Enrichment: Journal of Management, 16 (4) (2026)

Published by: Instiute of Computer Science (IOCS)

Enrichment: Journal of Management

Journal homepage: www.enrichment.iocspublisher.org

The influence of artificial intelligence based content on consumer purchase decisions on e-commerce platforms

Rizky Abu Hurairah[1], Widi Astuti [2]

[1,2]Faculty of Economics and Business, Nusa Mandiri University, Jakarta, Indonesia

ARTICLE INFO

Article history:

Received Sep 07, 2026
Revised Sep 15, 2026
Accepted Sep 23, 2026

Keywords:

Artificial Intelligence Content;
Consumer Behavior;
Purchase Decision;
TikTok Shop.

ABSTRACT

This research was conducted due to the increasing use of artificial intelligence (AI) based content on e-commerce platforms and its potential to influence consumer perceptions and purchasing decisions, particularly on TikTok Shop. The research examines whether AI based content affects consumer purchasing decisions. A quantitative approach and purposive sampling technique were employed to process data collected from 100 respondents aged 18–40 who had viewed AI generated content on TikTok and had either purchased or considered purchasing products via TikTok Shop, then data was analyzed using PLS-SEM. The results show that AI based content has a positive effect on consumer purchasing decisions, with an Original Sample value of 0.816, a T-Statistic of 16.958, and a P-Value of < 0.000.

This is an open access article under the CC BY-NC license.

Corresponding Author:

Rizky Abu Hurairah
Faculty of Economics and Business,
Nusa Mandiri University,
Pulau panggang No.53 Kel. Pulau Panggang, Kec. Kepulauan Seribu Utara, Jakarta Utara 14530
Email: rizkyabuhuraira1@gmail.com

INTRODUCTION

Developments in recent years have significantly changed marketing methods, shifting from conventional marketing to digital marketing that is more interactive, fast paced, and technology driven. Within this context, content has become the primary element in delivering marketing messages to consumers, encompassing videos, images, posts, stories, and audio designed to be engaging, relevant, and valuable to target audiences (Bustomi et al., 2025). (Ardani, 2022) argues that digital marketing can influence consumer behavior. This indicates that the role of content has become increasingly complex, functioning not only as a medium of information delivery but also as a strategic tool capable of shaping perception and influencing consumer decision-making.

Alongside these developments, Artificial Intelligence (AI) has begun to be integrated into digital content production, particularly in video format. AI refers to the capability of computer systems to learn from data as humans learn from experience, enabling algorithm-based problem solving and decision-making (Sudirwo et al., 2024). Through artificial intelligence, computers can be designed to perform various tasks that typically rely on human cognitive abilities (Eriana & Zein, 2023). The utilization of AI allows for the automated production of content with high efficiency and more accurate personalization tailored to audience preferences. (Malau et al., 2024) discuss the development of AI and the challenges associated with its use in the digital era. Prior

research suggests that AI plays a transformative role in digital marketing personalization, enabling companies to move beyond traditional market segmentation toward hyper-personalization by analyzing consumer behavior data in real time and optimizing content automatically (Pratama, 2025). AI-based video is also considered to have a higher appeal, as it is able to combine visual, audio, and narrative elements simultaneously. (Putri & Nurhayati, 2024) show that the TikTok algorithm and creative content can influence purchase decisions. AI-based video content is also considered to have a higher appeal, as it is able to combine visual, audio, and narrative elements simultaneously.

From a consumer behavior perspective, a consumer's purchase decision is the culmination of a process involving both rational and emotional considerations (Lotte et al., 2023). This decision is influenced by various factors, including marketing stimuli received by consumers, such as digital content.(Kotler et al 2022) explains that marketing stimuli can influence consumer responses during the purchasing process. (Witjaksono, 2023) identifies several factors that can influence consumer purchase decisions. Previous research indicates that digital content has a significant influence on consumer purchasing decisions, with accurate information playing a crucial role, attractive visuals, engaging interactions, and message credibility encourage consumers to make purchases (Oktaviani & Poyo, 2025).

Changes in consumer behavior in the digital age further reinforce the importance of content in marketing. Consumers today tend to be more active in searching for information, more selective in choosing products, and more critical in evaluating brand credibility, while also being more responsive to content that provides relevant experiences suited to their needs (Andrian et al., 2022). (Wardhana, 2025) discussing the dynamics of consumer behavior in the Digital 4.0 era. Prior research shows that informative and engaging content presentation is able to build consumer attention and initial interest (Irwanto et al., 2026). (Adistia et al., 2025) demonstrate the relevance of social media content to consumer purchasing behavior.

