

ANALYSIS OF FACTORS AFFECTING PURCHASING INTENTION SHOPEE FOOD

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ABSTRACT

The purpose of this study was to determine the effect of E-Service Quality, sales promotion, and trust on the buying interest of Shopee Food consumers. Quantitative research methods, sampling using purposive sampling method techniques. The research subjects were 105 students Surakarta. Analysis in research using Structural Equation Modeling (SEM). Based on the results of the analysis, it is known that there is a significant effect of E-Service Quality, sales promotion, and E-Trust on buying interest. This means that the variables E-Service Quality, sales promotion, and E-Trust, can measure buying interest. The better the E-Service Quality, sales promotion, and E-Trust, the higher the purchase intention. The results of the mediation test show that E-Trust affects the relationship between E-Service Quality and sales promotion with the purchase intention of Shopee Food consumers. The results of this study can be used as input material for a marketing strategy for market place platforms by optimizing aspects of E-Service Quality, sales promotion and trust because these variables are proven to increase consumer buying interest.

KEYWORDS

E-Trust, E-Service Quality, sales promotion, purchase intention



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INTRODUCTION

The development of the 21st century has brought information technology to develop in very diverse uses. Technology is not only used for communication between people without limits of distance, space and time but is also used for other daily human activities such as buying goods. Shopping through online applications is not a strange thing for consumers to do, especially today's millennials who are good at operating their devices. Internet media users in Indonesia have experienced a significant increase. Internet media users in Indonesia range from 13 years to 65 years and over. The largest number of users are known as the millennial generation (Annur, 2020). The millennial generation are those

born during the transformation and digital era, namely those born in 1997-2012 and aged 10-25 years in 2022 (Pratiwi, Pangiuk, & Ismail, 2023).

The interest in online shopping is also followed by the emergence of more and more marketplaces in Indonesia. All marketplaces are competing to provide convenience for consumers, especially by providing certain promos (Jamaluddin, 2020). When the Emergency PPKM policy in 2020 is enacted, almost 40% of stalls or houses will be temporarily closed due to restaurants being prohibited from accepting on-site or dine-in services and only allowed to serve take-out or take-away orders. Therefore, almost all food businesses use intermediaries for delivery service applications because they see them as an important strategy to maintain and grow in the current digital situation (Kurniawati & Ariyani, 2022).

With regard to buying interest through online applications, individuals have their own perceptions of online food ordering services. There are several factors that influence consumer perceptions in determining purchases such as quality of ordering service, ease of use of applications, ordering prices, and consumer attitudes (Sugiyanto, Wibowo, & Kartini, 2022). Research by Febriani & Cahya (2022) shows that there is a significant influence of the independent variables E-Service Quality and sales promotion on the dependent variable, namely the decision to use the Shopee Food feature. Sugiyanto et al. (2022) states that service quality and price have a positive effect on consumer buying interest in delivery services. There are 3 major food delivery service platforms in Indonesia, namely Go Food, Grab Food, and Shopee Food. Furthermore, the research by Nababan, Simanungkalit, & Nurlinda (2021) concluded that there was an effect of sales promotion and service quality on buying decisions for Shopee consumers. Based on these findings, the following hypothesis is proposed:

H1: E-Service Quality has a positive effect on the intention to buy Shopee Food

H2: Sales Promotion has a positive effect on the intention to buy Shopee Food

Based on the research references mentioned above, in general, the variable of buying interest or decision is measured from two variables, such as E-Service Quality and sales promotion, which do not include the trust variable. E-trust has a significant effect on purchase intention (Jayaputra & Kempa, 2022; Wuisan, Candra, Tanaya, Natalia, & Bernarto, 2020). Mahdyvianra, Kultum, & Ramadani (2021) found that E-Service Quality had a positive and significant effect on E-Trust. Prasetyo & Yusran (2022) found similar results which stated that E-Service Quality had a positive and significant effect on E-Trust. Yudhistira & Patrikha (2021) found a significant effect of sales promotions on trust, while Alawiyah & Mochlasin (2021) found that trust moderates the relationship between sales promotions and saving decisions. Based on these findings, the following hypothesis is proposed:

