

Influence Live Shopping Shopee to Interest Public Purchase

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Abstract: At this time the live shopping phenomenon has created a new dynamic in purchasing a product. products online. Where Live shopping Shopee is an online shopping system that allows sellers and buyers to interact directly and in real time through the live feature shopping Which available on application shopee. Objective researcher do research namely For analyze like what is the influence live shopping shopee on interest public purchasing. Method Quantitative is method study Which used researcher in research This, with using a sample of 60 people. In addition, the data collection method used is distribution of questionnaires or surveys via online media whatsapp. Data processing and testing The hypothesis was conducted using the SPSS Version 20 software program. Results of the Regression analysis Simple Linear show that Shopee Live shopping has a significant influence towards the public's purchasing interest, which is 71.5%. Based on these results, it can be concluded that if live shopping experience increase so in a way automatic interest Public purchases will also increase. However, if live shopping experiences a decline then automatically the public's interest in buying will also decrease. Therefore, the final result study show that Live shopping on application Shopee can increase interest purchase public.

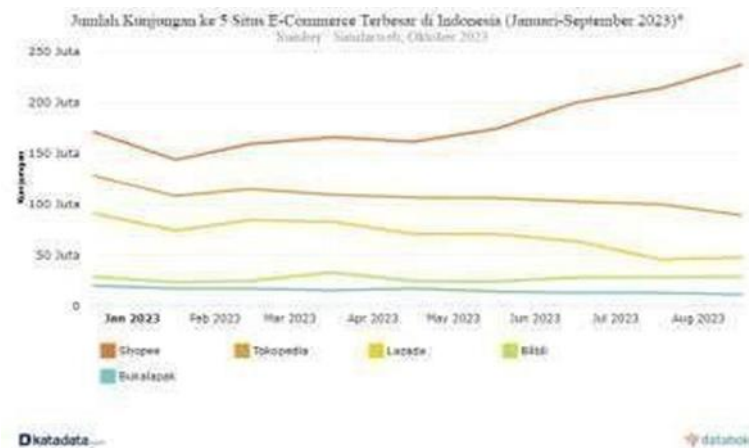
Keywords: Live Shopping, Purchase Interest, Shopee

Introduction

In era Which the more digital, pattern behavior consumer experience change Which significant. Information technology and the internet have changed the way people shop, with various innovations and *e-commerce platforms* that provide a shopping experience which is more interactive and fun. One of the latest innovations that has received a lot of attention attention in world *e-commerce* is phenomenon "Shopping in Action".

Live shopping is method shopping on line Which allow consumer interact direct with seller or influencer through platform digital. In format This, seller or influencer stage streaming direct Which can widely accessed person in a way *real time*. They recommend product, give *review*, answer question customer, And even stage various type contest or promotion during broadcast. Public can participate in broadcast the with post comment, ask questions about products, even buy directly through *the links* provided. The *Live shopping* phenomenon has created a new dynamic in behavior purchase on line. Matter This No only give experience shop Which more interactive, However Also cause flavor urgency moment do purchase, often pushed by offer or discount special Which only applicable during period

screening. Besides That, Live shopping also allows consumers see product more details, accept information product direct from the source, And feel interaction social during process purchase.



Based on the image above, a phenomenon can be seen that occurs among Shopee fans. that is, there is an increase and decrease in the number of enthusiasts every month. This happens repeatedly until a number of time. On month January seen enthusiast shopee as big as 171,300,000, but in February there was a decrease in interest of 27,700,000. In March seen increase Return enthusiast shopee, However No as big as month January that is as bigas

15.400.00. In April there was another increase but only by 6,800,000, and There was another decline in May of 4,600,000. After experiencing a decline in 2 That month, finally people were interested in Shopee slowly starting Up Back.

Style trading new Which moment This has develop rapid named Shopping through live shopping . Along with the popularity of live shopping , many sellers on the platform social media has use it as method For increase results sale As a result, a new type of social commerce has emerged, namely live shopping , which has help Lots seller social media. Live shopping Already change method person transact on the internet in several ways. First, live shopping allows sellers to explain in detail about the product to the customer. This is different from purchases where the buyer can only see photos and descriptions of the item. product said. (Wongkitrungrueng And Assarut, 2020).

