The Influence Of Product Reviews, Convenience, Consumer Trust And Price On Purchasing Decisions At Lazada Market Place In Medan

Pengaruh Review Produk, Kenyamanan, Kepercayaan Konsumen Dan Harga Terhadap Keputusan Pembelian Di Lazada Market Place Medan

Demak Claudia Yosephine Simanjuntak[1*], Ivine Rivio[2], Fransiscus Daniel Sihaloho[3]
Universitas Prima Indonesia[1,2,3]
claudiayoseph8@gmail.com[1*]

*Corresponding Author

ABSTRACT

When consumers already to constantly has decisions about which products to buy, these decisions are often uncertain because the consumer feels a certain risk of degree in making a purchase decision. The decision to purchase over the internet is indicated by an uncertainty or risk that requires confidence to be expressed, which will reduce the perception of risk to arrive at a purchase decision. This study is based on Google research at Lazada Market Place in Medan City. The tentative period for this study is from August to March 2022. The methodology used in this study is the existence of MSME entrepreneurs in the commercial business sector in the Medan Petisah area. This study was conducted in Medan Petisah District, City of Medan. This study used quantitative data because the data presented is related to numbers. Quantitative research are emphasizes testing theory through measuring research variables with numbers and analyzing data using statistical procedures .Coefficient regression for the independent variable price is 0.760 and is positive, this means that every 1 unit increase in the price of the independent variable will increase the dependent variable''s buying decision by 0.760 units with the assuming other variables already fixed. Based on the results of the t-test, the working capital turnover variable has a significant and negative influence on profitability (ROI) in manufacturing companies in the year 2015-2017, 5. The effect of all independent variables on the dependent variable is expressed as an adjusted R-squared value of 0.175 or 17.5%. And another 82.5% is explained by foreign factors not observed in this study.
Keywords: Purchase Decision, MSME Enterpreneurs, t-test

ABSTRAK

Ketika konsumen sudah secara konstan memiliki keputusan tentang produk mana yang akan dibeli, keputusan ini seringkali tidak pasti karena konsumen merasakan tingkat risiko tertentu dalam membuat keputusan pembelian. Keputusan pembelian melalui internet ditunjukkan dengan adanya suatu ketidakpastian atau risiko yang memerlukan keyakinan untuk diungkapkan, yang akan mengurangi persepsi risiko untuk sampai pada suatu keputusan pembelian. Penelitian ini didasarkan pada penelitian Google di Lazada Market Place di Kota Medan. Jangka waktu penelitian ini adalah pada bulan Agustus sampai Maret 2022. Metodologi yang digunakan dalam penelitian ini adalah keberadaan pengusaha UMKM di bidang usaha komersial di kawasan Medan Petisah. Penelitian ini dilakukan di Kecamatan Medan Petisah Kota Medan. Penelitian ini menggunakan data kuantitatif karena data yang disajikan berkaitan dengan angka. Penelitian kuantitatif lebih menekankan pada pengujian teori melalui pengukuran variabel penelitian dengan angka dan analisis data menggunakan prosedur statistik. Koefisien regresi untuk harga variabel independen adalah 0,760 dan bernilai positif, artinya setiap kenaikan 1 satuan harga variabel independen akan meningkatkan variabel dependen keputusan pembelian variabel sebesar 0,760 unit dengan asumsi variabel lain sudah tetap. Berdasarkan hasil uji t, variabel perputaran modal kerja memiliki pengaruh yang signifikan dan negatif terhadap profitabilitas (ROI) pada perusahaan manufaktur tahun 2015-2017, 5. Pengaruh seluruh variabel bebas terhadap variabel terikat dinyatakan sebagai nilai R-kuadrat yang disesuaikan sebesar 0,175 atau 17,5%. Dan 82,5% lainnya dijelaskan oleh faktor asing yang tidak diamati dalam penelitian ini.
Kata kunci: Keputusan Pembelian, Pengusaha UMKM, uji t

