

ONLINE BUYING TOKOPEDIA BEHAVIOR BASED ON PERCEPTION OF THE CUSTOMER IN PEKANBARU CITY

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Abstract: This research aims to analyze the effect of promotion, trust, information quality, and E- service quality on purchase decisions of Tokopedia users in Pekanbaru city. The data used in this research are primary data obtained from the questionnaires. Population in this research is Tokopedia users at Pekanbaru which the number of samples used is 300 respondents. The sample technique used the quota sampling technique with a non proportional sampling approach. Data analysis method used multiple linear regression analysis method with t test for the answer of research hypothesis. The results show that information quality and E- service quality have a positive significant effect on purchase decisions at Tokopedia. While information quality has no significant effect on purchase decisions at Tokopedia.

Keywords: Information Quality, E- service Quality, Trust, Purchase Decisions

1. Introduction

The growth and development of science and technology continues to advance without stopping. Cell phones and computers are objects that are increasingly playing an important role in line with the development of communication and the flow of globalization, especially in the function of the internet network. The use of the internet in Indonesia continues to increase significantly. Based on the results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII) in 2016, the number of internet users in Indonesia continues to experience significant growth every year. In 2014, there were 88.1 million internet users in Indonesia which then increased to 110.2 million in 2015. In 2016, internet users in Indonesia also increased to 132, 7 million people and also increased in 2017 to 142.26 million people. In 2018, the number of internet users in Indonesia was recorded at 171.17 million people. Overall, from 2014 to 2018, there was a growth in Internet users in Indonesia of 83.07 million people, which, if presented as a percentage, is ± 94.29 percent, which is considered as a noticeable percentage figure (APJII.or.id 2019).

Along with the increasing use of internet technology in Indonesia, the online buying and selling transaction system or what is often referred to as E- commerce is also increasingly popular and is starting to emerge. Tokopedia, Lazada, Shopee, Bukalapak, Blibli.com, are some of the many E- commerce services that are present in Indonesia. The online shopping system has become an important part of consumers' lives. E- commerce is very popular among the people of Indonesia because it greatly facilitates the public in the process of buying, selling, and even billing payments and various other functions. E- commerce presents many advantages, such as the number of products marketed on E- commerce systems is more

available than the others, product information is generally available in full and accurately to secure shopping transactions.

Tokopedia is one of the E-commerce platform which is well-in Indonesia. The results of a survey conducted by iPrice show that from the beginning of 2018 to the middle of 2019, the E-commerce site Tokopedia has the highest number of visitors compared to other E-commerce in Indonesia. The survey results from Similar web show that in 2019, the Tokopedia website was ranked first among all other E-commerce websites in Indonesia. In 2019, Top Brands. The Top Brand predicate is widely known by customers. The Top Brand survey is aimed at customers as the main respondents. The brands that get the Top Brand predicate are the brands that are chosen by customers directly through surveys. Data shows Lazada.co.id holds the first position with a percentage of 31.6%. The second position is occupied by Shopee.co.id with a percentage of 15.6% and the third position is Tokopedia.com with a percentage of 13.4%. Tokopedia, which has the highest number of visitors, only occupies the third position and is still far behind Lazada.co.id which occupies the main position of Top Brand Awards Indonesia with a difference of 18.2% and has a difference of 2.2% with Shopee which is in second position (aseanup.com 2019)

An initial survey regarding online shops was also conducted in the city of Pekanbaru which was distributed to 100 respondents and the survey results showed that Tokopedia managed to excel in online shop indicators that were often used with a percentage of 44%. In the second position, there is Shopee as the closest competitor with a percentage of 36%. Successively, there are Lazada with a percentage of 11% occupying the third position, Bukalapak with a percentage of 8% occupying the fourth position, and Blibli with a percentage of 1% occupying the fifth position (Pre-survey results, 2021). Thus, it can be concluded that with the increasing number of E-commerce in Indonesia, it will increasingly influence people's purchasing decisions for various existing E-commerce options. Therefore,