In a more specific context, the growth of e-commerce in Indonesia has been rapid. (Rahayu et al., 2026) discuss digital transformation in Indonesia within the e-commerce and digital economy ecosystem. This development has also been accompanied by the emergence of social commerce, a form of online buying and selling that integrates commercial activity with social media (Khoirotunnisa et al., 2026). One of the platforms experiencing significant growth is TikTok, through its TikTok Shop feature. (Puspitasari & Sarah, 2025) examine purchase decisions in the context of e-commerce through TikTok Shop. Originally launched in 2016 in China, TikTok is a short-video platform presented in a vertical, scrollable format that enables consumers to discover, evaluate, and purchase products directly through interactive video content (Yuwono et al., 2025). TikTok's recommendation algorithm is also able to distribute content in a personalized manner, thereby increasing the effectiveness of marketing message delivery. (Putri & Nurhayati, 2024) show that the TikTok algorithm and creative content are relevant to purchase decisions on TikTok Shop.

Although previous studies have examined digital content and purchasing decisions, the findings have not been entirely consistent. (Fajar et al., 2026) reported a positive and significant relationship between content marketing and purchasing decisions, whereas (Aini, 2025) reported a negative and non-significant relationship. Furthermore, most existing literature treats content marketing as a broad construct without distinguishing between content generated using AI tools and content produced conventionally. AI-based content may offer additional characteristics such as algorithmic personalization, automated visual production, and synthetic narration yet these features do not automatically generate greater credibility or increased purchasing effectiveness. Therefore, this study addresses a specific empirical issue, whether AI-based content influences consumer purchasing decisions on TikTok Shop. A preliminary survey involving 21 respondents was conducted solely to describe the context of the phenomenon.

Accordingly, this study aims to examine the relationship between AI based content and consumer purchasing decisions among TikTok Shop users aged 18–40. The study contributes

empirical evidence regarding four content dimensions informativeness, visual appeal, personalization, and trustworthiness within the construct of AI-based content. As the research model tests only the direct relationship between variables X and Y, the Stimulus, Organism, Response (SOR) framework serves merely as a conceptual foundation, the Organism variable is neither operationalized nor tested in this study.

This research is grounded in the Stimulus, Organism, Response perspective, wherein marketing content is understood as the stimulus and the purchasing decision as the behavioral response. However, since the research model encompasses only AI based content (X) and purchasing decisions (Y), no claim is made that the Organism mechanism has been empirically tested. The research hypothesis is formulated as follows. H1: AI based content has a positive and significant relationship with consumer purchasing decisions on TikTok Shop.

RESEARCH METHOD

The method employed is a quantitative approach to examine the impact of AI-based content on consumer purchasing decisions. This approach was chosen because it is considered capable of measuring the relationship between variables systematically and testing hypotheses based on numerical data, relying on the collection and analysis of numerical data, survey strategies, measurement and observation, and statistical hypothesis testing (Muhajirin et al., 2024).

The study population consists of adolescents and adults aged 18–40 who had viewed AI based content on TikTok and had made or considered making a purchase through TikTok Shop. This age group was selected because it represents active users of social media and e-commerce platforms. Sampling was conducted using a purposive sampling technique (non-probability) (Nashrullah et al., 2024).

. This study involved 100 respondents selected using purposive sampling; this number was deemed adequate, as the appropriate sample size for this type of research ranges from 30 to 500 respondents (Moula et al., 2026). Respondent criteria included an age range of 18–40 years, prior exposure to AI-generated content on TikTok, and having either made or considered a purchase via TikTok Shop. The questionnaire was distributed online using Google Forms.

This study was conducted to examine the relationship between the independent and dependent variables: AI-based content (X) and consumer purchasing decisions (Y). The author illustrates this relationship through a conceptual framework, as presented in Figure 1.

