



The phenomenon of jasa titip (jastip) in e-commerce: Analysis of consumer behavior and its growth potential (a case study in Fakfak, West Papua)

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ABSTRACT

Along with the development of technology and the internet, e-commerce has become the primary choice for consumers to obtain goods from outside their regions. However, in remote areas like Fakfak, limited infrastructure often becomes an obstacle in accessing products from outside the region. As a solution, the jasa titip (Jastip) service has emerged, allowing consumers to purchase goods from outside the region through intermediaries, with more efficient shipping costs. This study aims to analyze the phenomenon of Jasa Titip (Jastip) in e-commerce in Fakfak, West Papua, focusing on consumer behavior and its growth potential. This research uses a qualitative approach with a case study method. Data were collected through in-depth interviews with consumers, Jastip providers, and relevant parties. In addition, observation and documentation were used to strengthen the findings. The results indicate that Jastip actors are motivated by a combination of economic opportunities and community needs due to gaps in product access. Operationally, Jastip in Fakfak has a relatively systematic workflow, but it is still manual and has not been integrated into a digital system. Trust is a key factor in consumer behavior, while service quality and communication play an important role in shaping consumer satisfaction, especially in dealing with logistical limitations and delivery delays. The research findings also show that Jastip in Fakfak has significant growth potential.

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1. INTRODUCTION

The development of information and communication technology has driven significant transformation in economic activities, especially in the trade sector through the utilization of e-commerce. E-commerce enables consumers to access a wide range of products and services more broadly, efficiently, and without geographical limitations. In Indonesia, the number of e-commerce users has continued to increase in recent years, reflecting changing consumer behavior that increasingly relies on digital platforms to meet consumption needs (Kata Data, 2018; PDSI, 2024). This development has spurred e-commerce growth in Indonesia, although it is still uneven across regions (Nasution et al., 2020; Nida et al., 2024). Disparities in access to e-commerce services remain a major issue in remote and underdeveloped areas, especially in eastern

Indonesia such as Fakfak Regency, West Papua (APJII, 2022; Badan Pusat Statistik, 2025; Nasution et al., 2020). Limited logistics infrastructure, high distribution costs, and long delivery times cause communities in these areas to face barriers in obtaining various consumer products, including daily necessities as well as non-essential goods such as fashion, cosmetics, and electronics. This condition creates a gap between the national potential of e-commerce and local accessibility realities.

Within this context, the Jasa Titip (Jastip) business has emerged as an informal, trust-based alternative distribution mechanism. Acting as an intermediary, Jastip enables consumers in logistically constrained regions to access goods from areas with more developed trade infrastructure. Since the mid-2010s, the Jastip phenomenon has expanded alongside the increasing use of social media as a medium for promotion, communication, and transactions (Badan Pusat Statistik, 2025; Kusuma & Diyana, 2021). For communities in areas such as Fakfak, Jastip not only serves as a practical solution but also as an adaptive mechanism to overcome the limitations of formal logistics systems (Kusumastuti, 2020; Muslicha & Irwansyah, 2019)

Several previous studies have discussed the Jastip phenomenon, from perspectives such as business opportunities, consumer behavior, and its impact on micro and small enterprises (Asih, 2024; Kusumastuti, 2020; Mufarizzaturrizkiyah et al., 2020; Muslicha & Irwansyah, 2019). However, most of these studies focus on urban contexts and regions with relatively adequate infrastructure, using quantitative approaches that emphasize customer satisfaction or purchase intention ((Hidayati & Sukardani, 2023; Mufarizzaturrizkiyah et al., 2020; Putri Nugraha et al., 2021). Research that deeply explores the Jastip phenomenon through a qualitative approach, especially in underdeveloped regions with logistical limitations and unique social characteristics, remains relatively limited. As a result, understanding the dynamics of Jastip as a contextual local economic practice has not been fully accommodated in academic literature.