There are several differences in the results of previous research on the independent variables in this study. The results of research conducted by Wijaya and Warnadi (2019) states that trust has a significant positive effect on online purchasing decisions, while the research results by Kartika et al (2018) shows that trust has no significant effect on online purchasing decisions. The results of research conducted by Nawangsari and Karmayanti, (2018) states that the quality of information has a significant effect on the purchasing decision variables, while the research results by Apriliyanti (2017) shows that the quality of information has no significant effect on online purchasing decisions. The results of research conducted by David (2013) states that service quality has a positive and significant effect on purchasing decisions, while the research results Wardoyo and Susilo (2017) shows that service quality has no significant effect on online purchasing decisions.

Based on the phenomena and research gaps from the empirical studies that have been put forward, this study aims to analyze the effect of information system quality and electronic service quality moderated by trust in improving Tokopedia E-commerce purchasing decisions.

2. Literature Review

E-commerce

According to Kotler & Armstrong (2014), E-commerce is an online channel or a channel that a person can reach through a computer and a modem. E-commerce is an online channel that is used by business people in carrying out their business activities and used by consumers to obtain information about goods and services by using computers and modems where the process begins with providing information services from producers to consumers in making choices about goods and services. desired.

In this globalization, E-commerce continues to grow and emerge with various benefits for the community. The benefits presented by E-commerce are facilitating communication between producers and consumers in marketing, promoting goods and services, and disseminating information. The presence of E-commerce also expands the reach of potential consumers with a broad market and also facilitates the process of selling, buying and paying for buying and selling transactions because everything is done online.

Trust

The main thing that a buyer considers when shopping online is whether they trust the online shop facility provider site and the seller in the online shop. According to Kotler and Keller (2012), trust is the company's willingness to rely on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness. Rosmayana and Wila (2017) states that trust is seen as a specific set of beliefs that are mainly related to integrity, benevolence, and the ability of others to trust, where the intention of mutual trust means that one party intends to rely on the other party, even though it does not have the ability to directly monitor or control it. Siagian et al (2014) states that trust is a belief from one party regarding the intentions and behavior addressed to the other party. From these several definitions of trust, it can be concluded that consumer trust is the willingness of one party to accept the risk of another party based on the belief and expectation that the other party will act as expected, even though both parties do not know each other.

Information Quality

Apriliyanti (2017) states that the quality of information is the customer's perception of the quality of the information provided about a product or service provided by a website. The information provided should be useful and relevant, and result in the quality and usefulness of the goods or services. To meet the information needs of buyers, the information on goods and services provided by online shops must be dynamic / up to date. (Hardiawan & Light, 2013) said that in online shopping it is better to present information that includes the relation to the products and services available in online shopping. The information should be useful and relevant to potential consumers in predicting the quality and usefulness of the product or service. Information on products and services must be up-to-date to satisfy consumer needs. The better the quality of information provided by the online shop, the better consumer behavior to make purchases online. Where in the online shop, consumers cannot see and feel the product to be purchased, then the quality of the detailed information that helps them decide to make a purchase.

Romney et al (2015) which was translated by Kikin and Novita, summarizes the characteristics of quality information as follows: (1) Relevant, (2) Reliable, (3) Complete, (4) Timely, (5) Understandable, (6) Verifiable

Electronic Service Quality

According to Lupiyoad (2014), quality is a combination of properties and characteristics that determine the extent to which the output can meet the requirements of customer needs, so the customer determines and assesses to what extent these properties and characteristics meet their needs. According to Tjiptono (2014) The quality of service or service is an effort to fulfill the needs and desires of customers and the accuracy of their delivery to balance customer expectations. Service quality is how far the difference between reality and consumer expectations for the service they receive. Quality of service is a must for E-commerce companies to strengthen consumer choices in using applications provided for online shopping.