H3 : E-Service Quality has a positive effect on E-Trust

H4: Sales Promotion has a positive effect on E-Trust

H5: E-Trust has a positive effect on the intention to buy Shopee Food

There is an effect of e-service quality and sales promotion on trust (Mahdyvianra et al., 2021; Yudhistira & Patrikha, 2021), and trust influences purchase intention (Wuisan et al., 2020), indicating that trust can influence the relationship between service quality and sales promotion with purchase intention. Based on these arguments, the following hypothesis is proposed:

H6: E-Trust has a positive effect on the intention to buy Shopee Food

H7: E-Trust has a positive effect on the relationship between E-service quality and intention to buy Shopee Food.

H8: E-Trust has a positive effect on the relationship between sales promotion and intention to buy Shopee Food

Based on the literature review above, the variables used in this study consist of five variables, namely E-Service Quality, sales promotion and trust as manifest variables and consumer buying interest as latent variables. The relationship between variables can be explained in the conceptual framework in Figure 1.

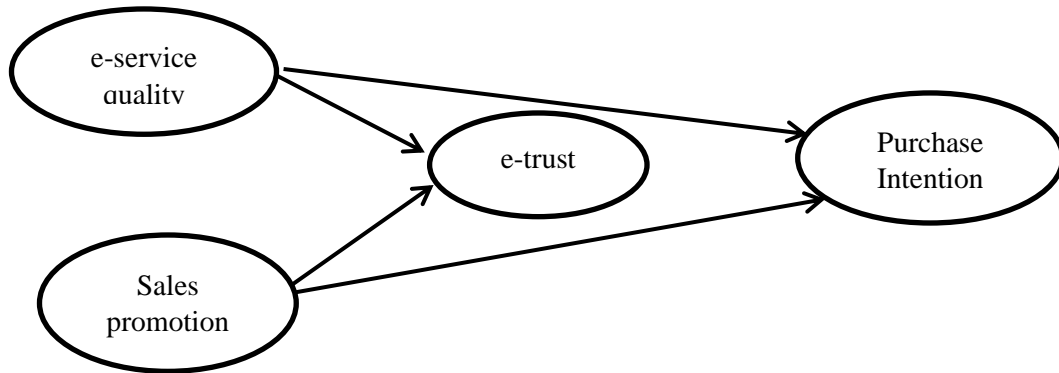


Figure 1. Conceptual Models

RESEARCH METHOD

The population in this study were students from campuses in Surakarta who had used Shopee Food. For this reason, the sample used in the study was some of the students using Shopee Food. The sampling technique used in this study was purposive sampling because sampling was based on certain criteria so it was feasible to be sampled.

The sample criteria used were active students in Surakarta who had used Shopee Food minimum twice in the last third month. Data collection techniques using online questionnaires. The data analysis technique in this study used the PLS Structural Equation Modeling (SEM) and the data analysis tool used Smart PLS version 2.3.8. Tests on the structural model were carried out to examine the relationship between latent constructs (Sekarang & Bougie, 2016).

RESULT AND DISCUSSION

1. Results of Data Analysis

a. Evaluation of the Outer Model or Measurement Model

1) Convergent Validity

Convergent validity aims to determine the validity of each relationship between indicators and constructs or latent variables. The convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between item scores or component scores with latent variable scores or construct scores estimated by the PLS program. The loading value has a high level of validity if it has a loading factor greater than 0.70 (Ghozali, 2016). However, according to Chin (1988) in Latan & Ghozali (2012) for early-stage research, a measurement scale with a loading value of 0.5 to 0.6 is considered sufficient. In this study the loading factor limit used was 0.70. After processing the data using SmartPLS, it shows that the majority of the indicators for each variable in this study have a loading value between 0.830 – 0.942 which is greater than 0.70, this shows that the variable indicator has a loading value greater than 0.70 has a high level of validity, so it meets convergent validity.