Despite the growing body of literature on Jastip in Indonesia, a critical research gap remains. Existing studies predominantly employ quantitative approaches and are situated in urban or semi-urban contexts where logistics infrastructure, digital platforms, and formal e-commerce ecosystems are relatively established. Consequently, these studies tend to emphasize measurable variables such as customer satisfaction, purchase intention, or service quality, while overlooking the contextual dynamics of Jastip practices in logistically constrained regions. In underdeveloped areas such as Fakfak Regency, where distribution relies heavily on sea transportation and transactions are embedded in strong social relationships, Jastip operates not merely as a consumer service but as a locally adaptive economic mechanism. The lack of qualitative, context-sensitive research in such regions limits understanding of how trust, informal workflows, and logistical constraints jointly shape Jastip practices beyond urban-centric e-commerce models.

Fakfak Regency, as one of the regions in West Papua, has unique geographical and socio-economic characteristics, including high dependence on sea distribution routes, limited modern retail stores, and strong social relations in community economic activities. This makes Fakfak a relevant context for examining Jastip not only as a consumption phenomenon but also as a form of local business adaptation to structural limitations. Thus, research in this region has the potential to provide different empirical contributions compared to Jastip studies in other areas.

This study offers a novel contribution by mapping the Jastip transaction workflow and trust-based interaction mechanisms in a remote area with limited logistics infrastructure. Consistent with the conceptual framework, Jastip is examined as an informal extension of e-commerce shaped by logistical constraints, social relationships, and consumer behavior. The study further identifies digitalization opportunities as an implication of existing practices, contributing to the development of more inclusive e-commerce models in underdeveloped regions.

2. RESEARCH METHOD

Research Design

This study employs a qualitative approach with a case study design. The qualitative approach was chosen to obtain an in-depth and contextual understanding of the Jasa Titip (Jastip) phenomenon within e-commerce practices in areas with limited logistics infrastructure, particularly Fakfak Regency, West Papua. The case study design enables the researcher to explore the Jastip

phenomenon comprehensively within specific social, economic, and geographical contexts, thus capturing the dynamics, meanings, and experiences of the research subjects in a holistic manner (Creswell, 2014). To illustrate the analytical focus of this study, a conceptual framework is developed as in Figure 1, to depict the relationship between consumer behavior, local contextual factors, e-commerce platforms, and the emergence and growth potential of the Jastip phenomenon.

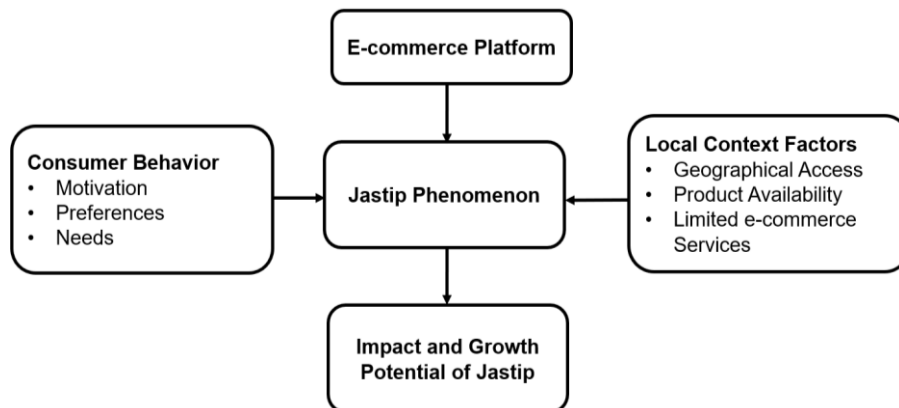


Figure 1. Conceptual framework

Research Site and Context

The research site is Fakfak Regency, West Papua, which was purposively selected by considering its characteristics as an area with limited logistics access, high distribution costs, and restricted availability of modern retail products. These conditions make Fakfak a relevant context for examining the presence of Jastip as an alternative goods distribution mechanism and a form of locally based economic practice within the e-commerce ecosystem.

