decision to purchase Muslimah fashion products online in Generation Z.

1. Introduction

It is undeniable that today's business world has transformed into a digital world where website development is very important in the ongoing business, one thing that needs to be considered is the visual design of an e-commerce website. The high demand for Muslim clothing is inseparable from the widespread use of e-commerce, which is the marketing of goods and services through electronic systems or what we know as buying and selling or trading online. The existence of e-commerce as a new marketing instrument to reach a wider market effectively and efficiently which helps increase sales volume. The use of the internet in e-commerce is able to influence consumer behavior in making purchasing decisions (Syarif & Wijayanto, 2017). Consumers who want to shop online need to visit online stores such as websites. E-commerce websites are part of digital marketing that are widely used by business people, especially in the fashion sector to optimize their business in this digital era (Syarif & Wijayanto, 2017). Website visual design is a form of marketing communication in the form of advertising and a way to achieve advertising attractiveness that can influence purchasing decisions (Syarif & Wijayanto, 2017).

Based on the report from the Central Statistics Agency (2020), Indonesia ranks 4th in the world with the largest population, namely 270.20 million people, of which 27.94% of the total population is controlled by the Z generation group which is one of the demographic bonuses for Indonesia and is considered to have great strength in economic contribution and consumption because it is at a productive age.

Generation Z or iGeneration is the generation born around 1995 to 2015 (Ariani, 2020). Although each generation has different values, accentuations, and shopping

characteristics (Parment, 2013). Understanding these differences and offering products and services accordingly is an important goal for marketers. The internet has a strong influence on this generation because it focuses on online activities (Bilgihan, 2016). The fact that generation Z has the ability to actively surf social media and the internet (Wibowo, 2017). To learn more about products, services, businesses, schools and destinations, this shows that the Z group offers great opportunities for marketers or marketers in doing marketing through the internet, social media and other technologies (Parment, 2013). In addition, generation Z purchasing decisions are heavily influenced by online communication and social media. So target marketers using websites in business need to pay attention to the quality of the website in order to be able to express interesting goals, products and visions to encourage repeated visits and create Gen Z purchasing decisions, especially for female students studying at the Faculty of Economics and Business Islamic Institute of Islamic Religion Darussalam Ciamis who belong to generation Z. Based on data from PDDikti (2020) it states that the majority of students studying at IAID are women. products, business services through the website. So this research serves as information to determine the effect of the webstore's visual design and to measure the emotional value felt by the Z generation of FEBI IAID students in making online purchases of Muslim clothing as a determinant of purchasing decisions.

This study uses a quantitative approach based on the philosophy of positivism with inferential statistical methods as a data analysis technique. The research was conducted on the Darussalam Ciamis Islamic Institute campus, especially at the Faculty of Economics and Business (FEBI) on Jl. Kiai Ahmad Fadlil 1 No.8 Ciamis 46271. The population of this study

were all active female students of the Islamic Faculty of Economics and Business (FEBI) Darussalam Ciamis Islamic Institute (IAID) from class 2018 to 2021 (semester 2,4,6,8), totaling 151. Meanwhile, the sample was determined based on stratified random sampling using the slovin formula calculation which obtained 61 respondents. The variables in this study are Webstore Visual Design (X1), Emotional Value (X2) and Purchase Decision (Y).

To answer the problems according to the hypotheses in this study, the data analysis technique used was SPSS (Statistical Package for the Social Sciences) with the stages of data quality testing (validity and reliability tests), classical assumption tests and multiple linear regression tests, t-test (partial) and F-test (simultaneous).