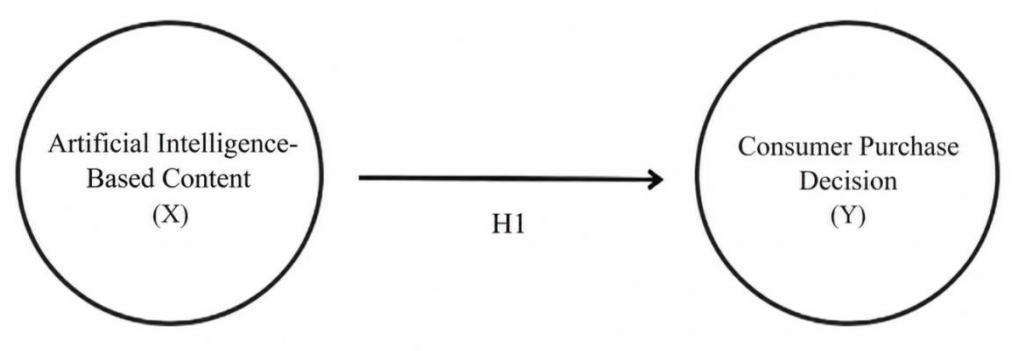


Figure 1. Conceptual Framework of Research

The instrument was a five-point Likert questionnaire. AI-based content (X) was operationalized through seven indicators covering informativeness, visual appeal, personalization, and trustworthiness (Sudirwo, S, E. et al., 2024). Consumer Purchase Decision (Y) was measured through five stages adapted from Kotler & Armstrong 2016 need recognition, information search,

evaluation of alternatives, purchase decision, and post-purchase behavior (Oktaviani & Poyo, 2025).

This research combines both primary and secondary data, with the former gathered via online questionnaires distributed through Google Forms, consists of structured closed-ended statements using a five-point Likert scale, and secondary data obtained from official publications (Undari Sulung, 2024).

Using SmartPLS software, the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method was employed to analyze the data due to its advantages in simultaneously testing causal relationships between latent variables within relatively small samples (Shahab et al., 2026). The analysis comprises an outer model and an inner model. The outer model serves to assess data validity and reliability, while the inner model represents the structural model and is used to test research hypotheses via bootstrapping procedures.

RESULTS AND DISCUSSIONS

Respondent Characteristics

A total of 100 respondents participated in this study, all of whom met the screening criteria of being aged 18–40, having viewed AI-based content on TikTok, and having made or considered a purchase through TikTok Shop.

Table 1. Respondent Characteristics by Age Group

Age Group	Frequency	Percentage
18–20 years	22	22.0%
21–24 years	64	64.0%
>24 years	14	14.0%
Total	100	100%

The majority of respondents (64.0%) were aged 21–24, indicating that the young age group constitutes the most active users of TikTok Shop.

Outer Model (Measurement Model) Evaluation

Convergent validity is assessed based on outer loading values. As shown in Table 2, two indicators (KAI1 and KAI2) fell below the 0.70 threshold, with loading values of 0.685 and 0.698, respectively, but remained acceptable; according to Hair et al. (2021) (as cited by Safitri, 2025), indicators with values between 0.40 and 0.70 can be retained if the AVE or composite reliability does not increase significantly upon their removal. Meanwhile, the other indicators for the AI-Based Content construct exceeded the 0.70 threshold. Regarding the Purchase Decision construct, two indicators (KPK2 and KPK3) yielded loading values of 0.395 and 0.233, respectively, falling below the acceptable threshold and thus had to be removed, whereas the remaining five indicators demonstrated adequate validity.

Table 2. Outer Loading Results

Indicator	AI-Based Content	Purchase Decision
KAI1	0.685	-
KAI2	0.698	-
KAI3	0.786	-
KAI4	0.828	-

Indicator	AI-Based Content	Purchase Decision
KAI5	0.752	-
KAI6	0.800	-
KAI7	0.798	
KPK1	-	0.868
KPK2	-	0.395
KPK3	-	0.233
KPK4	-	0.841
KPK5	-	0.853
KPK6	-	0.851
KPK7	-	0.899

Measurement model testing indicates adequate convergent validity, as the AVE values for the AI-Based Content (0.585) and Purchase Decision (0.758) constructs exceed the 0.50 threshold. Discriminant validity is also confirmed through cross-loading analysis, showing that indicators exhibit stronger loadings on their intended constructs than on other constructs. Regarding reliability, the data in Table 3 show Cronbach's Alpha and Composite Reliability values exceeding 0.70, demonstrating the strong reliability of the measurement instruments used in this study.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
AI-Based Content (X)	0.882	0.894	0.585
Purchase Decision (Y)	0.920	0.922	0.758

Inner Model (Structural Model) Evaluation

The R^2 value for purchase decision is 0.665. Descriptively, the model accounts for 66.5% of the variance in the observed purchase-decision construct in this sample, while 33.5% is not represented by the model.