Informants and Sampling Technique

The research subjects consist of two main groups: a) Jastip actors, namely individuals who actively run personal shopping (Jastip) services and offer these services through social media platforms such as Facebook, Instagram, and WhatsApp; b) Jastip consumers, namely individuals who use personal shopping services to obtain goods from outside the region.

Informants were selected using purposive sampling to ensure that participants represented diverse yet relevant experiences of Jastip practices in Fakfak Regency. Jastip providers were chosen based on their active involvement in inter-regional transactions, a minimum of one year of continuous operation, and direct responsibility for managing ordering, pricing, and delivery processes. Consumers were selected based on repeated use of Jastip services, experience with inter-regional deliveries, and exposure to logistical challenges such as delays or cost uncertainty.

Data collection continued until thematic saturation was achieved. Saturation was indicated when no new codes or themes emerged from additional interviews or open-ended questionnaire responses, and when recurring patterns related to trust, operational workflow, pricing mechanisms, and logistical constraints were consistently identified across participants. At this stage, additional data served to confirm and strengthen existing categories rather than generate new analytical insights (Creswell, 2014; Guest et al., 2006).

Data Collection Techniques

Data were collected using the following qualitative techniques: a) In-depth Interviews, semi-structured interviews were conducted with Jastip actors and consumers to explore experiences, motivations, perceptions, operational mechanisms, as well as challenges and opportunities for the development of Jastip services. The interview guide was flexible to allow further exploration of issues that emerged during the interview process; b) Field Observation, observation was carried out to directly understand Jastip's operational practices, interaction patterns between actors and consumers, and the socio-economic context at the research site. This non-participatory observation

was used to strengthen and validate interview findings; c) Open-ended Questionnaire as Supporting Qualitative Data. In addition to interviews, this study used an online questionnaire with open-ended questions addressed to Jastip consumers. The questionnaire was not intended for statistical analysis but rather to broaden the variety of perspectives and enrich qualitative data, with responses analyzed qualitatively using a thematic coding approach.; d) Documentation and Literature Study, documentation in the form of archives, transaction records, and Jastip promotional materials on social media was used as supporting data. A literature study was conducted to build the theoretical foundation and to compare field findings with previous research.

Data Analysis Technique

The data were analyzed qualitatively using thematic analysis with the interactive model of Miles and Huberman, which includes data reduction, data display, and conclusion drawing/verification (Sugiyono, 2012). The analytical process began at the data collection stage and continued simultaneously until the study was completed.

The stages of data analysis were carried out through a coding process consisting of open coding, axial coding, and selective coding. Open coding was conducted by identifying and assigning codes to units of meaning obtained from interviews, open-ended questionnaires, and observations. Subsequently, axial coding was used to group interrelated codes into major themes, and finally, selective coding was performed by organizing relationships among themes to construct a comprehensive understanding of the Jastip phenomenon in Fakfak (Creswell, 2014; Strauss & Corbin, 1998). To illustrate the results of the axial coding process, Table 1 presents the main themes identified from the qualitative data along with their associated codes.

Table 1. Axial coding

Axial theme	Related codes
Business motivation	Seeing opportunities; shopping as a hobby; wanting to ease the community's burden
Jastip operations and mechanisms	Workflow; warehouse; container; ship; Pelni expedition
Pricing determination	By weight; by volume (cubic); following market prices
Logistics problems	Ship delays; ships in dock; fully loaded cargo
Trust and satisfaction	Fast response; two-way communication; refund for damaged goods
Social media and digital marketing	Facebook as the most dominant platform
Relationships with customers	Regular customers; good communication; daily reports
Business potential and development	Rapid growth; high demand
Digitalization needs	Application; local marketplace
Government support needs	Business space; additional ships

Trustworthiness of Data

To ensure data validity, this study applies the trustworthiness criteria proposed by Lincoln and Guba, which include credibility, dependability, confirmability, and transferability (Creswell, 2014; Lincoln & Guba, 1985). Credibility is achieved through source and technique triangulation by comparing data from interviews, observations, and open-ended questionnaires. Dependability is maintained by systematically documenting the entire research process so that it can be audited and traced. Confirmability is realized through the researcher's reflective notes and the use of original data as the main basis for the interpretation process. Meanwhile, transferability is pursued by providing a detailed description of the research context so that the findings can serve as a reference for other regions with similar characteristics (Lincoln & Guba, 1985; Nowell et al., 2017).