1. Introduction

The presence of e-commerce has changed the behavior of consumers, Previously, it could only be purchased directly at the mall, market or shop, now it can be done online at home. The application of information and communication technology the Table used to support the sales system is e-commerce. E-commerce are the sale of better made through electronic means (Widyanita, 2018). Lazada is an example of a marketing company in Indonesia, an online shopping website that offers a wide range of products ranging from electronics, children's toy books, children's equipment, medical equipment, beauty products, home appliances, as well as sport and travel equipment. Lazada Indonesia was established since 2012 and is a part of Group Lazada located in Southeast Asia in April 2016. To decide to buy online, often have to consider a lot like product reviews, convenience. benefits, reliability and price.

The Lazada online site has different prices for each product sold, from clothing, food, vegetables, and other appliances within the Lazada app, as well as product reviews to help consumers buy. shopping easier. Product reviews are a feature found on Lazada, used to describe the pros or cons of products (Gifani and Syahputra 2017), the largest online review platform, 79% of companies say reviews Online plays an important role in consumer decision making, which can be accessed easily by many people.

The ease of transaction provided by online store companies really attracts consumers who prefer to shop at online stores. This convenience can help consumers who are busy with other activities can shop without spending much effort and time. "Ease of use is defined as the degree to which consumers find it easy to interact with e-commerce sites and get the information they need" (Kim et al., 2012).

The decisive factor for success when implementing an online business is trust, because trust is the foundation of business. Consumer confidence is a consumer's belief that certain individuals have integrity, can be trusted, and that those trusted will fulfill all obligations in carrying out transactions such as expected (Khotimah & Febrianyah, 2018). The lack of trust in the website makes consumers afraid to buy goods online.

It's not just product reviews, convenience or trust. On the other hand, price is also a very important factor for companies, because to make a profit, product price is the main tool and price can also be used as a tool to influence to consumers' purchasing decisions. "Price is one of the important attributes assessed by consumers, so company managers need to really understand its role in influencing consumer attitudes." Gifani and Syahputra (2017). Online shopping is a form of electronic commerce (e-commerce) used in business-to-business (B2B) and business-to-consumer (B2C) transactions.

When consumers already to constantly has decisions about which products to buy, these decisions are often uncertain because the consumer feels a certain risk of degree in making a purchase decision (Kotler, 2018). The decision to purchase over the internet is indicated by an uncertainty or risk that requires confidence to be expressed, which will reduce the perception of risk to arrive at a purchase decision. Based on the above phenomenon, the aims of this study is to analyze the influence of product reviews, convenience, consumer trust and price on purchasing decisions at Lazada Market Place in Medan.

2. Literature Overview
Product review

Product reviews are a feature found on Lazada that is used to describe a product's advantage or disadvantage using testimonials from previous buyers. More than half of the world's consumers say that recommendations from others are more trustworthy than other forms of advertising (Conner, 2013). There are four product evaluation metrics (Lackermair, Kailer, & Kanmaz, 2013), including Perception, Frequency, Comparison, and Feature Effect.

Ease

Ease of use As stated by (Kevin, 2014), the next thing to consider for online shoppers is ease of use. This convenience factor has to do with the way transactions work online. Ease of use metrics according to (Sukawati 2018) are Ease of learning, Ease of operating the system at will, Ease of operation and use.

Consumer confidence

Consumer trust is a consumer's belief that certain individuals have integrity, can be trusted, and that those trusted will fulfill all obligations in conducting transactions such as expected (Caesariana, et al 2022). Research by (Asyifa and Rahayu, 2019) his research results show that trust has a positive and significant impact on the decision to buy online at lazada.co.id. The indicators of the dependable variable according to (Yu et al., 2018) are integrity, benevolence, and ability.