2. Literature Review

Webstore Visual Design

The word "design" according to (Septian, 2018) has the meaning as a noun (result) and a verb (activity) and the results of design projects can be found in products, services, interiors and social media. The visual design elements themselves consist of images or logos, symbolism, typography and colors (Fitriah, 2018). While the visual intended in this study is visual communication which means a process of communicating a message to the audience through visualization (Fitriah, 2018). So that it can be said that webstore visual design is a form of marketing communication that combines graphic design and interface design which aims to create a visual identity for institutions, products and companies, and visually enhance messages in publications (Suyanto, 2004). The attractiveness of the design is also considered to be effective in influencing behavior because it becomes an attraction like advertising in offline sales. In addition, a company's website must be able to

embody or express their goals, history, products and vision so as to encourage repeat visits. Visitors assess website performance based on ease of use and physical attractiveness as stated by Kotler & Keller (2016) as follows:

a. Ease of Use (easy of use)

- 1) Site downloads fast.
- 2) The first page is easy to understand.
- 3) Easy to navigate to another page which opens quickly.

b. Physical attractiveness

- 1) Each clean page is not crammed with content.
- 2) Typography and font sizes are very easy to read.
- 3) The site uses attractive colors.

Meanwhile, according to Rayport & Jaworski (2001) states that there are 7 key parts of website design that are considered effective, namely:

- 1) Context: layout and design.
- 2) Content: text, images, sound and quality of video content from the site.
- 3) Community: How the site allows communication between users.
- 4) Customization: the ability of the site to adapt to different users or to allow users to personalize the site.
- 5) Communication: How the site allows the site to users, users to the site or two-way communication.
- 6) Connection: the extent to which the site is linked to other sites.
- 7) Commerce: the ability of the site to carry out commercial transactions.

Emotional Value

Cengiz & Kirkbir (2007) stated that "perceived emotional value or (emotional value) can be formulated as the resulting benefits or positive/effective emotions from consuming a product." Meanwhile, Sudarso (2016) defines that emotional value is the emotional satisfaction and pleasure one gets when consuming certain goods or services. Sudarso (2016) in his research found a positive relationship between emotional value and purchase

satisfaction. Therefore, it can be concluded that emotional value can be used as an instrument for developing marketing strategies by marketers.

Buying decision

Purchases are "consumer decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it." (Sumarwan, 2014) Whereas consumer decisions are "integration processes that combine knowledge to evaluate two or more alternative behaviors, and choose one of them." (Shopiah, 2013). Meanwhile, online purchasing decisions are defined as consumer activities regarding the selection of products sold on the internet through webstores or social media. The advancement of the internet in the business sector has changed consumer behavior in making purchasing decisions. Currently, almost all economic activities, especially in buying and selling transactions, are completely online and this has an impact on consumer buying behavior today. To understand consumer decision making, the most basic thing to understand is the nature of consumer involvement in a product or service. Understanding the level of consumer involvement in a product or service means trying to identify whether marketers get people involved in purchasing these products or services because the level of consumer involvement in a purchase is influenced by stimuli or stimuli. (Shopiah, 2013) in other words, does a person feel involved in a product or service. Philip Kotler in Rossanty et al., (2018) there are five stages in determining a purchase decision, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Meanwhile, the factors that influence consumers according to Rossanty et al., (2018) are environmental influences (culture, social class, personal and family influences), individual

differences (consumer resources, motivation and knowledge involvement, personality attitudes, lifestyles and demographics), and psychological processes (information management, learning, changes in attitudes and behavior).

3. Result and Discussion

Result

Hypotesist Test

Based on the proposed hypothesis, to predict the magnitude of the relationship between the dependent variable, namely Purchase Decision (Y) and the independent variables, namely Visual Webstore Design (X1) and Emotional Value (X2), a multiple linear regression test was performed. Following are the results of multiple linear regression tests: see table 1.