Table 4. R-Square (R^2) Test Results

Dependent Variable	R-Square	Adjusted R-Square
Purchase Decision (Y)	0.665	0.662

The reported f^2 value is 1.986. This figure indicates a substantial incremental contribution of the predictor to the variance explained by the model within the selected PLS-SEM specification. This value far exceeds the 0.35 threshold for a large effect size (Hair, 2021, as cited in (SAFITRI, 2025).

Table 5. Effect Size (F^2) Test Results

Path	F-Square	Interpretation
AI-Based Content → Purchase Decision	1.986	Large Effect

The reported Q^2 value is 0.649, which is above zero and therefore indicates predictive relevance under the procedure used.

Table 6. Predictive Relevance (Q^2) Test Results

Dependent Variable	Q-Square
Purchase Decision (Y)	0.649

Hypothesis Testing

Testing was conducted using bootstrapping analysis to assess the significance of the path relationship between AI-based content and purchase decisions, with the results presented in Table 7.

Table 7. Hypothesis Testing Results (Path Coefficient Analysis)

Path	Original Sample	T-Statistics	P-Values	Conclusion
AI Based Content → Purchase Decision	0.816	16.958	0.000	Significant

The bootstrapping analysis yielded an original sample coefficient of 0.816 and a t-statistic of 16.958, with a p-value < 0.000. These results are statistically significant within the reported model and indicate a positive relationship between AI based content and purchase decisions.

Discussion

The research findings indicate a positive statistical relationship between the AI-based content construct and purchase decisions. The four dimensions offer distinct explanations for this relationship, informative content can reduce uncertainty regarding product attributes, visual appeal can capture attention amidst a highly competitive feed, personalization can enhance perceived relevance, and trust can influence information credibility. While these interpretations are theoretically sound, the current model does not estimate the separate impact of each individual dimension. Therefore, the results should be interpreted at the construct level rather than as evidence that any specific dimension independently determines purchase decisions.

This result aligns with the stimulus, organism and response framework, wherein AI-based content serves as an external stimulus received by consumers. This stimulus is then processed internally (organism) through perception, attention, and trust, ultimately leading to a behavioral response in the form of a purchase decision (Samudra et al., 2024). The findings also extend prior research by Putri Oktaviani and Denu Poyo 2025, which found that digital content in general significantly influences purchase decisions through visual quality, information, and credibility. The present study reinforces and broadens these findings by showing that a similar and even stronger effect holds specifically for content generated using AI technology on a social commerce platform such as TikTok Shop.

CONCLUSION

This study identified a positive and statistically significant relationship between perceived AI-generated content and purchasing decisions among 100 TikTok Shop users aged 18–40 who met the screening criteria. The model yielded an R^2 value of 0.665, with a path coefficient of 0.816 ($t = 16.958$, $p < 0.001$). Empirically, the study employs a multidimensional construct of AI-generated content that encompasses informativeness, visual appeal, personalization, and trustworthiness within the TikTok Shop context. For practitioners, these findings underscore the importance of presenting clear information, relevant personalization, attractive visuals, and credible product claims. For consumers, the findings highlight the importance of independently verifying product information rather than relying solely on AI-generated promotional content.

ACKNOWLEDGEMENTS

The author wishes to express sincere appreciation to the academic supervisor for their dedication and valuable advice throughout the research process. Gratitude is also extended to all respondents for their honesty and the time they dedicated to providing data. Finally, heartfelt thanks go to family and friends for the emotional support and encouragement that sustained the author until the completion of this final project.