Price

Research results of (Juhaeri, 2014; Setiawan et al., 2020) show that price has a positive and significant influence on purchasing decisions, which shows that consumers consider the price factor when deciding to buy online. Meanwhile, according to Ratnaningrum (2016), the price chosen will directly affect the demand level and determine the degree of buying activity and the price will also be able to drive sales and market share. According to Reven and Ferdinand (2017), there are three price indexes that are Product Price Relevancy, Product Quality Match Price and Discount.

Decide to buy

The purchase decision is when the consumer buys the product he has selected on Lazada. (According to Pappas 2017), online purchasing decisions are influenced by: 1) search efficiency including quick time, ease of use and easy search effort, 2) value, namely competitive pricing. competitive and good quality, 3) interactivity, namely information, security. , load times and navigation. For the indicators of purchasing decisions according to (Mbete and Tanamal 2020), as follows:
1. Look for information
2. Evaluate alternatives
3. Make a purchase decision
4. Posts buy behavior

3. Research Methods

This study is based on Google research at Lazada Market Place in Medan City. The tentative period for this study is from August to March 2022. The methodology used in this study is the existence of MSME entrepreneurs in the commercial business sector in the Medan Petisah area. This study was conducted in Medan Petisah District, City of Medan. This study used quantitative data because the data presented is related to numbers. Quantitative research are emphasizes testing theory through measuring research variables with numbers and analyzing data using statistical procedures (Indriantoro and Supomo, 2011: 12). This study takes the form of a cause-and-effect relationship, specifically a causal relationship model. The data source used in this study is primary data or data obtained directly from respondents.

Population and Samples

The population is the total subject of the system. If the researcher wants to consider all the factors present in the study area, then the study is a population study. Sample is the fraction of quantity and characteristics possessed by a population (Sugiyono, 2016: 118). The

sampling technique used the non-probability sampling technique. The method uses purposeful sampling. Sampling has a purpose, namely a sample with certain considerations (Sugiyono, 2018: 124). Considerations in this study include:

1. Consumers have Lazada app.
2. Lazada consumers live in Medan.
3. Made a purchase at least 1 (one) time via the Lazada app.

The researchers chose to use the Slovin formula (Maulidina, 2019) with the aim of identifying a large number of study samples.

$$n = \frac{N}{1 + N\,e^2}$$

That is:
n: Sample size
N: Population size
E: Error rate to determine acceptable sample

From the above results, iTable be concluded that the sample taken has at least 96 respondents. To pass the unfilled questionnaire, the study sample was determined by 100 respondents. According to Sugiyono (2018: 199), the technique or method of collecting data by distributing questions or statements to respondents is called a questionnaire (question). Questions or answers on a Likert scale from 1-5.

Data collection methods

The data collection in the study will use techniques such as observation, interview and google form/questionnaire. The type of data used by researchers to conduct future research is quantitative data, namely information presented in numerical form. There will be two data used in the study, namely primary data and secondary data. Primary data by distributing questionnaires to Lazada consumers in Medan. Secondary data taken from Lazada Medan Research processed into numbers. Data analysis is a way of simplifying data that has been collected into other forms so that the data can be more easily understood. Methods used in data analysis include grouping data based on variables and respondent types, tabulating data based on variables from all respondents, and presenting data for each variable research. research and perform calculations to test the proposed hypothesis (Sugiyono, 2017).

Validity and reliability check

According to (Sugiyono, 2014), validity testing is performed in response to the relevance and speed of measuring instruments (instruments) in evaluating a research subject. An instrument is said to be valid if iTable accurately measure what is intended and desired. The criterion says that if the correlation value is greater than 0.3, then the question is published as valid. According to (Sugiyono, 2014), a reliability test was performed to see if the measuring instrument used showed consistency in measuring the same symptoms. The criterion states that if the correlation value is greater than 0.6 then the questions are declared reliable

Classical Assumption Test

1. Normal test
   According to (Ghozali, 2016), stating the normality test has a function to measure whether the noisy variable or the residual is normally distributed.
2. Check for multicollinearity

According to (Ghozali, 2016), multicollinearity test is used to evaluate whether the regression model has a relationship between the independent variables or not. Regression model must not occur correlation.

