

THE EFFECT OF PRICE AND QUALITY OF CROSS-BORDER SELLER PRODUCTS ON PURCHASE DECISION IN E-COMMERCE

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Abstract. This study examines the effect of price and product quality from cross-border sellers on consumer purchase decisions in e-commerce. This study applies a quantitative method, namely collecting primary data with survey techniques through questionnaires. The purposive sampling technique is used in the research sampling. The total sample taken was 97 students at the Batam State Polytechnic enrolled in the Department of Business Management. This study revealed that the price of cross-border seller products does not affect purchase decisions. In contrast, the quality of cross-border seller products affects purchase decisions. The results of this study also reveal that the price and product quality of cross-border sellers affect purchase decisions in e-commerce.

Keywords: *Cross-border Seller, E-commerce, Price, Product Quality, Purchase Decision*

Introduction

The current era of globalization urges rapid technological developments to facilitate human work. Various activities have begun to be digitized to create effective and efficient innovations. One product of technological developments is the internet, which obscures aspects of space and time. The development of the internet certainly has a positive side in transforming activities in many fields, one of which is in the business context, namely by trading by electronic known as e-commerce such as Shopee, Lazada, Tokopedia, Blibli, Zalora, JD ID, and so on. Based on a survey in April 2021, 88.1% of Indonesians access the internet to purchase products in e-commerce (Kemp, 2021). Existing e-commerce is very familiar with the term cross-border, when consumers transact online with businesses based in different countries (Wodnicka & Skurpel, 2021).

Cross-border sellers who are present on e-commerce sites are in the spotlight. In March 2021, the hashtag #PenjualAsingBunuhUMKM or can be interpreted as foreign sellers threatening the existence of micro, small, and medium enterprises was widely discussed because many thought that Indonesian people buy products from cross-border sellers more often (Astutik, 2021). Purchase decision analysis is needed by marketers, especially Indonesian MSMEs to survive. Price is an aspect suspected to have the potential to influence purchase decisions. Based on a report released by SIRLCO and Katadata Insight Center, 74.5% of consumers shop more

online than offline (Nurchayadi, 2022) which then based on research findings by the Association of Internet Service Providers stated that the reason most consumers make online purchases is that product prices are far more economical than buying them directly at store outlets which occurs because of disintermediation (Annur, 2020). In addition to the price factor, product quality is a factor that is also thought to be a consideration for decision-making. Product quality is one of the seller's primary positioning media (Kotler & Armstrong, 2008). Quality has a direct impression on the performance of a good or service so as to create a close relationship with consumer decisions.

This study adopted the research idea from Alfred (2013) and Pandey, et al. (2021) about price and also product quality as a determinant of purchase decisions. The results reveal that price and product quality have an influence on purchase decisions. The difference between this research and this research is that the authors will test different objects, namely cross-border sellers in e-commerce according to the issues that are the focus of the authors in conducting research.

In addition, the authors want to follow up on the differences in the findings examined by Alfred (2013), Wijaya M. (2016), Lubis (2015), dan Anggita & Ali (2017) which reveals that price and product quality affect purchase decisions and Deisy, Lopian, & Mandagie (2018) and Mulyana (2021) with the finding that product prices have no influence on purchase decisions, as well as research by Amelisa, Yonaldi, & Mayasari (2016) with the

results revealing that product quality is not an influential variable for customers in making purchase actions. This research is limited to the scope of purchases made on cross-border seller products in the "Shipping from Overseas" shipping category at Shopee. This study aims to test whether price & product quality have an effect separately or together on purchase decisions.

Theory, Literature Review and Hypothesis Development

Theory

Theory of Reasoned Action

Theory of Reasoned Action developed by Ajzen and Fishbein (1975) based on the assumption that humans usually behave consciously by taking the available information into consideration. This theory explains that behavior occurs from intention with attitudes that affect consumer interest in buying. Broadly speaking, the Theory of Reasoned Action is a person's reason for carrying out an action by connecting beliefs, attitudes, and behavior that are influenced by several factors which in this study are price and product quality so that they decide to make a purchase decision for cross-border seller products in e-commerce.