References

Adistia, E., Ardana, Y., & Zumaroh, Z. (2025). Pengaruh Media Sosial Dan Diskon Terhadap Perilaku Pembelian Impulsif Generasi Z Di Industri Fashion Pada Mahasiswa Di Kota Metro. *Jurnal Ekuilnomi*, *7*(2), 421–430. https://doi.org/10.36985/2av75w78

Andrian, Indra, C., Jumawan, & Fadhli Nursal, M. (2022). Perilaku Konsumen. In *Rena Cipta Mandiri* (Vol. 3, Issue 1). https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf

Ardani, W. (2022). Pengaruh Digital Marketing Terhadap Perilaku Konsumen. *Jurnal Tadbir Peradaban*, *2*(1), 40–47. https://doi.org/10.55182/jtp.v2i1.102

Bustomi, A. Y. Al, Yuliamir, H., & Dewi, I. K. (2025). ONLINE CUSTOMER REVIEW DAN KONTEN MARKETING DALAM PLATFORM TIKTOK PADA KEPUTUSAN PEMBELIAN PRODUK. In *Journal of Innovation Research and Knowledge* (Vol. 5, Issue 3, pp. 2843–2854). https://doi.org/10.53625/jirk.v5i3.10920%0Ahttps://bajangjournal.com/index.php/JIRK/article/download/10920/8639

Claudia Oktaviani Yuwono, Nifirinas Yulistin Rizky, I. R. I. (2025). EVOLUSI SOCIAL COMMERCE: MEMAHAMI FENOMENA DIGITAL MELALUI PERSPEKTIF TEORI KOMUNIKASI DAN SOSIAL. *Jurnal Ilmiah Indonesia*, *2*(2), 306–312.

Emi Sita Eriana, S.Kom., M. K., & Drs. Afrizal Zein, M. K. (2023). Artificial Intelligence – AI. *Encyclopedia of Digital Agricultural Technologies*, 84–84. https://doi.org/10.1007/978-3-031-24861-0_300007

Fajar, M. W., Suryaningprang, A., Oesman, I. F., & Akbar, R. R. (2026). *Pengaruh Brand Image , Content Marketing dan Customer Engagement terhadap Keputusan Pembelian pada Aplikasi TikTok Shop*. *4*(4), 12751–12758.

Herliani, N., Putri, S. M., Puspita Sari, W. L., Raharja, M. C., & Meliana, R. (2025). Analisis Perilaku Impulse Buying Konsumen Muslim Di Purwokerto Pada Platform Digital Berdasarkan Teori Stimulus-Organisme-Respons (Sor). *Jurnal Sains Student Research*, *4*(1), 228–235.

Irwanto, D., Abadi, R. R., Musa, M. I., & Riu, I. A. (2026). *Pengaruh Content Marketing dan Live Streaming TikTok Shop terhadap Minat Beli Konsumen (Studi pada Mahasiswa Aktif Manajemen Universitas Negeri Makassar)*. *5*(1), 2169–2176.

Khoirotunnisa, S., Rohmah, M. A., Fauziah, B., & Rachma, E. (2026). Perkembangan Social Commerce Dan Dampaknya Terhadap Perilaku Konsumen : Literature Review. *Kampus Akademik Publisher*, *3*(1), 245–253.

Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & Shainesh, G. (2022). *Marketing Management* (16th ed.). Pearson India Education Services Pvt. Ltd.

Luckhy Natalia Anastasye Lotte, S. Sos., M. M., Purna Irawan, S.E., M. M., Dr. Zunan Setiawan, S.E., M. M., Hj. Dyah Sri Wulandari, S.E., M. M., Dr. Rosnaini Daga, S.E., M.M., C., Dr. Sri Syabanita Elida, S.E., M. M., Aditya Pandowo, S.E., M. S., Dr. Frans Sudirjo, S.E., M. M., Dr. Dedi Herdiansyah, S.E., M. S., Dr. Muliyati, M. M., & Allicia Deana Santosa, S.E., M. M. (2023). *Prinsip Dasar Manajemen Pemasaran Hasil Pertanian*.

Malau, M., Sihite, I. F., Sumanti, I. H., Desrianty, R. M., & Hutahaean, Y. S. R. (2024). Perkembangan Artificial Intelligence dan Tantangan Generasi Muda di Era Super Digitalized. *Ikra-Ith Abdimas*, *8*(1), 251–257. https://doi.org/10.37817/ikra-ithabdimas.v8i1.3198

Moula, J. M., Hilal, N., Supraty, R., Ekonomi, F., Abdul, U., & Lamadjido, A. (2026). *PENGARUH ELEKTRONIK WORD OF MOUTH DAN HARGA DI MEDIA SOSIAL INSTAGRAM TERHARAP KEPUTUSAN PEMBELIAN KONSUMEN PADA TOKO DI NIMS STORE Sulawesi Tengah Email : Johanmoula2001@gmail.com ABSTRAK A . PENDAHULUAN Pertumbuhan yang cepat dalam era digitalisasi tela*. *3*(1), 1–16.