3. Variance test

According to (Ghozali, 2016), the variance test function changes in the regression test to ensure that there is inequality of variance from one observation to another. If the hypothesis of variance from the residuals of one observation to another is not met, then the variance is invalid or called Uniform Variance, and if the variances of all observations are different is called Variance of Variation.

Research analysis model

The operational research model uses a variety of linear regression analysis. Theoretically (Ghozali, 2016), the multiple regression observation model serves to determine the magnitude of the correlation and the influence of two or more independent variables (X1, X2, X3) on the dependent variable. (Y). Many linear regression models are used:

$$Y = a + b1X1 + b2X2 - b3X3 + e$$

1. Determined Test Factor (AdjustedR^2)

According to (Ghozali, 2016), the coefficient of determination i (AdjustR2) is used to determine the ability of the model to explain the variance of the dependent variable. Value of the coefficient of determination between 0 and 1

2. Meaningful concurrency testing (F-Test)

According to (Ghozali, 2016), the F test is very useful in showing that the independent or independent variables have a common influence on the dependent variable. Criteria:

   a. If Fcount < Ftable for = 5% then H0 is accepted and Ha is disqualified
   b. If Fcount > Ftable for = 5% then H0 is rejected and Ha is accepted

3. Partial significance test (t test)

According to (Ghozali, 2016), the t-test usually shows the influence of the independent variable. The t test was used to compare the significant value of t with = 0.05. The decision criteria are:

   a. If tcount < t table for = 5% then H0 is accepted and Ha is disqualified
   b. If tcount> t table or -tcount <-ttable for = 5% then H0 is rejected and Ha is accepted

Conceptual framework

Based on the above explanation, the research can be described with a framework concept as follows:
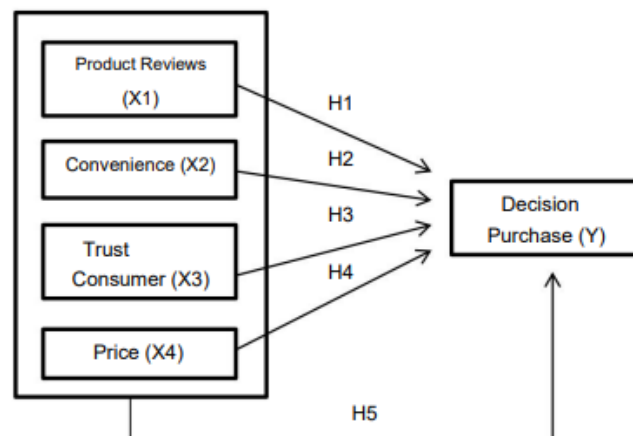

Figure 1. Framwork Concept

Research hypothesis
        hypothesis is a provisional answer to a research problem. Based on this, the researchers hypothesized the problem in this study as follows:
H1 : The product rating variable has a partial influence on the purchased decision on Lazada market in Medan.
H2 : Convenience variable has a partial influence on purchasing decision on Lazada market in Medan.
H3 : Consumer trust variable has a partial influence on purchasing decision at Lazada MarketPlace in Medan.
H4 : Price changes partly to purchasing decision on Lazada Market Place in Medan.
H5 : Product evaluation, convenience, consumer trust and simultaneous price variables for purchasing decisions at Lazada Market Place in Medan.

4. Results and discussion
Respondent Demography
        Through distributed questionnaire, information about customer description can be seen from Tables 2 to 5.

Tabel 2. Characteristics of respondents based on age

Age(Years)	Total number of customers	Percent
18 - 25	forty six	48.9
26 - 40	32	34.0
> 40	16	17.0
total	**94**	**100%**

Source: Data Processing 2022

The majority of respondents from age-based characteristics are respondents aged 18-25, of which 46 respondents.