2) Discriminant Validity

Discriminant validity is used to ensure that each concept from each construct or latent variable is different from other variables. According to Latan & Ghazali (2012), a model has good discriminant validity if the correlation value of a construct with measurement items is greater than the correlation value with other constructs. The results of discriminant validity can be seen in Table 1.

Table 1. Discriminant Validity

	E-Servqual	E-Trust	Purchase Intention	Sales Promotion
E.Service1	0.921	0.841	0.867	0.841
E.Service2	0.945	0.901	0.880	0.878
E.Service3	0.836	0.793	0.796	0.792
E.Service4	0.888	0.841	0.790	0.845
E.Service5	0.906	0.878	0.835	0.838
E.Service6	0.946	0.898	0.864	0.874
E.Trust1	0.859	0.927	0.836	0.828
E.Trust2	0.819	0.872	0.762	0.785
E.Trust3	0.840	0.893	0.801	0.788
E.Trust4	0.856	0.910	0.837	0.857
E.Trust5	0.870	0.906	0.886	0.837
E.Trust6	0.821	0.844	0.827	0.877
MB2	0.808	0.808	0.870	0.800
MB3	0.865	0.848	0.917	0.857
MB4	0.858	0.869	0.937	0.880
MB5	0.883	0.872	0.937	0.851
MB6	0.750	0.778	0.848	0.748
Promosi1	0.848	0.832	0.827	0.920
Promosi2	0.770	0.787	0.763	0.877
Promosi3	0.854	0.862	0.871	0.906
Promosi4	0.885	0.859	0.868	0.910
Promosi5	0.842	0.841	0.831	0.919
Promosi6	0.868	0.876	0.837	0.917

Source: Data processed from research results

The results of the cross loading estimation show that the correlation value of the construct with its indicators is greater than the correlation value with other constructs. Thus it can be concluded that all constructs or latent variables already have good discriminant validity, where the indicators in the construct indicator block are better than indicators in other blocks.

3) Reliability

Apart from being measured by assessing convergent validity and discriminant validity, the outer model can also be measured by looking at the reliability of constructs or latent variables which are measured in two ways, namely by looking at the composite reliability and Cronbach alpha values of the indicator blocks that measure constructs. The construct is declared reliable if the composite reliability value or Cronbach alpha value is greater than 0.70 (Latan & Ghazali, 2012). The SmartPLS output results for composite reliability and cronbach alpha values can be seen in Table 2.

Table 2. Composite Reliability and Cronbach Alpha values

Variable	Composite Reliability	Cronbach Alpha
<i>E-Service Quality</i>	0.9660	0.9570
<i>E-Trust</i>	0.9590	0.9490
Purchase Intention	0.9560	0.9430
Sales Promotion	0.9660	0.9570

Source: Data processed from research results

In the SmartPLS output results in Table 2, the model shows composite reliability and cronbach alpha values for all constructs above the value of 0.70. Thus it can be concluded that all constructs have good reliability in accordance with the required minimum value limit.

b. Evaluation of Structural Models

Structural evaluation of the model is carried out by looking at the multicollinearity value (VIF), the coefficient of determination (R²), the path coefficient value, the Cohen effect size (f²), and predictive relevance (Q²).

1) Variance Inflation Factor (VIF)

Multicollinearity problems occur when there is a higher correlation between two or more independent variables from a research model. To measure the potential for multicollinearity between variables in this study, a test for the variance of the inflation factor value (VIF) was carried out. According to Hair et al. (1995), the VIF value indicates a level of collinearity between independent variables, if the VIF value is higher than 10, then multicollinearity occurs. The calculated VIF value can be seen in Table 3.

Table 3. VIF Values

Construct	VIF
E.Service1	4.944
E.Service2	8.206
E.Service3	2.832
E.Service4	3.815
E.Service5	4.136
E.Service6	8.955
E.Trust1	7.594
E.Trust2	4.102
E.Trust3	4.079
E.Trust4	4.122
E.Trust5	4.611
E.Trust6	3.101
MB2	3.174
MB3	6.472
MB4	6.893
MB5	5.541
MB6	2.783
Promosi1	5.450
Promosi2	4.325
Promosi3	4.274
Promosi4	4.609
Promosi5	4.889
Promosi6	4.467

Source: Data processed from research results

Table 3 shows that the VIF value for each variable is above 10, so that the research data does not have multicollinearity.