Second, traditional consumers in social commerce have to leave the page product to contact the seller if they want to ask about any related issues with the product. Instead, consumers have the ability to ask questions via the comments screen, which allows broadcasters to provide answers in real time. direct. (Wongkitrungrueng and Assarut, 2019)

Third, on trading social traditional, seller generally No own opportunity to teach customers about their products, and the lack of interaction directly often causes customers to think that the product is not genuine. To To overcome this problem effectively, the live shopping system very suitable. With live shopping , sellers can provide services and guidance that intense to customers and answer customer questions through the comments screen, which impact straight to consumer purchasing behavior (Zhou et al., 2019).

e-commerce application created by Forrest Li in 2009 and first shown in Singapore in

2015 and currently popular in Indonesia is Shopee. One of the founders and someone who once led Zalora and Lazada is Chris Feng, currently he leads Shopee Company. Malaysia, Thailand, Taiwan, Indonesia, Vietnamese as well as Philippines is country Which made into network expansion by Shopee in 2015. Shopee created a new record for 44 e- marketplaces. commerce in Indonesia with 1.5 million transactions in 24 hours in 2018. Application Shopee expected to be able to encourage general purchasing.

Indonesian businesses are increasingly seeing opportunities to start online businesses. One of them application e-commerce mobile based on market is Shopee. Shopee claimed as application

The first mobile marketplace for consumer-to-consumer (C2C). Its focus is on the platform Mobile makes it easy for users to find, buy and sell items with just a click. mobile phone they.

Shopee is currently one of the growing marketplaces in Indonesia. with various program promotion For increase sale, like free shipping, flash sales, and cashback. Recently, they launched a new feature called ShopeeLive to increase their services.

Shopee Live was launched as one of Shopee's promotional media. As the name suggests, This feature allows sellers to create live streaming sessions on the Shopee app while promote their products and stores directly to buyers. With this feature, buyer And seller can communicate in a way direct For understand in a way deep about the goods being sold.

Research conducted by Suhyar & Pratminingsih (2023), shows that streaming in real time has positive and significant results on buying interest and income help increase sale.

Study Which done Sun et a. (2020), show that accessibility visibility, metavoicing , And guide shopping can influential to interest buy consumer while watching live shopping .

According to research Which done by Zhang et a. (2019) about influence live shopping to interest purchase, method live shopping can increase interest customers to purchase goods without being directly involved and can also reduce doubt customer. Delivery type product Also impact on doubt customer.

Based on research conducted by Ita R, et al. (2023) regarding the influence of live streaming selling, product reviews , and discounts to consumer purchasing interest on e-commerce "shopee", explains that live shopping has positive results for interest consumer purchases and sales increased.

Based on previous relevant research by Adam P, et al. (2023) on The Influence of Live Broadcasts and Promotional Content on Business Students' Purchase Interest Digital UPI On TikTok Shop, explains that live streaming has no significant impact to student purchasing interest.

Based on research by Dear Mr. Khairunnisa, G & Good luck (2022) explain stream live has no significant effect on purchasing interest, because which makes consumers interested For buying a product is not through live broadcast. (Juliana, 2023).

In this study, researchers used live shopping shopee as an independent variable And interest purchase as dependent variables . Due to second variable own relatedness strong And very useful in influence interest purchase community towards a product, as well as the problems found from research previously, there were differences in the results of previous research. So the researcher was interested do study with title : "Influence Live Shopping

Shopee To Interest Purchase Public".

Formula Problem

1. Whether *Live shopping* On Application Shopee Influential To Interest Community Purchase?

Objective Study

1. To Analyze and Test the Influence of Shopee *Live Shopping* on Interest Purchase Consumer

Benefit Study

1. Benefit Theoretical

The researcher's hope for this research is to provide input and studies as well as references in adding knowledge in further research, especially in the field of influence *live shopee shopping* towards interest public purchasing.

2. Benefit Practical

Hope researcher in study This is can give contribution on understanding in a way more wide about dynamics industry *e-commerce*, specifically in context *live shopping* which is currently popular.

A. Definition Shopee

Hartman And Amir define e-commerce in book they "Not Ready Strategies for Success in the Economy" as beginning from e-commerce mechanism that support transaction business private with use Internet For get goods or services either between two businesses (B-to-B) or between institutions and private consumers (B-to- C) (Romindo et al., 2019).

Can concluded that application Which walk supported by technology can bring together customer And businessman in a way on line as well as the occurrence purchase And sale against goods on scale currently until big called e-commerce.

