

## **The Influence of E-Service Quality and Website Quality on Purchase Decisions: The Role of Online Shopping Trust among Tokopedia Users**

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### **Abstract**

This study examines the effects of e-service quality, website quality, and trust in online shopping on purchase decisions among Tokopedia users in Yogyakarta City. Although Tokopedia records high user traffic, its gross merchandise transaction value declined from 2022 to 2023, indicating a potential gap between platform visits and actual purchase decisions. The study employed a quantitative approach using a survey distributed through Google Forms to Tokopedia consumers who had made at least one purchase and were domiciled in Yogyakarta. A total of 144 responses were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression. The results show that e-service quality, website quality, and trust in online shopping have positive and significant effects on purchase decisions. In addition, e-service quality and website quality have positive and significant effects on online shopping trust. The regression model explains 60.8 percent of the variance in purchase decisions, while e-service quality and website quality explain 40.3 percent of the variance in trust. The key finding of this study is that trust in online shopping strengthens the role of digital service quality and website quality in shaping purchase decisions. These findings imply that Tokopedia and other e-commerce platforms should improve service reliability, website accessibility, information quality, transaction security, and consumer trust to increase purchase decisions..

**Keywords:** e-service Quality, Website Quality, Trust in Online Shopping, Purchase Decision.

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### **INTRODUCTION**

The rapid development of digital technology has significantly transformed consumer behavior, particularly in the way people search for information, evaluate alternatives, and make purchase decisions through e-commerce platforms (Bernika, R., & Ekawanto, 2023). Online shopping has become an essential part of modern consumption because it offers convenience, product variety, faster transactions, and flexible access without geographical limitations (Nofitasari & Subagyo, 2023). In Indonesia, the growth of e-commerce has created intense competition among digital marketplaces, requiring platforms to continuously improve service quality, website performance, and consumer trust in order to influence purchase decisions (Asnawi, A., Arfani, M., Prijanto, B., Kamariyah, N., & Dwijosusilo, 2023).

Tokopedia is one of the well-known online marketplaces in Indonesia and has played an important role in supporting digital economic activities. Tokopedia is considered capable of accommodating consumer needs through fast, easy, practical, and secure online shopping

services. The platform can be accessed through mobile applications and websites, making it easier for consumers to search for products, compare prices, read reviews, and complete transactions. However, despite its high level of user traffic, Tokopedia experienced a decline in gross merchandise transaction value from 2022 to 2023. This condition indicates a potential gap between consumer visits and actual purchase decisions, suggesting that high traffic does not always lead to completed transactions. Purchase decision is an important concept in consumer behavior because it reflects the final stage of consumer evaluation before choosing a product or service. According to Perwira et al., (2024) purchase decision refers to consumer activities before buying and using a product, including need recognition, information search, and evaluation of alternatives. In the context of e-commerce, purchase decision is influenced not only by product attributes but also by the quality of digital services, the quality of the website or application, and the level of consumer trust in online transactions (Bernika, R., & Ekawanto, 2023). E-service quality is one of the key factors that may influence purchase decisions in online shopping. E-service quality refers to the ability of an online platform to provide efficient, reliable, secure, and responsive services to consumers (Nofitasari & Subagyo, 2023). Previous studies have shown that e-service quality positively affects purchase decisions because consumers tend to buy from platforms that provide fast responses, accurate services, secure transactions, and easy purchasing processes (Aulia et al., 2023; Perwira et al., 2024; Sinaga, 2023). However, several studies have found different results, indicating that e-service quality has a negative or insignificant effect on purchase decisions (Anugrah & Haryati, 2023; Nofitasari & Subagyo, 2023; Violietta Ocktierra, Dra Cicik Harini, 2022). These inconsistent findings show that the relationship between e-service quality and purchase decision still requires further investigation.