The development of service quality for technology-based companies, especially in the use of Internet network functions, is referred to as E- service Quality or electronic service quality. E- service Quality is defined by Zeithaml et al (2009) as the degree to which a website facilitates efficient and effective shopping, purchasing and delivery activities. according to Tjiptono (2014) E- service Quality is divided into 7 dimensions, namely: (1) Efficiency, (2) Reliability, (3) Fulfillment, (4) Privacy, (5) Responsiveness, (6) Compensation, (7) Contact.

Buying decision

Kotler and Armstrong (2014) states that consumer purchasing decisions are final consumer purchasing decisions, both individuals and households who buy goods and services for personal consumption. according to Kotler and Armstrong (2012) purchasing decision behavior refers to the final buying behavior of consumers, both individuals and households who buy goods and services for personal consumption. Based on some of these definitions, it can be concluded that purchasing decisions are the various stages that consumers go through to get the final decision from several alternatives about the product or service to be consumed which is influenced by various purchasing decision factors.

According to Kotler and Armstrong (2012) There are several stages of consumers in making purchasing decisions, namely: (1) Recognition of needs, (2) Search for information, (3) Evaluation of alternatives, (4) Purchase decisions, (5) Post-purchase behavior.

Relationship Between Variables and Hypotheses

The Influence of Information Quality on Online Purchase Decisions

The information displayed in the online shop is very important because the products that consumers will buy online cannot be seen directly physically. Therefore, the information displayed by online companies such as information on how to use applications, payment systems and product information sold is more detailed and easy to understand. The better the quality of information possessed by an online shop, then it can be a driving force for consumers to make purchases, because in making purchases, consumers are required to know information about products, prices, shipping methods, and others. This can help buyers in making decisions, be consistent and easy to understand. Previous researchers Nawangsari and Karmayanti (2018), Anggraeni and Madiawati (2016) states that the quality of information has a significant effect on the purchasing decision variables. Based on the description above, it can be concluded a hypothesis, namely:

H1: The quality of information affects the purchasing decisions of Tokopedia users in the city of Pekanbaru.

The Effect of Electronic Service Quality on Online Purchase Decisions

Quality of service is important for a company, because with good service it will make consumers have easy decision making in making purchases on a product. Service quality is one of the things that can influence consumers in deciding to make a purchase, either traditionally or online. So, even though sales are made online, service quality has an important role for consumers to determine their purchasing decisions. The better the service quality of the electronic sales system owned by an online shop/ E- commerce, the more interested consumers are to make a purchase. This is supported by previous researchers Mal and Mertayasa (2018) concluded that service quality has a positive and significant effect on purchasing decisions. Based on the description above, it can be concluded a hypothesis, namely:

H2 : The quality of electronic services affects the purchasing decisions of Tokopedia users in the city of Pekanbaru

The Moderating Role of Trust

Considering that the current E-commerce business process is increasingly complex and integrated, which involves all processes and systems used by consumers to conduct transactions, especially in E-commerce applications on mobile phones, starting from the download, installation, registration, product selection to payment processes. Rahman et al (2020). For this reason, the trust and risk factors are the next factors that can influence online shopping behavior. Thus, it is reasonable to suspect that the perception of trust held by E-commerce consumers can strengthen the influence of information quality and service quality on purchasing decisions. Based on the description above, it can be concluded a hypothesis, namely:

H3 : Trust moderates the influence of information quality on the purchasing decisions of Tokopedia users in Pekanbaru city.