Shopee is platform e-commerce First in Singapore. However for person Indonesia, it is famous. Especially for those who like online cheap shopping. Promo Which interesting as well as released in a way regular make Shopee become famous, like Shopee 12.12 to shipping discounts that can be used for several conditions. Shopee is one of the most famous online marketplaces. The platform is one of the buying and selling applications on line Which interested by age teenager and adults in Indonesia. (Andy et al., 2019).

Shopee aims to create a seamless online shopping and selling experience. easy to use by various social communities and helps sellers and buyers from various region Asia Southeast transact through strength transformative technology (Ginee, 2021)

B. Definition Live Shopee shopping

Fauziah (2020) stated that live broadcasts are an interesting media. as well as interactive Which own focus on user so that allow interact direct. Streaming direct grow profit competitive For business social compared to e-commerce . Because customers can see and know directly the goods being sold. Through the web-based chat feature, viewers or audiences can provide comments and interact with each other. (Siregar and Purnama, 2022).

Naharul And Kadi (2022), streaming direct Can call customer For shop directly on the Shopee store website. According to Bachri (2022), the media site social media like Shopee is an easy method to increase awareness, memory, and recognition of the product can

increase. Karina et al. (2022), to create an atmosphere interaction Which nice with consumer, retailer electronic use streaming direct For increase sale with distribute video incident time real. In their study, Song and Liu (2021) used streamer credibility, riches media, and interaction.

The term "online shopping" is already familiar among the public, which means that they can buy any goods or services they want at various prices options by visiting the marketplace website. The addition of features on social media today certainly makes it easier for businesses and consumers to interact, such as live broadcasts. In In 2020-2021, the sales rate of social media live broadcasts increased sharply to 76% in all over world, make service thisis the end continues to grow with very rapidly.

Video streaming where sellers can sell products and interact with buyer in a way direct use application shopee called Shopee Live. Feature This first introduced on June 6, 2019 and optimized for 4,444 mobile users. Merchant can utilise feature This For increase sale, increase visibility store, and optimize store branding.

Live broadcasts over a network are broadcast to many people at the same time. the same as original event (Kurniawati, 2019: 10). Consumers can see the details products such as materials, textures, shapes, and advantages and disadvantages with live streaming . so that customers can become more objective And satisfied in a way information when they make a decision to purchase a particular product.

Direct marketing covers process interaction between seller And buyer the. Direct Response Advertising is the main direct marketing tool where product promotion is carried out. done based on media, with objective invite customer interact And do purchasing products through manufacturers. (Belch & Belch, 2017: 19).

C. Profit Live shopping Shopee For Seller And Consumer

1. Profit For Seller

As explained earlier, sellers often use live shopping on Shopee to sell products directly. This is obviously because of the many benefits offered by the platform to increasetheir core sales. Following is the intended benefit.

a. Easy Interact

The first advantage of Shopee live shopping is the ease of interacting with viewers because this feature shows activities that are being carried out live, make it more easy for seller For speak And answer question viewer.

Besides That, seller can invite more Lots viewer For follow broadcast direct moment seller do live streaming . This make more easy For build relationships with potential buyers and ultimately increase sales because of the candidate buyer can understand in a way deep about the product Which for sale.

b. Easy During Process Sell

Profit Second live shopping Shopee is process sale product Which easy because Shopee live streaming is supported by the orange cart or display case feature, so that buyers know which products the seller is selling and where they can get them. buy it. This convenience makes buyers not need to search for information about the products they want in the seller profile; instead, they can add goods they to orange basket embedded seller.

c. Easy Convincing Candidate Buyer

The third advantage of Shopee live shopping is that it is easier to convince sellers. candidate buyer Because convenience interact with they so that they can convincing buyers like talking with them in a way direct.

d. There is Lots Feature Addition

The fourth advantage is that Shopee's live shopping doesn't only show... live broadcast of the seller, but also has additional features that can help the seller in the sellingprocess, such as Q&A. The question feature allows the audience to submit his curiosity to product the to seller during broadcast directly called Q&A. For example, the live events feature allows sellers to organize live broadcast schedule to let viewers know; prizes allow viewers give present to seller; say key words allow seller filtering words which is considered disrupt the process live streaming ; and others.

e. Increase Brand Awareness

The fifth benefit is increased brand awareness of the seller, or recognition. customers towards the brand owned by the seller, which will have an impact on their desire customers to buy the product offered by the seller for the first time. In addition That is, brand awareness will make customers loyal and return to buy the product. offered by the seller. The more people know the brand sold by the seller, the more high probability of sales - also increased.

f. Easy Reach Viewer

The sixth benefit is that when a seller broadcasts live, the video... will appear in home page user other, even If person the No follower sellers. This allows sellers to be discovered by more people than only his followers.