Tabel 3. Characteristics of respondents based on gender

Gender	Total number of customers	Percent
Male	40	42.6
Female	54	57.4
total	**94**	**100%**

Source: Data Processing 2022

Table 3 shows that the majority of respondents based on gender characteristics are female respondents with 54 respondents.

Tabel 4. Respondent characteristics based on Latest education profile

Latest education profile	Total number of customers	Percent
SHS	64	68.1
D-3	6	6.4
S-1	24	25.5
total	**94**	**100%**

Source: Data Processing 2022

Table 4 shows that the majority of respondents based on characteristics based on education level are those with up to 64 years of upper secondary education.

Tabel 5. Characteristics of respondents based on subscription period

Subscription Period (Years)	Total number of customers	Percent
<1	18	19.1
1 - 3	31	33.0
> 3	45	47.9
total	**94**	**100%**

Source: Data Processing 2022

Table   shows that the majority of respondents based on characteristics based on enrollment period are respondents with enrollment period of more than 3 years, at most 45 respondents.

Descriptive statistics

Descriptive statistics and responses for the respondent's minimum, maximum, mean, and standard deviation can be seen in Table 5 .

Tabel 6. Descriptive Statistics

	N	Min	Max	Mean	Sd. Deviation
Product Reviews	94	5.00	25	12.7979	6.06343
Convenience	94	6.00	30	16,9787	8.79636
Trust	94	5.00	25	17.1489	7.28521
Price	94	5.00	25	17.7234	6.77187
Decide to buy	94	6.00	30	15.6809	7.27673
N valid (listwise)	94				

Table 6 shows that the minimum value of the product evaluation variable is 5 and the maximum is 25, the mean is 12.79 and the standard deviation is 6.063. The minimum value of the convenience variable is 5 and the maximum is 30, the mean is 16.97 and the standard deviation is 8.79. The minimum value of the consumer confidence variable is 5 and the maximum is 25, the mean is 17.14 and the standard deviation is 7.28. The minimum value of the price variable is 5 and the maximum is 25, the mean is 17.72 and the standard deviation is 6.77. The minimum value of the buying decision variable is 6 and the maximum is 25, the mean is 15.68 and the standard deviation is 7.27.

Classical Assumption Test
1. **Normallity test**
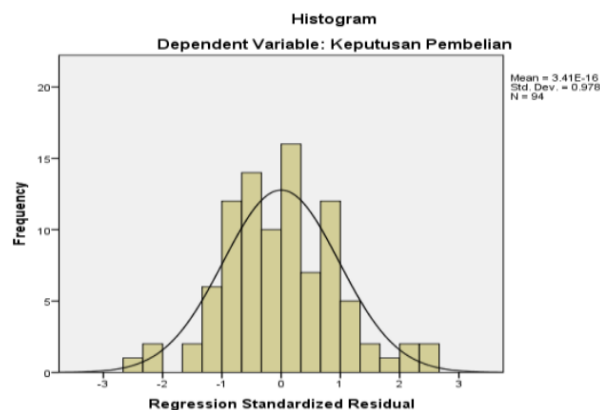
Figure 2. Check Chart Criteria
Source: SPSS 21, 2022

The histogram in figure 2 shows that the real data form a curve that tends to be symmetric (U) and does not skew left or right, so iTable be said that the data are normally distributed.

2. Check for multicollinearity

Based on expert theory, multicollinearity test aims to check whether the regression model finds a correlation between independent variables. The results of the multicollinearity tesTable be seen in Table 6.