Engel-Kollat-Blackwell Model

Engel-Kollat-Blackwell Model describes the five stages a customer takes in making a purchase. The first stage is understanding the problem and needs. Second stage, the consumer searches for the information needed to make a purchase decision. In the third stage, consumers evaluate information about various brands and products with their experiences and expectations. The fourth stage, the consumer makes a rational decision-making stage for the choice of product to be purchased. In the fifth stage, consumers evaluate their purchases (Engel, Kollat, & Blackwell, 1968).

Literature Review

The research conducted by the author is inseparable from previous research as a basis for comparison and reference. Exploration of research that has relevance related to the theme discussed is also needed to confirm the research.

Table 1. Summary of Previous Research

No	Researcher	Variable	Result
1.	Ebitu, Essien, &	-Price (X ₁) -Quality	-Price & quality have

No	Researcher	Variable	Result
	Basil (2012)	(X ₂) -Buying behavior (Y)	a significant effect on purchasing behaviour
2.	Alfred (2013)	-Price (X ₁) -Quality (X ₂) -Consumer Buying Decision (Y)	-Price & quality has influence on consumer buying decision
3.	Lubis (2015)	-Price (X ₁) -Product Quality (X ₂)	-Price & product quality affect purchase decision
4.	Wijaya M. (2016)	-Purchase Decision (Y)	
5.	Amelisa, Yonaldi, & Mayasari (2016)	-Product quality (X ₁) -Price (X ₂) -Purchase Decision (Y)	-Product quality not affect purchase decision but Price affects
6.	Ma'ruf (2017)	-Product Variation (X ₁) -Price (X ₂) -Promotion (X ₃) -Purchase Decision (Y)	-Product variation, price, promotion have a positive also significant influence on purchase decision
7.	Anggita & Ali (2017)	-Product Quality (X ₁) -Service Quality (X ₂) -Price (X ₃) -Purchase Decision (Y)	-Product quality, service quality, and price has a positive and significant effect on purchase decision
8.	Deisy, Lapian, & Mandagie (2018)	-Brand Image (X ₁) -Product Price (X ₂) -Product Quality (X ₃) -Purchase Decision (Y)	-Brand image, product price, and product quality affect purchase decision -Brand image and product price separately have no

No	Researcher	Variable	Result
			effect on purchase decisions. In contrast, Product quality has effect
9.	Mulyana (2021)	-Product Price (X ₁) -Product Review (X ₂) -Purchase Decision (Y)	-Product prices have no positive and significant effect on purchase decision but Product reviews affects decisions - decisions
10.	Pandey, et al. (2021)	-Product Quality (X ₁) -Price (X ₂) -Purchase Decision (Y)	-Product quality & price partially & collectively affect purchase decision

Source: Previous Research

Hypotheses Development

Price and Purchase Decision

Price is one of the essential factors in sales. Companies need to study the response that customers have to price and how purchase decisions can be affected by price because there will be a variety of offers and consumers will have the opportunity to choose from them. Lubis (2015) found that price has an effect on purchase decisions. Wijaya M. (2016) who examined the daily customers of a chocolate product which revealed the same findings as Lubis' research. These findings are also supported by research results from Anggita & Ali (2017), Amelisa, Yonaldi, & Mayasari (2016), dan Ma'ruf (2017).