Muhajirin, Risnita, & Asrulla. (2024). Kuanttitatif. *Journal Genta Mulia*, *15*(1), 82–92.

Pemasaran, M. (2025). *PERAN MEDIASI CUSTOMER ENGAGEMENT PADA PENGARUH CONTENT*

MARKETING DAN INFLUENCER MARKETING TERHADAP PURCHASE DECISION (Kasus Pengguna Bedak Padat Pixy Pada Platform Tiktok di Kota.

Pratama, R. D. (2025). Peran Artificial Intelligence dalam Strategi Pemasaran: Tinjauan Literatur Sistematis. *RIGGS: Journal of Artificial Intelligence and Digital Business*, *4*(3), 1183–1191. https://doi.org/10.31004/riggs.v4i3.1779

Puspitasari, E., & Sarah, S. (2025). Pengaruh Kualitas Produk, Harga Dan Diskon Terhadap Keputusan Pembelian Pada E-commerce TikTok Shop. *RIGGS: Journal of Artificial Intelligence and Digital Business*, *4*(4), 2651–2660. https://doi.org/10.31004/riggs.v4i4.3946

Putri, A. S., & Nurhayati, S. (2024). The Influence of TikTok Algorithm and Creative Content on TikTok Shop Toward Purchase Decision. *Jurnal Bisnis, Manajemen, Dan Akuntansi*, *11*(1), 10–15.

Putri Oktaviani, A., & Denu Poyo, M. (2025). Pengaruh Konten Digital Terhadap Keputusan Pembelian Skintific Pada Anggota Genbi Provinsi Lampung. *Jurnal Cyber PR*, *5*(1), 43.

Rahayu, K. P., Illa, F. P., & Lahja, A. F. (2026). *Transformasi Digital UMKM di Indonesia : Analisis Data Sekunder pada Ekosistem E-commerce dan Ekonomi Digital 2024*. *7*(2), 341–347.

SAFITRI, F. (2025). PENGARUH PERSEPSI HARGA, DISKON DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION DI MARKETPLACE. *Jurnal Ekonomi Volume 18, Nomor 1 Maret201*, *2*(1), 41–49.

Samudra, A., Kurniawati, K., & Masnita, Y. (2024). Sistem Teori Stimulus-Respon Dalam Kesesuaian Influencer-Produk Dan Interaksi Media Sosial Untuk Meningkatkan Niat Beli. *Jurnal Riset Entrepreneurship*, *7*(2), 100. https://doi.org/10.30587/jre.v7i2.8211

Shahab, M. A., Nasution, A. R., Agustina, S. S., & Jamil, F. A. (2026). *Pengaruh Bauran Pemasaran (4P) Pada Kepuasan UMKM Kopi Keliling Menggunakan Pendekatan SEM-PLS*. *4*, 3154–3165.

Sudirwo, S, E., M. ., Abdul Hadi, S.E., M. S., Loso Judijanto, SSi, MM, Ms., Nuraini Purwandari, ST., M., Neni N. L. Ersela Zain, S.Si., M. M., Khairul Hawani Rambe, B.Sc., M. E., Iqbal Ramadhani Mukhlis, S.Kom., M. K., Hilman Jihadi S.Kom., M., Prof. Dr. Hanik Mahliatussikah, M. H., Baskoro, D. B. H., & Adnan Yusufi, M. P. . (2024). *ARTIFICIAL INTELLIGENCE* (Vol. 2).

Ummatul Khoiroh, Nashrullah, S. A. (2024). *ANALISIS TEKNIK SAMPLING DALAM PENELITIAN KUANTITATIF DAN PENGARUHNYA TERHADAP KUALITAS DATA*. *4*(2), 361–366.

Undari Sulung, M. M. (2024). MEMAHAMI SUMBER DATA PENELITIAN : PRIMER, SEKUNDER, DAN TERSIER. *Jurnal Edu Research : Indonesian Institute For Corporate Learning And Studies (IICLS)*, *5*(2), 28–33.

Wardhana, A. (2025). Consumer Behavior in The Digital Era 4.0. In *Iaa Journal of Art and Humanities* (Vol. 12, Issue 1). https://doi.org/10.59298/iaajah/2025/1217783

Witjaksono, I. A. M. S. S. I. A. D. (2023). JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi) FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, *7*(3), 1370–1385. https://compas.co.id/