Website quality is also an important factor in online purchase decisions. Website quality reflects the extent to which a website or application provides ease of access, attractive design, clear information, functional features, and a smooth shopping experience. A high-quality website can reduce consumer uncertainty, improve user experience, and encourage purchase decisions. Previous studies found that website quality has a positive and significant effect on purchase decisions (Azhar & Astuti, 2025; Bernika & Ekawanto, 2023; Nadia et al., 2021). However, other findings suggest that website quality does not always have a significant effect on consumer decisions, especially when users are more influenced by other factors such as price, promotion, or trust. Therefore, website quality remains an important variable to be re-examined in the Tokopedia context.

Trust in online shopping is another essential factor in e-commerce transactions. Online shopping involves perceived risk because consumers cannot physically inspect products before purchasing. Trust helps reduce uncertainty and encourages consumers to proceed with transactions. Trust in online shopping refers to consumers' confidence that the platform, seller, and transaction system are reliable, secure, and able to fulfill their promises. Previous research has shown that trust positively influences purchase decisions in online shopping (Ridho Rafqi Ilhamalimy & Hapzi Ali, 2021). In addition, e-service quality and website quality are also considered important antecedents of trust because reliable services and professional website performance can strengthen consumer confidence in online platforms.

This study is based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2), which explains that consumer acceptance and use of technology are influenced by perceived benefits, ease of use, facilitating conditions, habit, and user experience (Haryanti & Subriadi, 2020). In the e-commerce context, e-service quality and website quality can be viewed as digital service attributes that support consumer experience and technology acceptance. Meanwhile, trust functions as a psychological factor that reduces perceived risk and strengthens consumers' willingness to make purchase decisions (Sultana et al., 2025).

The research gap of this study lies in the inconsistency of previous findings regarding the effects of e-service quality and website quality on purchase decisions and online shopping trust. Some studies found positive and significant effects, while others reported insignificant or negative effects. In addition, many previous studies examined these variables separately or focused on different e-commerce platforms. Therefore, this study offers novelty by examining e-service quality, website quality, and trust in online shopping simultaneously in explaining purchase decisions among Tokopedia users in Yogyakarta City. The study also contributes to understanding how digital service performance and website quality shape consumer trust and purchase decisions in a highly competitive e-commerce market. Based on this background, this study aims to analyze the effects of e-service quality, website quality, and trust in online shopping on purchase decisions among Tokopedia users in Yogyakarta City. Specifically, this study examines: first, the effect of e-service quality on purchase decision; second, the effect of website quality on purchase decision; third, the effect of e-service quality on trust in online shopping; fourth, the effect of website quality on trust in online shopping; and fifth, the effect of trust in online shopping on purchase decision.

## LITERATURE REVIEW

E-service quality is expected to influence purchase decisions because consumers are more likely to buy from online platforms that provide reliable, secure, responsive, and easy-to-use services. In e-commerce, good service quality reduces transaction barriers and increases consumer confidence in completing purchases. Previous studies by Aulia et al. (2023); Perwira et al. (2024); Sinaga (2023) found that e-service quality has a positive and significant effect on purchase decisions. Therefore, the first hypothesis is proposed as follows:

H1: E-service quality has a positive and significant effect on purchase decision.

Website quality is also expected to affect purchase decisions. A website or application with attractive design, clear information, complete product selection, and easy navigation can improve consumer experience and encourage purchasing behavior. Previous studies by Azhar & Astuti (2025); Bernika & Ekawanto (2023); Nadia et al. (2021) found that website quality positively affects purchase decisions. Therefore, the second hypothesis is proposed as follows:

H2: Website quality has a positive and significant effect on purchase decision.

E-service quality may also influence trust in online shopping. Consumers will be more likely to trust an e-commerce platform when the service is reliable, responsive, secure, and able to fulfill its promises. Previous studies by Setyowati and Suryoko (2020), Saputra et al. (2022), and Kusnanto et al. (2020) found that e-service quality has a positive and significant effect on online shopping trust. Therefore, the third hypothesis is proposed as follows:

H3: E-service quality has a positive and significant effect on trust in online shopping.