H4 : Trust moderates the effect of electronic service quality on the purchasing decisions of Tokopedia users in Pekanbaru city

Framework

Based on the theoretical basis and previous research studies that have been described above, the problems to be analyzed in this study are described in the following framework:

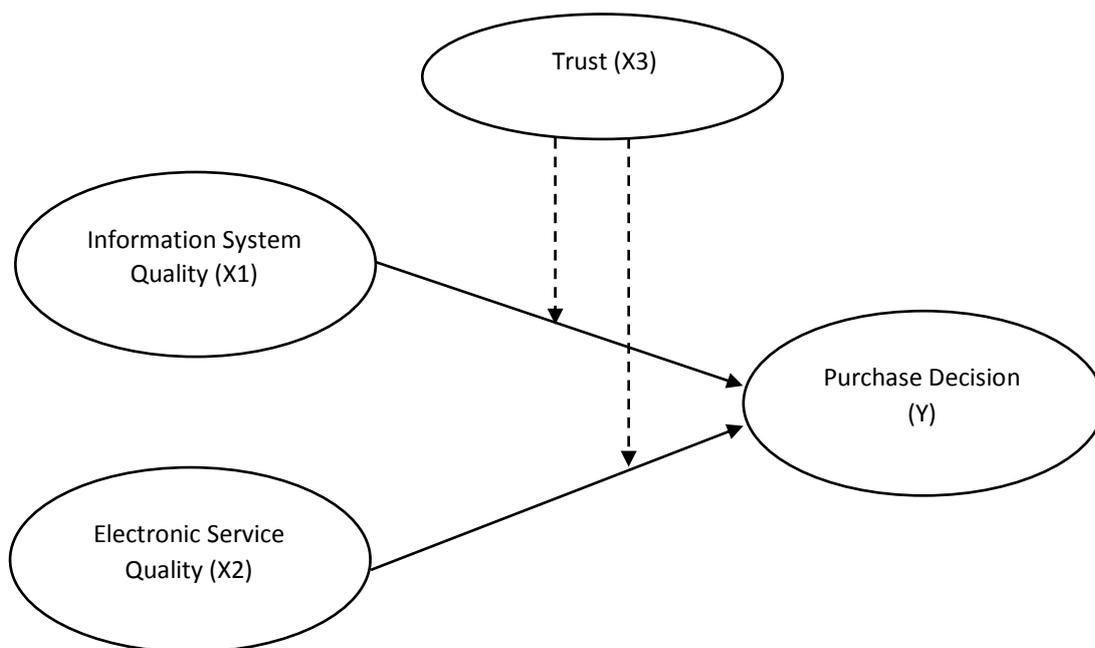


Figure 1. Thinking Framework
 Source: Processed Data., 2019

3. Method

Population and Sample

This research was conducted in Pekanbaru City and was carried out for 6 months, starting from August 2019 to February 2020. The population in this study was the people of Pekanbaru City who had used the Tokopedia site or application in conducting online buying and selling transactions. The sample size determination technique used is the Roscoe method where the minimum sample obtained is 4 variables multiplied by a minimum sample size of 30, namely 120. However, to improve data quality and anticipate missing data/questionnaires,

the researchers took as many as 300 respondents as research samples. Then the data is taken using accidental sampling technique to consumers who make purchases on E-commerce Tokopedia.

Variable Operations

Table 3. Operational Variables

No	Variable	Indicator	Scale Measurement
1	Information Quality (X1)	1. Relevant 2. reliable 3. Complete 4. On time 5. understandable 6. Verified (Romney et al., 2015)	Interval
2	Electronic Service Quality (X)	1. Efficiency 2. Reliability 3. Fulfillment 4. Privacy 5. Responsiveness 6. Compensation 7. Contact (Tjiptono, 2014)	Interval
3	Trust (X3)	1. Honesty in managing online buying and selling sites. 2. Competence / Competition with other online shop provider sites 3. The information provided is reliable (Naomi, 2015)	Interval
4	Purchase Decision (Y)	1. Needs introduction 2. Information search 3. Alternative evaluation 4. Buying decision 5. Post-purchase behavior (Kotler & Armstrong, 2012)	Interval

Source: Processed data, 2019

Data collection technique

The data collection technique used in this study was in the form of a questionnaire containing a list of questions or written statements to obtain information or answers from respondents.