Engel-Kollat-Blackwell Model states that consumers seek the information they need to make purchase decisions. Based on the Theory of Reasoned Action, humans with full awareness think about all available information in behaving. This leads to the influence of price which is used as one of the main comparison factors for making purchase decisions. Price is stated as the main factor that influences

purchase decisions consistently (Alfred, 2013). Therefore, the hypothesis developed is:

H₁: The price of cross-border seller products has an effect on purchase decisions in e-commerce

Product Quality and Purchase Decision

Product quality becomes an important thing in making a decision to buy a product. In addition to the brand factor and price benefits, product quality is also a consideration, so companies need to maintain and pay attention to the quality of their products (Anggita & Ali, 2017). According to Kotler & Armstrong (2008), one of the primary media to place a product in a certain position is from a quality standpoint. Theory of Reasoned Action brings together beliefs, attitudes, wills, and behaviors. Quality has a direct impression on the performance of a good or service so as to create a close relationship with consumer decisions in making purchase decisions.

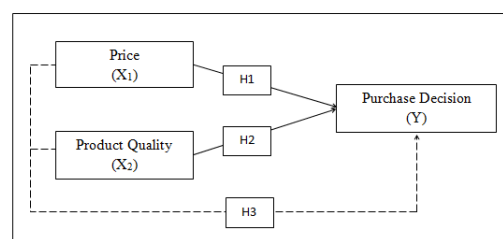
This is supported by research from Lubis (2015) and Wijaya M. (2016) with the results stating that product quality has an effect on purchase decisions. Not only that, the results of research conducted by Anggita & Ali (2017) and Desiy, Lapian, & Mandagie (2018) also revealed the same result. Therefore, the hypothesis developed is:

H₂: The product quality of cross-border seller products has an effect on purchase decisions in e-commerce

Price, Product Quality, and Purchase Decision

The results of research conducted by Lubis (2015), Wijaya M. (2016), and Amelisa, Yonaldi, & Mayasari (2016) found that price and product quality influence purchase decisions. Therefore, the hypothesis developed is:

H₃: The price and product quality of cross-border seller products have an effect on purchase decisions in e-commerce



Picture 1. Research Model

Research Method

This research is included in the type of quantitative research because hypothesis testing is examined. The questionnaire in this study was adopted from research by Pandey, et al. (2021). Primary data was collected through the use of a questionnaire by google form given to research participants. Because the questionnaire uses a Likert scale to assess respondents' level of agreement with various statements, the data collected is in the form of a numerical score. The Likert scale is used with a scaling method with 4 categories, namely: Strongly Disagree (score 1), Disagree (score 2), Agree (score 3), and Agree (score 4).

The questionnaire that will be distributed contains five sections. The initial part is an introduction, purpose, and procedures for filling out the questionnaire. The second part is four statements regarding product price variables as measured by four indicators, namely: price affordability, price compatibility with quality, price competitiveness, and price compatibility with benefits (Stanton, 1998). The third part is eight statements regarding product quality variables as measured by eight indicators, namely: performance, features, suitability, reliability, durability, service, aesthetics, and perceived quality (Tjiptono & Chandra, 2005). The fourth part is five statements regarding purchase decision variables as measured by five indicators, namely: problem identification, information research, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2009). The fifth part of the questionnaire contains the identity of the respondent.

Population and Sample

The location determined in the implementation of the research was the Batam State Polytechnic. The number of members of the population that will be used as a research sample is calculated using the Slovin formula. Based on the results of the documentation, the total study population was 2,500 students (Kemdikbud) so that the sample required in this study was 97 respondents.

The technique used by the author in collecting the sample of this research is non-probability with purposive sampling technique. Respondent criteria in this study are:

1. Respondents are students of the Department of Business Management at Batam State Polytechnic
2. Respondents aged 18-21 years
3. Respondents have purchased cross-border seller products at Shopee e-commerce more than once

Data Analysis

The analytical technique in this study was assisted by using the IBM SPSS Statistics 25 application.

Validity Test

The validity test was carried out to test the validity of the research instrument which was determined to be used as a tool in tracing data. The basis for assessing this test is that if the significance value is < 0.05 then the questionnaire items used are valid, and otherwise it is invalid (Priyatno, 2018).