Website quality is expected to influence trust in online shopping because the website or application serves as the main interface between consumers and the platform. A professional, informative, secure, and easy-to-use website can increase consumer confidence in the credibility of the e-commerce platform. Previous studies by Asnawi & Dwijosusilo (2023) found that website quality positively affects trust in online shopping. Therefore, the fourth hypothesis is proposed as follows:

H4: Website quality has a positive and significant effect on trust in online shopping.

Trust in online shopping is expected to affect purchase decisions because consumers are more likely to complete transactions when they feel safe, confident, and protected from

transaction risks. Trust reduces uncertainty and strengthens consumers' intention to buy. Previous studies by Badir and Ridho Rafqi Ilhamalimy & Hapzi Ali (2021) found that trust in online shopping has a positive and significant effect on purchase decisions. Therefore, the fifth hypothesis is proposed as follows:

H5: Trust in online shopping has a positive and significant effect on purchase decision.

## METHODOLOGY

This study used a quantitative approach with an explanatory research design. The design was used to examine the effects of e-service quality, website quality, and trust in online shopping on purchase decision among Tokopedia users in Yogyakarta City. The quantitative approach was selected because the study aimed to test hypotheses and measure the relationships among variables using statistical analysis.

The population consisted of Tokopedia consumers who had purchased products or used Tokopedia services. The research was focused on users domiciled in Yogyakarta City aged 13-40 years. The sample consisted of 144 respondents selected using purposive sampling. The criteria were: respondents were domiciled in Yogyakarta City, aged 13-40 years, had used Tokopedia, and had made at least one purchase through the platform. The sample size was considered appropriate because it met the minimum requirement for quantitative regression analysis and represented active digital consumers relevant to the study context.

Data collection used both primary and secondary data. Primary data were collected through an online structured questionnaire distributed using Google Forms via social media. Secondary data were obtained from journals, scientific articles, books, and other relevant literature. The questionnaire was measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Table 1. Measurement of Research Variables

Variable	Operational Definition	Indicators	Scale
E-Service Quality (X1)	The quality of electronic services provided by Tokopedia in facilitating online shopping effectively, securely, and easily.	Customer service, reliability, security and privacy, fulfilment, ease of use	Likert
Website Quality (X2)	The quality of Tokopedia website or application in providing design, information, features, and access convenience for users.	Website design, information quality, website aesthetic, product selection	Likert
Trust in Online Shopping (Z)	Consumer confidence that Tokopedia provides secure, fair, reliable, and trustworthy online shopping services.	Satisfaction, trusted platform, benevolence, integrity	Likert
Purchase Decision	Consumer decision to purchase products through Tokopedia after need	Interest in buying, need recognition, information search, desire to try, repeat	Likert

(Y) recognition, information purchase  
 search, and alternative  
 evaluation.

*Source: Primary data processed, 2025.*

The main analytical tool used in this study was multiple linear regression analysis. The analysis was applied to examine the effects of e-service quality, website quality, and trust in online shopping on purchase decision. It was also used to examine the effects of e-service quality and website quality on trust in online shopping.

Before hypothesis testing, the data were tested using validity and reliability tests to ensure the quality and consistency of the questionnaire. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the regression model was appropriate. The regression models used in this study are presented as follows:

Model I: Effect on Purchase Decision

$$Y = a + b_1X_1 + b_2X_2 + b_3Z + e$$

Model II: Effect on Trust in Online Shopping

$$Z = a + b_1X_1 + b_2X_2 + e$$

Y = Purchase Decision; X1 = E-Service Quality; X2 = Website Quality; Z = Trust in Online Shopping; a = constant; b = regression coefficient; and e = error term.

Hypothesis testing was conducted using the t-test to examine the partial effect of each independent variable. The coefficient of determination (Adjusted R Square) was used to identify the ability of the independent variables to explain the dependent variable.