Validity and Reliability Test

The validity test in this study was carried out by comparing the correlation value of each factor to the specified critical value. The criteria or conditions for each statement in the questionnaire are declared valid if the correlation of each factor is positive and has a value greater than 0.3 (Sugiyono, 2015). In this study, the reliability test was carried out by looking at the results of the calculation of the value of Cronbach's alpha (α). Ghazali (2011) states that a variable is said to be reliable if it gives a value of Cronbach's alpha (α) > 0.6, that is, if repeated research with different times and dimensions will produce the same conclusion. On the other hand, if Cronbach's alpha value < 0.6, it is considered less reliable.

Hypothesis Testing with Multiple Linear Regression Analysis

Multiple regression analysis is an analysis used to determine how much influence the independent variables of Promotion (X1), Trust (X2), Information Quality (X3), and Electronic Service Quality (X4) have on the dependent variable in the form of Purchase Decision (Y). In this study, the hypothesis test used consisted of the F Test, the Coefficient of Determination Test and the T Test.

4. Results and Discussion

Characteristics of Respondents

Here is presented the data from the characteristics of respondents in this study:

Table 4. Characteristics of Respondents

Demographics	Category	Frequency	(%)
Gender	Man	174	58%
	Woman	126	42%
	Total	300	100%
Age	20 Years	53	18%
	21 - 30 Years	196	65%
	31 - 40 Years	42	14%
	> 40 Years	9	3%
	Total	300	100%
Profession	Student	103	35%
	Government employees	7	2%
	Private employees	162	54%
	entrepreneur	18	6%
	Other	10	3%
Total	300	100%	
Income	Rp. 0 – 2,500,000	99	33%
	Rp. 2,500,000 – 5,000,000	157	52%
	> Rp. 5,000,000	44	15%
	Total	300	100%

Source: Processed Data, 2019

Based on the reference from table 4 above, the results of research on the characteristics of respondents found that the majority of respondents were female, it can be concluded that there are more female respondents than men because women are more active in making online purchases to meet their needs. Furthermore, age is dominated by consumers aged 21-30 years, it can be concluded that the majority of respondents are in the age range of 21-30 years because in that age range in general, respondents already have income and often make online purchases to follow the growing trend. For work, respondents are dominated by those who work as private employees which means that many Pekanbaru people who work as private employees make online purchases of Rp. 2.5 million – 5 million.

Results of Descriptive Analysis of Respondents' Responses

The results of the descriptive analysis showed that the average score of the information quality variable was 4.05. Thus, the overall response to the indicators of the information quality variable is considered good. Likewise, the average score of the electronic service

quality variable is 4.05. Thus, the overall response to the electronic service quality variable indicator is considered good. The average value of the confidence variable score is 3.97. Thus, the overall response to the indicator of the confidence variable is considered good. Finally, the average score of the purchasing decision variable is 4.03. Thus, the overall response to the variable indicators of purchasing decisions is considered good.

To conclude, the overall response of respondents for each variable is good.

Validity and Reliability Test Results

Table 5. Validity and Reliability Test

Variable	Statement	Corrected Item - Total Correlation	Cronbach Alpha
Information Quality (X1)	X3.1	0.536	0.807
	X3.2	0.588	
	X3.3	0.540	
	X3.4	0.610	
	X3.5	0.594	
	X3.6	0.523	
Electronic Service Quality (X2)	X4.1	0.516	0.823
	X4.2	0.583	
	X4.3	0.612	
	X4.4	0.526	
	X4.5	0.565	
	X4.6	0.625	
	X4.7	0.537	
Trust (X3)	X2.1	0.539	0.786
	X2.2	0.554	
	X2.3	0.445	
	X2.4	0.554	
	X2.5	0.591	
	X2.6	0.552	
Purchase Decision (Y)	Y1.1	0.460	0.772
	Y1.2	0.555	
	Y1.3	0.470	
	Y1.4	0.466	
	Y1.5	0.574	
	Y1.6	0.580	

Source: SPSS Data Processing Results, 2019

The results of the validity test show that each statement indicator for the variables of trust, information quality, electronic service quality, and purchasing decisions has a correlation value where each factor is positive and the magnitude is 0.3 and above. Thus, it can be concluded that the question items on all variables are declared valid and can be used for further data analysis.