Reliability Test

Reliability tests are carried out to test the consistency of the results of a data if the measurement is repeated two or more times. The test was carried out using the Cronbach Alpha coefficient formula and was declared reliable when the value was > 0.6 (Priyatno, 2018).

Normality Test

The normality test was carried out to see if the residual research data had a normal distribution. This test uses the Kolmogorov Smirnov test, if the significance value is Asymp. Sig. 2-tailed > 0.05 , the data is normally distributed (Priyatno, 2018).

Multicollinearity Test

The multicollinearity test was performed to calculate the multiple correlation coefficients and then compare them with the correlation coefficients between the independent variables. The data is said to have no multicollinearity problem if the VIF value is < 10 and or the Tolerance value is > 0.1 (Priyatno, 2018).

Heteroscedasticity Test

Heteroscedasticity test was conducted to see the variance of the variables in the model are not the same. If the significance value of the Glejser test is > 0.05 , the data is declared to have no symptoms of heteroscedasticity (Priyatno, 2018).

Multiple Regression Analysis

Multiple linear regression analysis was carried out in order to determine whether or not there is and the magnitude of the influence between two or more independent variables on one dependent variable (Priyatno, 2018). The data in this study have passed the classical

assumption test and the data is normal. The regression model in this study is expressed in the equation:

$$PD = \alpha + \beta_1 PP + \beta_2 PQ + \varepsilon$$

PD : Purchase decision
α : Constant
PP : Product price
PQ : Product quality
ε : Error (Assumed value 0)

T Test

The t test is carried out to test if the independent variable has an effect on the dependent variable which is said to have an effect if the significance level is <0.05 (Priyatno, 2018).

F Test

The F test was carried out in order to test the effect of the independent variables together on the dependent variable by taking into account the level of significance that is influential if the value is < 0.05 (Priyatno, 2018).

Coefficient of Determination (R²)

The coefficient of determination aims to be able to measure the contribution of the independent variable to the dependent variable. If the value of R² is close to 1 then it provides almost all the information needed, if it is small then vice versa (Priyatno, 2018).

Result and Discussion

Validity Test

The following table reveals the results of observing whether a questionnaire is valid or not. Every statement on the independent or dependent variable can show the truth of the results of the measurement.

Table 2. Validity Test Result

Item	Sig.
PP1	0,000
PP2	0,000
PP3	0,000
PP4	0,000
PQ1	0,000
PQ2	0,000
PQ3	0,000
PQ4	0,000
PQ5	0,000
PQ6	0,000
PQ7	0,000

Item	Sig.
PQ8	0,000
PD1	0,000
PD2	0,000
PD3	0,000
PD4	0,000
PD5	0,000

Source: Data Processing with SPSS
 PP: Product Price, PQ: Product Quality, PD: Purchase Decision

Based on these test results, it was concluded that each questionnaire item per variable price, product quality, and purchase decisions has a significance value of < 0.05. This reveals that the indicators on the questionnaire used are valid.

Reliability Test

The following table reveals the results of the reliability test:

Table 3. Reliability Test Result

Item	Cronbach's Alpha	N
HP	0,718	4
KP	0,862	8
KPN	0,815	5

Source: Data Processing with SPSS
 PP: Product Price, PQ: Product Quality, PD: Purchase Decision

Based on the test results above, it can be concluded that each item has a significance value of > 0.6, so all statements are said to be reliable.

Multiple Regression Analysis

Table 4 below explains the results of testing the research hypothesis. The table shows that product prices have a significant value of > 5%, so product price does not affect purchase decisions. Product quality affects purchase decisions with a significance value of < 0.5%. Price and product quality affect purchase decisions because they have a significance value of < 0.5%.

Table 4. Results of Hypothesis Testing

Variable	Regression Coefficient	t-value	Sig
Constant	3.296	2.413	0.035
HP	-0.077	-0.504	0.616
KP	0.485	6.026	0.000
Anova =			0.000
R-square = 0.040			

Source: Data Processing with SPSS

Therefore, the summary of hypothesis testing result is in table 5.