2. Profit For Buyer

The advantage is that it is very easy to find information on the Shopee application, without leaving the application, security when shopping, and free shipping at a price discounts (Sari et al., 2022). The goal is for customers to feel that these benefits can be satisfy his curiosity (Nurdiansah & Widyastuti, 2022). The many benefits and trust from consumer make intention buy present in behavior consumer. (Subordinate & Marianingsih, 2022).

Therefore, customers trust the application. Shopee because it provides avail Which liked very for consumer, they No will use application other (Priantari et et al., 2022). With thus, doubt customer will changed become belief that the application has a mandate (Oktaviani et al., 2022), and this will push customer For do purchase in application Shopee (Djuhara, 2018).

D. Interest Buy

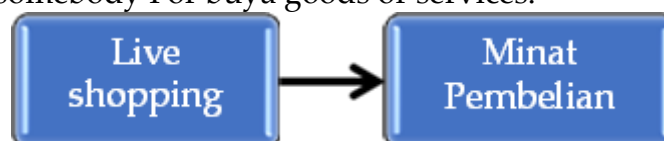
A certain attitude in achieving a target is called buying interest. (Peter and Olson, 2007). Actions directed at a targeted target are called Behavior. Purchase intention is planning buyer in do something Buy it brand Which Already every aspect is considered. Consumer actions towards an object indicate interest or intention before them decided to do purchase or postpone it.

The tendency to observe an activity of a product that is already understood its use directly by the buyer or as a result felt by the prospective buyer. buyer to goods or product called as Interest Buy.(Suhatman et et al., 2021).

E. Factor Which Influence Purchase Interest

According to for expert, interest buy somebody can influenced by factor social, psychological, and economic. A person's personality can be influenced by the level of need on a good or service, and social factors such as reference groups, family, and Friend can influence interest buy somebody Because influence view And his decision about products or services.

Cognitive elements such as stimulus , appreciation, and behavior can influence Consumers' interest in buying goods or services is due to its influence level need And desire they towards him. Factors economy like income, price, And inflation Also Can influence interest buy somebody For buya goods or services.



Framework Thinking

Hypothesis:

H0 : No There is influence between *live shopping* shopee with interest purchase public
 Ha: There is an influence between Shopee *live shopping* and people's *purchasing interest*

Research Method

According to Suharsimi Arikanto (2016:26), the subject of research is an object or individuals who are given boundaries as objects or data places for research variables inherent and problematic. Research subjects have a strategic role in research because it has data about variables that observed by researchers. An objective rule for collection information in Meaning And benefit certain, called as Method research. In order to achieve the above objectives, an appropriate method is needed. Meaning Which will be achieved.

Researchers use quantitative research methods by conducting Validity Tests Data, Test Classical Assumptions, and Regression Analysis Linear Simple. Test Validity of this Data test Validity Data Reliability Data, whereas on Test Assumptions Classic test Normality and Linearity of data.

For do testing the, researcher use questionnaire or *questionnaire* online with *Google Form* as a tool for data collection and retrieval sample. This questionnaire or *survey* was distributed by researchers via online media whatsapp. Here The researcher used a sample of 60 people and conducted testing with the help of *software* SPSS Version 20.0

Result and Discussion

A. Profile Respondents

From results study through distribution questionnaire, so obtained results that source person most Lots There is on range age 21 – 24 year a number of 45 person or by 85%, at the age of 17 – 20 years, 7 people or 7%, at the age of 25 – 28 years years, 4 people or 4%, and at the age of >29 years, 4 people or 4%. Based on gender , this research is dominated by women , amounting to 46 people. So, Based on the data above, there were 60 respondents who had participated in providing the funds time in filling out the research questionnaire

B. Test Validity Data

After getting the results from tabulation data from variable X and Y, next we will calculate the Data Validity Test by conducting a Validity Test and a Reliability Test with the Split Half method which uses the Spearman Broen formula using software SPSS Version 20.

C. Test Validity Data

After getting the results from tabulation data from variable X and Y, next we will calculate the Data Validity Test by conducting a Validity Test and a Reliability Test with the Split Half method which uses the Spearman Broen formula using software SPSS Version 20.