Table 2. Method of Analysis

Analysis Stage	Purpose	Criteria
Validity Test	Tests whether each questionnaire item measures the intended variable.	Valid if r-count > r-table
Reliability Test	Tests the consistency of the research instrument.	Reliable if Cronbach's Alpha > 0.70
Normality Test	Tests whether the residuals are normally distributed.	Normal if Sig. > 0.05
Multicollinearity Test	Tests whether high correlation exists among independent variables.	No multicollinearity if Tolerance > 0.10 and VIF < 10
Heteroscedasticity Test	Tests the equality of residual variance in the regression model.	No heteroscedasticity if Sig. > 0.05

Multiple Linear Regression	Tests the influence among research variables.	Based on regression coefficients and significance values
t-Test	Tests the partial effect of each independent variable.	Significant if Sig. < 0.05
Coefficient of Determination	Measures the explanatory power of the model.	Based on Adjusted R Square

Source: Primary data processed, 2025.

## RESULTS AND DISCUSSION

The study involved 144 Tokopedia users in Yogyakarta City. Respondents were dominated by women, totaling 105 respondents (73 percent), while men accounted for 39 respondents (27 percent). Most respondents were in the 26-30 age group, totaling 63 respondents (44 percent). Based on monthly income, most respondents earned IDR 1-5 million per month, totaling 83 respondents (57 percent). The respondent profile was also dominated by employees, totaling 117 respondents (81 percent). In terms of shopping frequency, most respondents shopped on Tokopedia 1-2 times per month, totaling 76 respondents (53 percent).

Table 3. Respondent Characteristics

Characteristic	Dominant Category	Frequency	Percentage
Gender	Female	105	73%
Age	26-30 years	63	44%
Monthly income	IDR 1-5 million	83	57%
Occupation	Employee	117	81%
Shopping frequency	1-2 times/month	76	53%

Descriptive analysis shows that respondents generally provided positive assessments of all research variables. E-service quality obtained the highest mean score of 4.09, indicating that Tokopedia's electronic services were perceived as good. Website quality obtained a mean score of 3.64, indicating that website and application quality generally supported shopping activities. Trust in online shopping obtained a mean score of 3.57, showing that consumers generally trusted Tokopedia. Purchase decision obtained a mean score of 3.81, suggesting that respondents had a high tendency to purchase through Tokopedia.

Table 4. Descriptive Statistics of Research Variables

Variable	Mean	Category
E-Service Quality	4.09	Agree

Website Quality	3.64	Agree
Trust in Online Shopping	3.57	Agree
Purchase Decision	3.81	Agree

The instrument quality tests confirmed that the questionnaire items were appropriate for further analysis. All item-total correlation values were higher than the r-table value of 0.214, indicating that all indicators were valid. The reliability test also showed that all variables had Cronbach's Alpha values above 0.70. Therefore, the research instruments were internally consistent.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Criterion	Result
E-Service Quality	0.907	> 0.70	Reliable
Website Quality	0.821	> 0.70	Reliable
Trust in Online Shopping	0.872	> 0.70	Reliable
Purchase Decision	0.918	> 0.70	Reliable

The classical assumption tests supported the feasibility of regression analysis. The Kolmogorov-Smirnov normality test produced an Asymp. Sig. value of 0.200, which is greater than 0.05. The multicollinearity test showed that tolerance values were above 0.10 and VIF values were below 10. The heteroscedasticity test using Spearman's rho showed significance values above 0.05 for all independent variables.

Table 6. Coefficient of Determination

Model	Dependent Variable	Adjusted R Square
Model I	Purchase Decision	0.608
Model II	Trust in Online Shopping	0.403

The coefficient of determination for Model I shows an Adjusted R Square value of 0.608. This means that 60.8 percent of the variation in purchase decisions can be explained by e-service quality, website quality, and trust in online shopping. Model II has an Adjusted R Square value of 0.403, meaning that 40.3 percent of the variation in trust in online shopping can be explained by e-service quality and website quality.