Table 5. Summary of Research Results

Hypotheses	Conclusion
H1: The price of cross-border seller products has an effect on purchasing decisions in e-commerce	Not Supported
H2: The product quality of cross-border seller products has an effect on purchasing decisions in e-commerce	Supported
H3: The price and product quality of cross-border seller products have an effect on purchasing decisions in e-commerce	Supported

Discussion

The Price of Cross-border Seller Products Influences Purchase Decisions in E-commerce

Based on the test results, H1 is declared unsupported. This result is in line with research from Deisy, Lapian, & Mandagie (2018) and Mulyana (2021) who found that the price of the product has no effect on purchase decisions. Price is not the main focus in decision making, this is because the prices set by sellers in e-commerce, especially cross-border sellers, are low, affordable, and are at competitive prices so that consumers tend to pay attention to other aspects in determining their purchase decisions (Mandey, 2013). This result is also supported by descriptive data on the results of respondents' answers where the majority of respondents with a percentage of 55% agree that the price of cross-border seller products in e-commerce is relatively affordable, and the other 38% strongly agree. This is also in line with the respondents' answers where 52% strongly agree that cross-border seller product prices in e-commerce can compete with product prices from other sellers, and another 40% agree with this statement.

The Product Quality of Cross-border Seller Products Influences Purchase Decisions in E-commerce

Based on the test results, H2 is stated to be supported, meaning that the product quality of cross-border sellers influences purchase decisions in e-commerce. This result is in line with Anggita & Ali (2017), Lubis (2015), and Wijaya (2016) research which reveals that product quality affects purchase decisions.

These results indicate that product quality is an important factor that consumers pay attention to in making purchases. This is supported by data from respondents' answers where 58% agree that cross-border seller products in e-commerce are of high quality, and the other 18% answer strongly agree. It can be concluded that a good product quality assessment will influence consumers to purchase the product (Muliasari, 2019).

The Price and Product Quality of Cross-border Seller Products Influence Purchase Decisions in E-commerce

Based on the test results, H3 is stated to be supported, meaning that the price and product quality of cross-border sellers simultaneously affect purchase decisions in e-commerce. These results are in line with research conducted by Alfred (2013), Wijaya M. (2016), Lubis (2015), and Anggita & Ali (2017). This means that more and more consumers will make purchases if they feel the price level and product quality are appropriate in e-commerce, with this simultaneous influence it means that consumers have received information that is in line with expectations so that purchase decisions can occur.

Conclusion and Suggestion

Conclusion

This research has three objectives. First, to test whether e-commerce's cross-border seller product price has an effect on purchase decisions. Second, to test whether the product quality of cross-border sellers has an effect on purchase decisions. Third, to test whether the price and product quality of cross-border sellers have an effect on purchase decisions. Quantitative methods with survey techniques through questionnaires in data collection were carried out in this study. A purposive sampling technique was used to draw samples with the criteria of respondents being Batam State Polytechnic Students majoring in Business Management, aged 18-21 years, who had purchased cross-border seller products at Shopee more than 1 time. The research sample was 97 people. The results of the study show that the price of cross-border seller products has no effect on purchase decisions in e-commerce, while product quality does. The results also show that the price and product quality of cross-border sellers affect purchase decisions in e-commerce.

Suggestion

This study provides an explanation of the effect of price and product quality of foreign sellers on consumer decisions in making purchases in e-commerce. However, this research still has limitations, one of which is the sample coverage studied, only Business Management students at the Batam State Polytechnic with a predetermined age range. In addition, only one e-commerce platform was studied which is also one of the limitations in this study. Therefore, it is hoped that further research can determine a sample with a wider coverage and examine other e-commerce platforms, so that it can be used as a comparison.

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