1) Results Test Validity

In understand worthy or No worthy each - each statement item on moment interpreting variables, then a validity test is carried out to determine it. In In this research, the researcher used the basic theory of validity test decisions according to V. Wiratna Sujarweni (2014: 192). This validity test uses an r table value of >0.254 at significance of 5% (0.05). Where, if the value of $r_{hitung} > r_{tabel}$, then it can be said that the question item the questionnaire is declared valid, but otherwise $r_{hitung} < r_{tabel}$, then you can it is said questions on questionnaire declared invalid .

Tabel 1.1 Hasil Uji Validitas Variabel X

| Hasil Uji Validitas Variabel <i>Live shopping</i> Shopee (X) | | | |
|--|--------------|----------------|----------|
| Item Pernyataan | r_{hitung} | $r_{tabel5\%}$ | Kriteria |
| X.1 | 0,447 | 0,254 | Valid |
| X.2 | 0,696 | 0,254 | Valid |
| X.3 | 0,701 | 0,254 | Valid |
| X.4 | 0,705 | 0,254 | Valid |
| X.5 | 0,579 | 0,254 | Valid |
| X.6 | 0,459 | 0,254 | Valid |

Based on these calculations, it is concluded that the results of the variable validity test X from all over grain statement Which there is on statement variable *live shopping* shopee is declared valid, because it has results r_{hitung} greater than r_{tabel} Which ownvalue >0.254 .

Tabel 1.2 Hasil Uji Validitas Variabel (Y)

| Hasil Uji Validitas Variabel Minat Pembelian (Y) | | | |
|--|--------------|----------------|----------|
| Item Pernyataan | r_{hitung} | $r_{tabel5\%}$ | Kriteria |
| Y.1 | 0,687 | 0,254 | Valid |
| Y.2 | 0,605 | 0,254 | Valid |
| Y.3 | 0,256 | 0,254 | Valid |
| Y.4 | 0,806 | 0,254 | Valid |
| Y.5 | 0,616 | 0,254 | Valid |
| Y.6 | 0,710 | 0,254 | Valid |
| Y.7 | 0,725 | 0,254 | Valid |
| Y.8 | 0,777 | 0,254 | Valid |
| Y.9 | 0,759 | 0,254 | Valid |

Summary: Primary Data Analyzed Using SPSS Version 20

Based on these calculations, it is concluded that the results of the variable validity test Y from all over grain statement Which there is on statement variable interest purchase (X) stated valid, because of own results r_{hitung} more big than r_{tabel} Whichown mark >0.254 .

2) Results Test Reliability

In frame For know level consistency And accuracy results from measurement, then a reliability test is carried out. In this research, the researcher used the method *Cronbach Alpha* is based on Wiratna Sujerweni's (2014) statement regarding The basis for taking the *Cronbach Alpha* Reliability Test . Where if the *Cronbach Alpha value* > 0.60 then the statement of the research question item is declared reliable, however if the value *Cronbach Alpha* < 0.60 so statement grain question research the stated No reliable

Tabel 1.3 Hasil Uji Realibilitas

| No | Variabel | Alpha Cronbach | Role of Thumb | Keterangan |
|----|---------------------------------|----------------|---------------|------------|
| 1 | <i>Live shopping</i> Shopee (X) | 0,822 | 0,60 | Realibel |
| 2 | Minat Pembelian (Y) | 0,898 | 0,60 | Realibel |

Sumber : Data Primer Diolah dengan SPSS Versi 20

Based on these calculations, the results of the reliability test of all statement items on the variables *Live shopping* Shopee (X) and Purchase Interest (Y) shows that *Cronbach's Alpha* value > 0.60 and therefore it can be stated that the results are reliable.

D. Test Assumptions Classic

After Test Validity as well as Test Reliability done, furthermore will done test Assumptions The classic consists of the Normality Test and the True Value Test. Linearity.

1. Results Test Normality

In understanding whether the data we distribute is normal or not, we can Normality Test was conducted. Here the researcher conducted a Normality Test using the method Kolmogorov Smirnov . Where we can see from the results of Asymp-Sing (2-Taled) > 0.05 then can be presented that the data distribution is normal. However, if the result of Asymp- Sing (2-Taled) < 0.05 then it can be said that the data distribution is nature abnormal.