Table 1. Barganda Linear Regression Test Results

Model	Coefficients B	t	Sig.
(Constant)	5,310	1,491	0,141
Web Store Visual Design	0,178	1,870	0,067
Emotional Value	0.167	0,995	0,324

Stuctural Model

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon \quad (1)$$

$$Y = 5,310 + 0,178X_1 + 0,167X_2 + \varepsilon$$

Information:

Y = Purchase decision

α = Constant

β_1, β_2 = Regression coefficient

X1 = Webstore Visual Design

X2 = Emotional Value

ϵ = standard error

The interpretation of the regression model above is as follows:

- 1) $a = 5,310$
The constant value (a) of this regression equation has a positive value of 5.310 meaning that the positive sign indicates a unidirectional effect between the independent variable and the dependent variable. If the Visual Webstore Design (X1) and Emotional Value (X2) variables are constant or do not change, then the value of the Purchase Decision (Y) is 5.310.
- 2) $\beta_1 = 0,178$
The regression coefficient value for the Visual Webstore Design variable (X1) has a positive value of 0.178. This indicates that for every increase in the Visual Webstore Design variable (X1) by 1 unit, the Purchase Decision (Y) increases by 0.178 assuming other variables are constant.
- 3) $\beta_2 = 0,167$
The regression coefficient value for the Emotional Value variable (X2) has a positive value of 0.167. This indicates that every increase in the Emotional Value variable (X2) by 1 unit, the Purchase Decision (Y) increases by 0.167 assuming other variables are constant.

T Test (Partial Test)

To prove the partial effect of each independent variable has a significant or not significant effect on the dependent variable, a t-test is performed. The results of testing the partial regression model are as follows:

Table 2. Test Results t

Free Variables	t_{hitung}	t_{tabel}	Sig. Value	Information
Web Store Visual Design	1,870	2,0021	0,067	Not significant
Emotional Value	0,995	2,0021	0,324	Not significant

Source: Processed Data, 2022

From the results of the partial test in table 2 or the t test above, it provides information on the tcount, ttable and significance values for each independent variable.

The following is the interpretation of the partial test results:

- 1) In testing the hypothesis of the Visual Webstore Design variable (X1) on the Online Purchasing Decision of Gen Z Muslimah clothing for FEBI IAID students, a tcount of

1.870 was obtained with a significance value of 0.067. The statistical value of the tcount test is smaller than ttable ($1.870 < 2.0021$) or the significance value is greater than 0.05, so the alternative hypothesis (H_a) is rejected. So it can be concluded that the Visual Webstore Design variable (X_1) partially has no effect on the Purchase Decision (Y) online for Muslimah Gen Z clothing.

- 2) In testing the hypothesis of the Emotional Value variable (X_2) on the Online Purchasing Decision of Gen Z Muslimah clothing for FEBI IAID students, a tcount of 0.995 was obtained with a significance value of 0.324. The statistical value of the tcount test is smaller than ttable ($0.995 < 2.0021$) or the significance value is greater than 0.05, so the alternative hypothesis (H_a) is rejected. So it can be concluded that the Emotional Value variable (X_2) partially has no effect on the Purchase Decision (Y) online for Muslimah Gen Z clothing.

Simultaneous Test (Test F)

To find out whether all the independent variables, namely Visual Webstore Design and Emotional Value included in the regression model, have a simultaneous or joint effect on the dependent variable, namely Purchase Decision, a simultaneous test (F Test) was carried out. The following are the results of the simultaneous regression test with the F test using the SPSS software:

Table 3. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.436	2	47.718	4.339	.018 ^b
	Residual	637.810	58	10.997		
	Total	733.246	60			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Emotional Values, Webstore Visual Design

Source: Processed Data, 2022

Based on table 3 of the calculation results in the F test table above, an Fcount of 4.339 (Sig. F = 0.018) is obtained. Ftable at the 5% significance level found a value of 3.150. So it can be concluded, because Fcount > Ftable, namely ($4.339 > 3.150$) and a significance

value of $0.018 < 0.05$, the alternative hypothesis (H_a) is accepted, namely Webstore Visual Design (X_1) and Emotional Value (X_2) simultaneously affecting the Online Purchase Decision for Muslimah clothing in Gen Z.