3. RESULTS AND DISCUSSIONS

The findings of this study were obtained from in-depth interviews with Jasa Titip (Jastip) providers, open-ended questionnaires administered to consumers, and field observations. The results are organized thematically and discussed by linking the empirical findings with theories of consumer behavior, e-commerce, and the impacts and business potential.

Overview of the Jastip Phenomenon in Fakfak Regency

The observation results indicate that personal shopping services (Jastip) in Fakfak Regency have developed quite extensively and have become part of the community's economic activities. There are various Jastip providers operating informally, most of whom use social media such as Facebook and WhatsApp as tools for promotion, communication, and transactions. Based on observations made by the researchers, several Jastip services in Fakfak Regency frequently used by customers are shown in Table 2.

Table. 2 Jastip services in Fakfak Regency

No.	Jastip Name	Address
1	Mikaila Jastip	Kadarman Varia Atas Street, North Fakfak, Fakfak District, Fakfak Regency, West Papua 98611
2	Jastip Langit Fakfak	Cendrawasih Street, North Fakfak, Fakfak District, Fakfak Regency, West Papua 98651
3	Jastip Satria Mirza Fak-Fak (JSM)	Fakfak-Kokas Street, Puncak, Pasar Lama, Wrikapal, Fakfak District, West Papua 98651
4	Nhakai Jastip	J.P. Matondang Street, Gewerpe, Fakfak District, Fakfak Regency, West Papua 98611
5	Fharez Fakfak	Dulan Pok Pok, Fakfak, Fakfak Regency, West Papua 98611
6	Nabila Jastip	North Wagom, Fakfak, Fakfak Regency, West Papua 98651
7	Jastip JMB	Nuri Street, Dalam, Fakfak District, Fakfak Regency, West Papua
8	Beejastip Fakfak	R.A. Kartini Street, South Fakfak
9	RJ Jastip	M. Tata Street, intersection in front of Matahari
10	Ziki	Yos Sudarso Street
11	Jastip ECUS	Warahmade Sorpeha Street, RT 05
12	A-Jastip	Dr. Sam Ratulangi Street
13	Jastip Najah	Brimob Market Complex, 16 November Stadium, Fakfak
14	Putra Jastip	Piahar Street, Fakfak

The commonly used delivery routes include Jakarta-Fakfak, Makassar-Fakfak, Surabaya-Fakfak, and Sorong-Fakfak, with sea transportation as the main mode due to cost considerations. These findings indicate that Jastip in Fakfak functions as an alternative mechanism for goods distribution under the constraints of the formal logistics system. This reinforces the view that e-commerce practices in underdeveloped regions do not always follow the model of large platforms but instead develop through local adaptations that are informal and based on social relationships. The study conducted interviews with Jastip providers and used an online questionnaire with open-ended questions addressed to Jastip consumers.

- a. Data of Jastip Owners/Entrepreneurs (4 Jastip business actors) In-depth interviews were conducted with four Jastip owners: a) RJ Jastip, owned by Lelis Mayanti; b) Ziki Jastip, owned by Fatimah Mussa; c) Jastip ECUS, owned by ECUS; d) Vharez Jastip, owned by Asriyadi M. Rizky.
- b. Jastip Consumer Data (71 respondents), data were obtained through an online questionnaire containing 12 questions about consumers' experiences, perceptions, and expectations regarding Jastip services.