Table 7. Partial Test Results

Relationship	B	Beta	t	Sig.	Decision
ESQ -> PD	0.480	0.515	7.728	0.000	Accepted

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WQ -> PD	0.282	0.251	3.726	0.000	Accepted
TIOS -> PD	0.245	0.244	3.445	0.000	Accepted
ESQ -> TIOS	0.295	0.297	3.482	0.001	Accepted
WQ -> TIOS	0.399	0.333	3.901	0.000	Accepted

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### The Effect of E-Service Quality on Purchase Decisions

The first hypothesis is accepted because e-service quality has a positive and significant effect on purchase decisions. The coefficient of 0.480 and significance value of 0.000 indicate that better electronic service quality increases the likelihood of consumers making purchases through Tokopedia. This finding confirms that online consumers value reliable and secure digital services, responsive customer support, and a smooth transaction process, all of which encourage purchasing decisions.

The first hypothesis is accepted, showing that e-service quality has a positive and significant effect on purchase decisions. This result supports the concept that consumers are more likely to complete online purchases when the platform provides reliable, secure, responsive, and easy-to-use services. The descriptive findings strengthen this result, as e-service quality obtained the highest mean score among all variables, namely 4.09. This indicates that respondents generally perceived Tokopedia's electronic service as good. In particular, aspects such as transaction accuracy, personal data protection, ease of finding product information, and ease of completing purchases appear to be important reasons why consumers decide to buy through Tokopedia. This finding is consistent with previous studies by Aulia et al. (2023); Perwira et al. (2024); Sinaga (2023), which found that e-service quality positively influences purchase decisions. However, this finding differs from Anugrah & Haryati (2023); Nofitasari & Subagyo (2023); Violietta Ocktierra, Dra Cicik Harini (2022), who reported insignificant or negative effects. The difference may occur because users in this study were dominated by productive-age consumers and employees, who may value fast, practical, and reliable digital services in supporting their daily purchasing activities.

### The Effect of Website Quality on Purchase Decisions

The second hypothesis is accepted because website quality has a positive and significant effect on **purchase decisions**. The coefficient of 0.282 and significance value of 0.000 indicate that higher website quality positively influences consumers' purchasing decisions. A website that is easy to navigate, visually appealing, informative, and efficient enables consumers to obtain relevant product information and complete transactions with greater confidence.

The second hypothesis is also accepted, indicating that website quality has a positive and significant effect on purchase decisions. This means that the quality of Tokopedia's website or application contributes to consumer decision-making. Website quality in this study includes website design, information quality, website aesthetics, and product selection. Although the average score of website quality was lower than e-service quality, namely 3.64, it still fell into the "agree" category. This shows that respondents generally considered Tokopedia's website and application to be useful in supporting online shopping activities. A website or application that is easy to navigate, visually attractive, informative, and equipped with various product options helps consumers compare

alternatives before deciding to buy. This finding supports previous studies by Azhar & Astuti (2025); Bernika & Ekawanto (2023); Nadia et al. (2021), which found that website quality has a positive effect on purchase decisions. From the perspective of UTAUT 2, website quality can be understood as a facilitating condition that makes technology easier and more useful for consumers. When consumers feel that the platform provides complete information and functional features, their confidence to make a purchase increases.

### **The Effect of Trust in Online Shopping on Purchase Decisions**

The third hypothesis is accepted because trust in online shopping has a positive and significant effect on purchase decisions. The coefficient of 0.245 and significance value of 0.000 indicate that greater consumer trust increases the likelihood of making purchases through Tokopedia. This finding suggests that when consumers perceive online transactions as secure, reliable, and trustworthy, they become more confident in completing their purchases.