Coefficient of Determination (R square)

Following are the results of the coefficient of determination test (R square):

Table 4. Test Results for the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.361 ^a	.130	.100	3.316

a. Predictors: (Constant), Emotional Values, Webstore Visual Design

Source: Processed Data, 2022

From table 4 the results of the coefficient of determination test above show that the adjusted R-Square value is 0.130 or 13%. This means that the ability of the independent variables in this study affects the dependent variable by 13%, while the remaining 87% ($1 - 0.130$) is explained by variables other than the independent variables in the study. So it can be concluded that, the influence of the Visual Webstore Design and Emotional Value variables on the Online Purchase Decision for Muslimah Clothing for Gen Z FEBI IAID Students has limitations in explaining the Purchasing Decision variable.

Discussion

The influence of webstore visual design on Muslimah fashion online purchasing decisions for Gen Z.

Based on the statistical test results above, it was found that the Visual Webstore Design variable (X_1) has a positive influence on online purchasing decisions but does not

have a significant effect. This is evidenced by the results of the t test where the positive value of t_{count} is smaller than t_{table} ($1.870 < 2.0021$). Thus, the alternative hypothesis (H_a) which reads "The visual design of the webstore partially influences the decision to purchase Muslim clothing online for Gen Z" is rejected. Even though it has a positive value, the Visual Webstore Design variable (X_1) partially has no effect on the Purchasing Decision (Y) of Gen Z Muslimah clothing online.

The results of this study provide empirical evidence that the visual webstore design has a positive contribution to the online purchase decision for Muslim women's clothing in Gen Z even though it does not have a significant effect, this states consistently and supports the results of research by Syarif & Wijayanto (2017) which examines the attractiveness of website design with indicators of user convenience, information quality, convenience in visiting websites and service quality on online purchasing decisions for aqiqah services on the website Sahabataqiqah.com where the variable of attractiveness of this website design has a positive influence on the purchase decision variable. Visual Webstore design is a form of marketing communication and attractiveness as well as an advertisement and offline transactions in line with the theory of Rayport & Jaworski (2001) that the visual design of a website that is considered effective has an attractive layout and design, has attractive typography, site adaptation, two-way communication, connections between sites and has the convenience of making transactions. So based on these factors determine consumers to make a purchase or not. Although it does not have a partial effect because the determination of online purchasing decisions is not sufficiently proven by the visual design variables in a webstore, many are also influenced by other factors or other

variables not examined in this study. In other words, the more attractive and effective the visual design of a webstore allows consumers to make repeated visits to the webstore so that in the end it will be very easy for consumers to make purchases online.

The influence of emotional value on online buying decisions for Muslim women's clothing in Gen Z.

Based on the statistical test results above, it was found that the Emotional Value variable (X_2) has a positive influence on online purchasing decisions but does not have a significant effect. This is evidenced by the results of the t test where the positive tcount is smaller than ttable ($0.995 < 2.0021$). Thus, the alternative hypothesis (H_a) which reads "emotional value partially influences the online purchasing decision of Muslimah clothing for Gen Z" is rejected. Thus, it is the same as visual design which has a positive influence but does not significantly influence the online purchase of Muslim clothing for Gen Z.

This emotional value relates to the positive feelings felt by customers when buying a product. Even though through an emotional touch, marketers believe that what is offered will evoke special feelings for customers and the emotional value obtained from a product or brand influences purchase intention or the purchase decision process, especially when shopping online (Bimartha & Aksari, 2019) emotional value in this study does not significantly influence purchasing decisions. This is different from the results of research put forward by Sudarso (2016) which states that emotional value has a significant effect on customer satisfaction, this is due to research conducted by Erik Sudarso, choosing customer satisfaction as the dependent variable. Meanwhile, in this study, researchers used a purchasing decision variable in which the two variables have different

meanings. So, the research results will be different. However, the findings of this study conclude that although it does not have a partial effect, emotional value has a positive contribution to purchasing decisions. For respondents who have characteristics as emotional consumers feel that an attractive and effective visual design designed on a webstore is able to give positive feelings when shopping online. Thus, it will influence their buying decision.

The influence of webstore visual design and emotional value on Muslimah fashion online purchasing decisions for Gen Z.