Table 7. Check for multicollinearity

Model	Unnormalized coefficient		Standardization coefficient	t	Sig.	Cumulative statistics	
	B	Std. Error	Beta			Endurance	VIF
1 (Unchanged)	.952	1.826		.521	.603		
Product	. 329	. 104	. 274	3.162	.002	.777	1.287
Reviews	.299	.067	.362	4.479	.000	.896	1.116
Ease	.269	.144	.269	1.865	.065	.280	3.565
Trust	.047	.152	.043	.306	.760	.291	3.442
Price							

Table 7 shows that the tolerance value is Product Rating is 0.777 > 0.1, Convenience is 0.896 > 0.1 Consumer Confidence is 0.280 > 0.1 and Price is 0.291 > 0.1 in when the VIF value for the independent variable of product rating is 1,287 < 10, Convenience 1,116 < 10, Confidence 3,565 < 10 and Price 3,442 < 10. Thus, in the multicollinearity test, there is no correlation between the independent variables.

3. Variance test

Based on expert theory, the test of variance aims to check whether in a regression model there is an unequal variance from the residuals of one observation to another.

Table 8. Gletjer test

Model	Unnormalized coefficient		Standardization coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Unchanged)	1,588	1.063		1.493	.139
Product Reviews	.076	.061	.143	1.252	.214
Ease	.030	.039	.082	.771	.443
Trust	.133	.084	.301	1.584	.117
Price	-.069	.089	-.146	-.780	.438

Dependent variable: Abs_RES
Source: SPSS 21, 2022

Table 8 above shows that the significant value of the independent product evaluation is 0.214 > 0.05, the convenience of the independent variable is 0.443 > 0.05, the reliability of the independent variable is 0.117 > 0 .05 and the price of the independent variable is 0.438 > 0.05. Thus, from the results of Gletjer's test, iTable be said that there is no problem of variance.

1. Multiple Linear Regression Analysis

Hypothesis testing used in this study is to use multiple linear regression analysis. The formula for multiple linear regression is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

The regression model used can be seen in Table 8.

Table 9. Results of multiple linear regression analysis

Model	Non-normalized coefficient		Standardization coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Unchanged)	.952	1.826		.521	.603
Product Reviews	.329	.104	.274	3.162	.002
Ease	.299	.067	.362	4.479	.000
Trust	.269	.144	.269	1.865	.065
Price	.047	.152	.043	.306	.760

Source: SPSS 21, 2022

Employee Performance = 0.603 + 0.002 Product Reviews + 0.000 Convenience + 0.065 Consumer Confidence + 0.760 Price

From the multiple linear regression table, iTable be explained as follows:

a. The constant 0.603 states that if the independent variables of product rating, convenience, consumer confidence, and price do not exist or are constant, then the dependent variable for the purchase decision is 0.853 units.

b. The regression coefficient of the independent variable for product reviews is 0.002 and is positive, which means that every 1 unit increase in the convenience of the independent variable increases the purchasing decision of the dependent variable. add 0.002 units assuming other variables remain.

c. The regression coefficient of the convenience independent variable is 0.000 and is positive, which means that for every 1 unit increase in the convenience independent variable, the purchase decision dependent variable will increase by 0.92 units. assuming the other variables remain .

d. The regression coefficient for the independent variable of consumer confidence is 0.065 and is positive, this means that if each increase of the independent variable of consumer confidence by 1 unit will increase the dependent variable of consumer confidence. decides to buy an additional 0.304 units assuming other variables are fixed.

e. Coefficient regression for the independent variable price is 0.760 and is positive, this means that every 1 unit increase in the price of the independent variable will increase the dependent variable's buying decision by 0.760 units with the assuming other variables already fixed.

2. coefficient of determination

Table 10. Determined Test Result Factor

Summary of model [b]

Model	CHEAP	R^2	Adjust R^2	Std. Error of the Estimate
1	.693 [a]	.480	.457	5.36409

a. one. Predictors: (Constant), Price, Ease, Product Reviews, Trust

b. Dependent variable: Keputusan Pembelian

Source: SPSS 21, 2022

Table 10 shows that the results of the coefficient of determination test obtained an adjusted R-squared value of 0.457, which means 45.7% change in the dependent variable, namely purchasing decisions. can be explained by variations in the independent variables, namely product rating, convenience, trust and price. While the remaining 54.3% (100% - 45.7%) is explained by other variables not tested in this study, such as location, security, quality of service, etc.