The third hypothesis is accepted, showing that e-service quality has a positive and significant effect on trust in online shopping (Bernika, R., & Ekawanto, 2023; Nofitasari & Subagyo, 2023). This result indicates that consumer trust is formed when users experience reliable service, secure transactions, and fulfillment of service promises. In online shopping, consumers cannot directly inspect products before purchasing; therefore, they depend heavily on the platform's ability to provide safe and consistent services. The positive effect of e-service quality on trust shows that consumers evaluate Tokopedia not only from the product offered but also from the quality of the service process. This finding is in line with Hadita & Navanti (2024), who stated that e-service quality strengthens trust in online shopping. The result also supports the idea that high-quality digital service reduces perceived risk. When consumers believe that the platform can protect personal data, provide accurate transaction processes, and respond to customer needs, they become more willing to trust the platform.

### **The Effect of E-Service Quality on Trust in Online Shopping**

The fourth hypothesis is accepted because e-service quality has a positive and significant effect on trust in online shopping. The coefficient of 0.295 and significance value of 0.001 indicate that improvements in electronic service quality strengthen consumers' trust in online shopping. High-quality online services, including prompt responses, reliable transaction processes, and effective problem resolution, contribute to building consumer confidence in the platform.

The fourth hypothesis is accepted, indicating that website quality has a positive and significant effect on trust in online shopping. This finding confirms that a website or application functions as an important signal of credibility in e-commerce. Consumers tend to trust an online platform when it provides clear information, professional design, attractive appearance, and complete product choices. In this study, website quality had a stronger effect on trust than e-service quality, as shown by the coefficient of 0.399. This suggests that the website or application interface plays a crucial role in building consumer confidence. A well-organized platform helps reduce uncertainty because consumers can access product information, compare alternatives, read e-service quality reviews, and understand transaction procedures more easily. This finding is consistent with Asnawi & Dwijosusilo (2023), who found that website quality positively affects online trust. Therefore, website quality is not only a technical aspect but also a psychological factor that shapes consumers' perceptions of platform reliability.

## The Effect of Website Quality on Trust in Online Shopping

The fifth hypothesis is accepted because website quality has a positive and significant effect on trust in online shopping. The coefficient of 0.399 and significance value of 0.000 indicate that better website quality enhances consumers' trust in online shopping. A website that provides accurate information, intuitive navigation, strong security features, and a user-friendly interface helps reduce perceived risk and increases consumers' confidence in conducting online transactions.

The fifth hypothesis is accepted, showing that trust in online shopping has a positive and significant effect on purchase decisions. This result confirms that trust remains a central factor in online consumer behavior. The descriptive result shows that trust in online shopping obtained a mean score of 3.57, which indicates that consumers generally trusted Tokopedia, although some aspects still require improvement. For example, indicators related to transaction security and consistency in fulfilling service promises were relatively lower than other indicators. This suggests that although consumers trust Tokopedia, there is still a degree of caution in online transactions. Trust becomes important because online shopping involves uncertainty, especially related to product quality, delivery, data privacy, and seller reliability. This finding supports previous studies by Ridho Rafqi Ilhamalimy & Hapzi Ali (2021), which found that trust positively influences purchase decisions. Consumers who believe that Tokopedia acts ethically, protects consumer rights, and provides fair interactions are more likely to proceed with purchases (Asnawi, A., Arfani, M., Prijanto, B., Kamariyah, N., & Dwijosusilo, 2023).

## CONCLUSION

This study concludes that e-service quality, website quality, and trust in online shopping have positive and significant effects on purchase decisions among Tokopedia users in Yogyakarta City. E-service quality and website quality also have positive and significant effects on trust in online shopping. The strongest direct effect on purchase decisions is e-service quality, indicating that consumers place considerable importance on service reliability, security, and ease of use. The findings imply that Tokopedia should continue improving digital service performance, strengthening personal data protection, ensuring transaction security, increasing access convenience, and maintaining consistency in fulfilling service promises. Future researchers are encouraged to include other variables, such as price, promotion, perceived risk, customer satisfaction, brand image, and electronic word of mouth, and to test mediation effects more explicitly using structural equation modeling.

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