Based on the results of the simultaneous test (F test), it shows that the webstore visual design variable and emotional value simultaneously influence the online purchase of Muslim clothing for Gen Z. This is evidenced by the $F_{count} > F_{table}$ ($4.339 > 3.150$) and a significance value of $0.018 < 0.05$ so that the alternative hypothesis (H_a) which reads Webstore Visual Design (X_1) and Emotional Value (X_2) simultaneously influences the Online Purchasing Decision of Muslimah clothing for Gen Z is accepted.

The visual webstore design is taken into consideration by consumers in making purchasing decisions. This is addressed by the magnitude of the contribution of each independent variable affecting the dependent variable, which can be addressed by the beta coefficient for the visual webstore design, which is 0.267, which is greater than the beta coefficient value for the emotional value variable, which is 0.142. This indicates that the more attractive the visual design designed by the webstore owner, the more interested the consumer will be in the influence of the emotional value felt to make an online purchase.

In addition, another factor that influences online purchasing decisions in this study is emotional value, namely the positive feelings that arise when buying a product. Even though it doesn't have a significant effect, emotional value has a positive influence. This is because when a webstore's visual design is easy to adapt to users, easy to make transactions and has an attractive design, consumers will feel comfortable and happy in shopping or making purchasing decisions.

Then, the results obtained from the analysis of the coefficient of determination have a value of 0.130 or 13%. This shows that the decision to purchase Muslim clothing online for the Z generation of FEBI IAID female students by 13% is explained by the webstore visual design variables and emotional value. Meanwhile, the other 87% is explained by other variables not explained in this study.

The fundamental requirement in designing a website for trading is to provide accurate and attractive product information and to expand market share with a wider target so as to achieve competitive and global advantages and competitiveness. In this case, as Muslim traders, they should adhere to the principles of Islamic business ethics, namely professional, honest, transparent and trustworthy not containing elements of tyranny in managing websites to carry out buying and selling transactions for the products being traded so that it will increase consumer purchasing power and have high competitiveness. Allah SWT says in QS An-Nisa/4:29:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ ۗ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۗ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

“O you who believe! Do not eat each other's wealth in a vanity (unrighteous) way, except in trading that applies on the basis of mutual consent between you. And don't kill yourself. Indeed, Allah is Most Merciful to you.” (QS. An-Nisa/4:29) (Kemenag, 2021)

The above verse is one of the basic principles of ethics in doing business. There is a prohibition on taking other people's property in a vanity (not true) way. Searching for property is permitted by trading, including selling online on a voluntary basis between the two parties. In addition, in an effort to get wealth, it is not permissible to be unjust to other people and not to be obtained in a vanity way. The meaning of vanity in this context is like manipulating product photos, cheating, reducing weight, and so on. The results of the study show that together the visual webstore design and emotional value influence online purchasing decisions for Muslim women's clothing for Gen Z. That is, the higher the professionalism, honesty, transparency and trustworthiness of a webstore designed to sell a product, the higher the consumer's buying interest and brings positive emotional value as a form of appreciation for the satisfaction and convenience of using the webstore in purchasing a product.

4. Conclusion

Based on the results of the research conducted, it can be concluded that partially, there is a positive but not significant effect of the webstore visual design variable and emotional value on online purchasing decisions for Muslim women's clothing in Generation Z. The webstore visual design variable has a regression coefficient of 0.267 with a significance value of 0.067, while the emotional value variable has a regression coefficient of 0.142 with a significance value of 0.324. In other words, the visual webstore design and emotional value separately do not have a strong influence on the online purchasing decision of Muslimah fashion in Generation Z. However, the results of the simultaneous test (F test) show that together, the webstore visual design and emotional value

significantly influence the online purchasing decision of Muslimah clothing in Generation Z with an Fcount of 4.339 and a significance value of 0.018. Therefore, it can be concluded that in the context of this study, webstore visual design and emotional value simultaneously have an important role in influencing online purchasing decisions for Muslim women's clothing in Generation Z.

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