Reliability test is useful to show the consistency of measurement results when repeated measurements are made on the same object. The results of the questionnaire are declared reliable or reliable if the respondent's response to the statement is consistent or stable from time to time. Reliability testing in this study was carried out by looking at the results of the

calculation of the Cronbach's Alpha value. A variable is said to be reliable if it gives Cronbach's Alpha value > 0.6 (Ghozali, 2011). Based on the results of the reliability test in the table above, it can be seen that the results of the reliability test on each variable have a Cronbach's Alpha value > 0.6 . Thus, it can be concluded that all variables in this research instrument are reliable and can be used for further data analysis.

Hypothesis Test Results

Table 6. Hypothesis Test Results

Variable	Unstandardized Coefficient	Standardized Coefficient	Hypothesis	t/F table	t/F count	Sig	Results
(Constant)	2.106				8.076	.000	
X1	.145	.149	+	1.9680	2,392	.017	Sig
X2	.518	.522	+	1.9680	8.375	.000	Sig
X1X3	.010	.072	+	1.9680	.665	.507	No Sig
X2X3	.078	.586	+	1.9680	5.430	.000	Sig
Anova				2.4022	57.716	.000	Sig
Adjusted R Square				0.431			

Based on the table above, it can be seen that the results of the model test (F) obtained significant results, which means that the variables of information quality and electronic service quality as well as the moderating variable of trust have a significant influence on the purchasing decisions of Tokopedia users in the city of Pekanbaru.

From the table above, it can be seen that the coefficient of determination (Adjusted R Square) is 0.439 where this value will be used to determine the percentage of the influence of information quality, and the quality of electronic services as well as moderating trust variables, on online purchasing decision variables. Thus, it can be concluded that the independent variables, namely the quality of information, and the quality of electronic services, as well as the moderation of trust in this study have an effect of 43.9% on the online purchasing decision variables and the remaining 56% are influenced by other variables not examined in the study. this.

Furthermore, the results of hypothesis testing indicate that: 1) H1 is accepted so that the information quality variable has a positive and significant effect on the purchasing decisions of Tokopedia users in the city of Pekanbaru. 2). H2 is accepted so that the electronic service quality variable is declared to be influential and significant on the purchasing decisions of Tokopedia users in the city of Pekanbaru. 3) The results of the partial test on the moderating role of trust in the influence of information quality on purchasing decisions concluded that H3 was rejected so that the trust variable could not moderate the influence of information quality on the purchasing decisions of Tokopedia users in the city of Pekanbaru.

The Influence of Information Quality on the Purchase Decision of Tokopedia Users in Pekanbaru City

Information quality is the customer's perception of the quality of the information provided about a product or service provided by a website. In the online transaction process, the quality of information is important because consumers cannot see and feel directly the product to be purchased so that the available information helps them to decide to make a purchase. The more quality the product information offered and the transaction stage information provided, the easier it will be for potential consumers to choose and make purchases on online transactions.

In this study, the results of descriptive analysis showed that the respondents' responses to the information quality variable were good. Through multiple linear regression analysis, it can be seen that there is an influence of the information quality variable on purchasing decisions. However, when the partial test was carried out, the test results stated that the quality of the information had no effect and was not significant for purchasing decisions. Thus, it can be concluded that the quality of information has no significant effect on the purchasing decisions of Tokopedia users in the city of Pekanbaru. The results of this study indicate that the delivery of product information and transaction processing by Tokopedia is good. However, the quality of information is considered not to be the main consideration for the people of Pekanbaru in making purchases at Tokopedia. but there are several other factors that are prioritized such as the promotions provided, competitive product prices, recommendations from friends and others. The results in this study are in accordance with the results of previous research conducted by Apriliyanti (2017) and Wijaya and Warnadi (2019) which states that the information quality variable has no significant effect on purchasing decisions.