Motivation and Operational Patterns of Jastip Providers

The interview results with Jastip providers show that the motivation to start a Jastip business is driven by a combination of economic opportunities and community needs. The providers perceive a gap in product access in Fakfak, high demand for goods from outside the region, and the opportunity to earn additional income, with some starting from personal activities such as a shopping hobby or helping relatives, which later developed into semi-professional businesses.

Operationally, Jastip in Fakfak already has a relatively systematic workflow, starting from ordering, purchasing goods, shipping, and handing over products to consumers, although all processes are still carried out manually and are not yet integrated into a dedicated digital system. Pricing is generally determined using weight-based or volumetric schemes, following prevailing market prices and logistics costs. Regarding price transparency, findings indicate that weight-based pricing is generally perceived as more transparent and easier for consumers to understand than volumetric (cubic meter) pricing. Conversely, volumetric pricing often causes confusion,

especially among consumers unfamiliar with logistics calculations, leading to uncertainty regarding the final cost.

This situation has the potential to create price perception conflicts between Jastip providers and consumers, especially when the final price exceeds consumers' initial expectations. Such conflicts typically arise from consumers' limited understanding of volumetric calculation methods. However, this study found that these conflicts are often mitigated through trust-based relationships and transparent communication, in which Jastip providers explain pricing details and justify cost differences. This reinforces the role of communication and trust as key mechanisms in maintaining customer satisfaction.

These findings indicate that Jastip in Fakfak has developed beyond simple informal activities, but has not yet reached a stage of technology-based professionalization. This condition is in line with Damuri et al., (2020), who state that digital transformation in small businesses is often constrained by limitations in infrastructure and technological capacity.

Trust as a Key Factor in Jastip Consumer Behavior

One of the main findings of this study is the dominant role of trust in consumers' decisions to use Jastip services. Consumers tend to choose Jastip providers who are perceived as honest, reliable, and having a good reputation, even when the service fees are relatively higher, with trust built through responsive communication, transparency of information, and the willingness of providers to take responsibility or offer guarantees in cases of damage or loss of goods.

This finding is consistent with consumer behavior theory in the context of online transactions, which positions trust as a dominant factor in consumers' decisions to use personal shopping services (Endah et al., 2024; Harahap, 2015; Mauludin, 2022; Putri Nugraha et al., 2021). In the Fakfak context, trust is not only digital but also social, because personal relationships and recommendations from the social environment strongly influence consumers' choices.

Service, Communication, and Consumer Satisfaction

Service quality and communication are also important factors in shaping consumer satisfaction (Ambaretha, 2024; Hidayati & Sukardani, 2023; Mauludin, 2022; Muhdar et al., 2024). Consumers evaluate Jastip services based on response speed, clarity of information, and consistency in providing status updates on their goods, and although delivery delays remain the main complaint, consumers tend to tolerate these limitations as long as communication is well maintained. This indicates that in a service context constrained by logistical limitations, effective communication functions as a substitute mechanism for inadequate infrastructure. These findings broaden the understanding of service quality in e-commerce, particularly in regions with challenging geographical and logistical conditions.

Logistical Challenges and Infrastructure Limitations

The study identifies that the main challenges in Jastip operations in Fakfak are delivery delays due to limited ship schedules, cargo conditions, and dependence on sea transportation, which not only affect delivery times but also increase uncertainty in service. These conditions reflect logistical disparities that remain a structural problem in eastern Indonesia (Badan Pusat Statistik, 2025; Eliza, 2023; Sakinah et al., 2024; Wahyudien, 2021).

In this context, Jastip serves as an adaptive solution but still faces structural constraints beyond the control of business actors, and the findings show that infrastructure and logistics system limitations in underdeveloped regions remain major obstacles in goods distribution and product access for communities. Therefore, active involvement of local governments is needed to strengthen logistics systems by improving sea transportation connectivity, enhancing inter-island distribution networks, and providing policy support that promotes the efficiency of local supply chains (Eliza, 2023; Nasution et al., 2020), so that a more inclusive distribution ecosystem can be created and support the sustainability of local economic practices, including Jastip, in regions with limited access.