3. Concurrent hypothesis testing (F test)

The F-statistical test basically shows whether all the independent variables included in the model have a simultaneous effect on the dependent variable.

Table 11. Concurrent test (F test)

ANOVA

Model	Sum of squares	DF	Mean Square	F	Signal
Regression	2363.585	4	590,896	20.536	000 [b]
1 leftover	2560.840	89	28,773		
total	4924.426	ninety three			

Table 10 shows degrees of freedom 1 (df1) = k - 1 = 5-1 = 4, and degrees of freedom 2 (df2) = nk = 94-5 = 89, where n = number of samples, k = number of then The value of table F at the 0.05 level of significance is 2.47. The test results obtained the value Fcount (20,536) > Ftable (2.47) and the probability of significance 0.000 < 0.05, which means Product Rating, Convenience, Consumer Confidence and Price has a Positive Effect. And At The Same Time Meaningful For Purchasing Decisions at Lazada Market Place in Medan City.

4. Partial Hypothesis Test (T-Test)

The t-test is used to determine whether there is a significant (significant) relationship or influence between the partially independent variables on the dependent variable.

Table 12. Partial Test (T-Test)

Coefficient [a]

Model	Unnormalized coefficient		Standardization coefficient	BILLION	Signal.
	REMOVE	Std. Error	Beta		
1 (Unchanged)	.952	1.826		.521	.603
Product Reviews	.329	.104	.274	3.162	.002
Ease	.299	.067	.362	4.479	.000
Trust	.269	.144	.269	1.865	.065
Price	.047	.152	.043	.306	.760

a.   Dependent variable: Purchase decision

Source: SPSS 21, 2022

The table value t for probability 0.05 at degrees of freedom (df) = 94-5 = 89 is 1.987. Therefore, the results of partial hypothesis testing can be explained as follows:

a. Calculation results of partial hypothesis testing are obtained tcount > ttable or 3.162 > 1.987 and significant 0.002 < 0.05, which means that part of product evaluation has a positive and significant influence on Decision Shop at Lazada Market Place in Medan City.
b. Calculation results of partial hypothesis testing obtained tcount > ttable or 4.479 > 1.987 and significance is 0.000 < 0.05, meaning Partial degree has a positive and significant influence on the purchase decision at Lazada Market Place in Medan City.
c. Calculation results of partial hypothesis testing obtained tcount > ttable or 1.865 < 1.987 and significance 0.065 > 0.05, that is, partial product evaluation has no positive and significant impact on Decision Shop at Lazada Market Place in Medan City.
d. Calculation results of partial hypothesis testing obtained tcount > ttable or .306 < 1.987 and mean 0.065 > 0.05, that is, partial price has no positive and significant impact on Purchasing Decision at Lazada Market Place in Medan City.

5. Conclusion

Based on the findings at the time of the study, it was concluded:

1. Based on the results of the t-test, the cash turnover variable has no effect on profitability (ROI) in manufacturing companies in 2015-2017.
2. Based on the results of the t-test, the working capital turnover variable has a significant and negative influence on profitability (ROI) in manufacturing companies in the year 2015-2017.
3. Based on the results of the t-test, the current ratio variable has a positive and significant influence on the profitability (ROI) of manufacturing companies in the year 2015-2017 .
4. Based on this study, it is shown that the overall independent variables have a large and significant influence on the profitability (ROI) of manufacturing companies in the year 2015-2017.
5. The effect of all independent variables on the dependent variable is expressed as an adjusted R-squared value of 0.175 or 17.5%. And another 82.5% is explained by foreign factors not observed in this study.

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