**Table 1.4 Results Test Normality
One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 60 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 3.15614417 |
| Most Extreme Differences | Absolute | .105 |
| | Positive | .081 |
| | Negative | -.105 |
| Kolmogorov-Smirnov Z | | .813 |
| Asymp. Sig. (2-tailed) | | .523 |

a. Test distribution is Normal.

b. Calculated from data.

Summary: Primary Data Analyzed Using SPSS Version 20 Based on data results test normality the, concluded that results *Asymp-Sig* (2-Taled) is a number of 0.523, Which means results *Asymp-Sig* (2-Taled) > 0.05 And canit is said data distribution it has the nature of normal.

1) Results Test Linearity

In calculating and understanding the form of the relationship between independent variables with variable dependent called Linearity. If results from *Sig. deviation from*

$linearity > 0.05$ then there is a linear influence between the *independent variable* and the dependent variable *dependent*, however if the results from *Sig. deviation from linearity* < 0.05 , then no There is linear relationship between variable *independent* and *dependent* variables.

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 1472.886 | 1 | 1472.886 | 145.356 | .000 ^b |
| | Residual | 587.714 | 58 | 10.133 | | |
| | Total | 2060.600 | 59 | | | |

a. Dependent Variable: Minat Pembelian

b. Predictors: (Constant), Live Shopping Shopee

Summary: Primary Data Analyzed Using SPSS Version 20

Based on the calculation data with the output value, it can be concluded that thecalculated F value = 145.356 with a significance level of $0.000 < 0.05$, then for predicting the *Live Shopping* Shopee variable can use a regression model or can interpreted There is influence variable *Live shopping* Shopee (X) to variable Interest Purchase (Y). So, the *Live shopping* Shopee variable has an influence on the variable Interest Purchases amounted to 71.5%.

Table 1.7 Model Summary Analysis Linear Regression Simple
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .845 ^a | .715 | .710 | 3.183 |

a. Predictors: (Constant), Live Shopping Shopee

Summary: Primary Data Analyzed Using SPSS Version 20

Based on the table, it is explained that the value of the correlation/relationship (R) is: of 0.845. From the output, the coefficient of determination (R Square) was obtained as 0.715, Which own meaning that influence variable free (*Live shopping* Shopee) to variable Bound (Purchase Interest) is as big as 71.5%.

Table 1.8 Results Test T
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .441 | 2.838 | | .155 | .877 |
| | Live Shopping Shopee | 1.411 | .117 | .845 | 12.056 | .000 |

a. Dependent Variable: Minat Pembelian

Summary: Primary Data Analyzed Using SPSS Version 20

Based on the T-test data above, the partial calculation concludes that Variables X And Variables Y own connection Which significant. Matter the because of mark The significant results in the table above are $0.000 < 0.05$. So, H_0 is rejected or H_a is accepted. means that *Live shopping* Shopee (X) have an impact on Interest Purchase (Y).

E. Influence *Live shopping* Shopee To Interest Purchase Public

Live shopping is influenced by several variables, one of which is advertising. can influence consumer For see And shop direct through *live shopping*. In addition, there are *links* that can be embedded during *live shopping*. makes it easier for consumers to reach the desired products and makes it easier seller also in promoting its products.

Based on the test results and data analysis, the results of the partial test were obtained. (t- test) which shows that Shopee *live shopping* (X) obtained a t-count of $12.056 > 2.002$ (t- table) with a significance of $0.000 < 0.05$ or it can be said that the significance value is greater smaller than 0.05. It can be concluded that the *Live shopping* Shopee variable (X) is partially influential to Interest Purchase (Y). Besides That., from statement on, show that every increase in each variable of Live Shopping Shopee will have an impact on the rise interest purchase on public. However on the contrary, if there is A decrease in each live shopping variable will have an impact on decreasing interest purchase on public. Results from research This in line with results research Which has done by Ita, R. et. al, 2023, state live shopping own impact positive to interest buy consumer, Which Where situation the result in sale increase.

Conclusion

From results study on, so can concluded that on variable Live shopping Shopee have influence to Interest Purchase Public. Matter This shows that the Live shopping feature on the Shopee application helps consumers in purchasing products in real-time, in addition to the live shopping feature on shopee application Also influence and increase interest public purchasing.

Suggestion.

It is expected for researcher furthermore, more expand Again part variable Which researched and considering how emotional people are when buying goods through live shopping on Shopee. Because this still requires further study. more deeper again.

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