In areas with limited logistics, such as Fakfak Regency, the most realistic role of the local government is to strengthen the ecosystem, such as by increasing the certainty of schedules and the number of ships through coordination with transportation authorities, facilitating access to micro-business space for Jastip operators, and providing consumer protection. The success of

these interventions can be assessed through measurable indicators such as reducing delivery time variability, increasing Jastip operators' formal participation in local economic programs, increasing price transparency, and reducing consumer complaints. These interventions will support Jastip's sustainability while maintaining its deeply rooted and flexible social nature.

Potential Growth and Directions for Jastip Development

Both providers and consumers view Jastip as having strong growth potential in Fakfak. The combination of stable demand, limited access to goods, and increasing digital literacy among the community supports the sustainability of Jastip businesses. One of the main expectations is the digitalization of Jastip services, such as through local applications or marketplaces that can enhance transparency, efficiency, and consumer trust.

These findings indicate that Jastip has the potential to transform from an informal, social media-based activity into a more professional and structured business model. Policy support, improvements in logistics infrastructure, and digital capacity building can accelerate this transformation process and strengthen the role of Jastip within the local e-commerce ecosystem (Ambaretha, 2024; Mufarizzaturrizkiyah et al., 2020; Nugroho, 2016; Suryani & Faisal Waliulu, 2021).

4. CONCLUSION

This study shows that the Jasa Titip (Jastip) phenomenon in Fakfak Regency represents a form of local economic adaptation to limited access to e-commerce and formal logistics infrastructure. Jastip functions as an alternative distribution channel that enables communities to obtain products from outside the region through a more flexible and trust-based mechanism. The findings reveal that the success of Jastip services is not solely determined by price or delivery speed, but is strongly influenced by the quality of the relationship between providers and consumers.

Trust emerges as a key factor in Jastip consumer behavior, built through responsive communication, information transparency, and the providers' responsibility for risks of damage or loss of goods. In the Fakfak context, trust has a strong social dimension, as it is shaped by personal relationships and local reputation. In addition, limitations in logistics infrastructure, particularly dependence on sea transportation, constitute a major challenge affecting delivery timeliness and service quality.

Based on these findings, several operational recommendations are proposed for Jastip operators to strengthen consumer trust. First, establishing basic communication standards, such as providing regular order updates, clear response deadlines, and transparent explanations for delivery delays, can help manage consumer expectations. Second, retaining transaction evidence, including order confirmations, payment receipts, shipping documents, and photo-based proof of purchase, can increase transparency and accountability. Third, implementing a simple refund or compensation policy for damaged or lost items can strengthen consumers' sense of security. Finally, implementing informal service-level agreements (SLAs), such as clearly stated estimated delivery times and pricing calculation methods, can help reduce misunderstandings and prevent price perception conflicts. These practical steps can improve service reliability and support the sustainability of Jastip businesses in areas with limited logistics infrastructure.

The results also show that Jastip in Fakfak has considerable growth potential. Increasing digital literacy, stable consumer demand, and limited access to modern retail products all support the continuity of Jastip businesses. However, this potential has not yet been fully optimized due to limited digitalization and the absence of an integrated operational system.

This study has limitations because its findings are heavily influenced by the specific context of Fakfak, particularly the dominance of sea-based logistics and the high level of social interconnectedness in economic transactions, where trust is rooted in personal relationships and local reputation. These conditions differ from urban environments with more developed logistics infrastructure and platform-based interactions, potentially leading to different Jastip dynamics. Future research should prioritize comparative designs between urban and underdeveloped areas and adopt a mixed-methods approach, integrating qualitative insights on trust and informal workflows with quantitative models examining the relationship between trust, satisfaction, and

consumer loyalty, to improve contextual understanding and analytical generalizability of Jastip practices in Indonesia.

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