The Effect of Electronic Service Quality on the Purchase Decision of Tokopedia Users in Pekanbaru City

Service quality is a measure of how well the level of service provided is able to meet customer expectations. The development of service quality for technology-based companies, especially in the use of internet network functions, is referred to as electronic service quality. Electronic service quality is defined as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery activities. Tokopedia presents several service features for those who have problems when making transactions or have questions about transactions on Tokopedia. In addition, Tokopedia is also expanding its collaboration with various shipping and payment companies to provide more options for sellers and buyers in making their choices.

In this study, the results of the descriptive analysis showed that the respondents' responses to the electronic service quality variable were good. Through multiple linear regression analysis, it can be seen that there is an influence of the electronic service quality variable on purchasing decisions. The partial test also shows that the quality of electronic services has a significant and significant effect on purchasing decisions. Thus, it can be concluded that service quality has a positive and significant impact on the purchasing decisions of Tokopedia users in the city of Pekanbaru. The results of this study indicate that the electronic services provided by Tokopedia are considered good. With "Tokopedia Care" which was formed specifically to serve user complaints when transacting, users can comfortably make online purchases at Tokopedia. In addition, Tokopedia also cooperates with many expedition partners and payment companies so that users are offered many alternatives when making transactions. There is a significant effect of the trust variable, meaning that if Tokopedia continues to maintain and improve its service quality, the purchasing decisions of users will tend to increase. The results in this study are in accordance with the results of previous research conducted by Mal and Mertayasa (2018), David (2013) and Janah and Wahyuni (2017) which states that the service quality variable has a positive and significant effect on purchasing decisions.

Moderate Effect of Trust

Trust in the online shop facility provider site and the seller in it is the main thing for a buyer to consider when shopping online. To become a successful E-commerce company, the company must be able to give its consumers a sense of trust in its E-commerce applications and websites. Companies must be able to convince consumers with honesty in every

information provided and security in every transaction process in order to be able to increase consumer confidence to make purchases online.

In this study, the results of descriptive analysis showed that the respondents' responses to the trust variable were good. Through linear regression analysis, it can be seen that there is a moderating effect of the trust variable on purchasing decisions. The results of this study indicate that the respondents have confidence and trust to transact online through Tokopedia. There is a significant effect of the trust variable, meaning that if Tokopedia continues to maintain and increase the sense of trust that users have, it will increase purchasing decisions.

5. Conclusion

Based on the discussion of the research results, conclusions can be drawn as follows: (1) Information quality variable influences the purchasing decisions of Tokopedia users in Pekanbaru city. Thus, the quality of the information provided by Tokopedia is considered good. (2) The electronic service quality variable has an influence on the purchasing decisions of Tokopedia users in the city of Pekanbaru. Thus, if the quality of service provided can be improved, the purchase decision will also increase. In addition, this study found a moderating role of trust which can strengthen the influence of information quality and electronic service quality on the purchasing decisions of Tokopedia users in Pekanbaru City.

Based on the conclusions from the results of this study, several suggestions can be given, namely: (1) For academics, this study found that the independent variables studied only had an influence of 43.1% on the purchasing decisions of Tokopedia users in the city of Pekanbaru. Thus, it is recommended for further research to include other variables such as price, convenience and others that have not been included in this study. The results of this study are also expected to broaden knowledge and insight for readers and can be a reference for future research. (2) For the company, the results of this research are expected to be a consideration for the Tokopedia company to continue to give a good sense of trust to every user.

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