2) Coefficient of Determination

The results of calculating R^2 for each endogenous latent variable are in Table 4.

Table 4. R^2 Value of Endogenous Latent Variables

Variable	R^2
<i>E-Trust</i>	0,913
Purchase Intention	0,890

Source: Data processed from research results

The coefficient of determination (R^2) of the endogenous E-Trust latent variable is 0.913, indicating that as much as 91.3% of E-Trust is influenced by E-Service Quality and sales promotion. The R^2 value of the buying interest variable is 0.890, this indicates that 89% of the buying interest variable is influenced by E-Service Quality, sales promotion, and E-Trust.

3) Path Coefficient (β)

The results of calculating the path coefficients in the research model in Table 5 show that all paths have coefficient values that are in the range of 0.283 to 0.614. According to Lehner & Haas (2010), path coefficient values that are in the range of -0.1 to 0.1 are considered insignificant, values greater than 0.1 are significant and directly proportional, and values less than -0.1 is a significant value and is inversely proportional. Therefore, all paths have a coefficient value of more than 0.100.

Table 5. Path Coefficient Value of the Research Model

	Original Sample (O)
<i>E-Service Quality -> E-Trust</i>	0.612
<i>E-Service Quality -> Purchase Intention</i>	0.308
<i>E-Trust -> Purchase Intention</i>	0.348
<i>Sales Promotion -> E-Trust</i>	0.360
<i>Sales Promotion -> Purchase Intention</i>	0.308

Source: Data processed from research results

4) Predictive Relevance (Q2)

The results of the Q2 calculation for each endogenous latent variable in Table 6 show that the Q2 value is in the range of 0.890 to 0.913. According to Ghazali (2014), the Q2 value can be used to measure how well the observed values are produced by the model and also the parameter estimates. A Q2 value greater than 0 (zero) indicates that the model has predictive relevance, while a Q2 value less than 0 (zero) indicates that the model lacks predictive relevance. In this research model, all constructs or endogenous latent variables have a Q2 value greater than 0 (zero) so that the predictions made by the model are considered relevant.

Table 6. Predictive Relevance Value of each Endogenous Variable

Variable	Q ²
<i>E-Trust</i>	0,913
Purchase Intention	0,890

Source: Data processed from research results

c. Hypothesis testing

In the structural model test (inner model) using the help of Bootstrapping and Blindfolding procedures in SMART PLS. Tests on the structural model were carried out to examine the relationship between latent constructs. The results of testing the hypothesis in this study can be seen in Table 7 below.

Tabel 7. Path Coefficient

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Servqual -> E-Trust	0.612	0.102	5.978	0.000
E-Servqual -> Purchase Intention	0.308	0.101	3.047	0.002
E-Trust -> Purchase Intention	0.348	0.114	3.047	0.002
Sales Promotion -> E-Trust	0.360	0.106	3.380	0.001
Sales Promotion -> Purchase Intention	0.308	0.114	2.711	0.007

Source: Data processed from research results

1) The effect of E-Service Quality on purchase intention

Based on the research results, it is known that the relationship between E-Service Quality and purchase intention has a t statistic value of 3.047 ($p = 0.002 \leq 0.05$), then H_0 is rejected and H_a is accepted, meaning that there is a positive relationship between E-Service Quality and purchase intention. It means that Hypothesis 1, which states that there is a positive relationship between E-Service Quality and purchase intention is accepted.

2) The effect of Sales Promotion on purchase intention

Based on the results of the study it is known that the relationship between Sales Promotion and purchase intention has a t statistic value of 2.711 ($p = 0.007 \leq 0.05$) then H_0 is rejected and H_a is accepted, meaning that there is a positive relationship between Sales Promotion and purchase intention. It means that Hypothesis 2, which states that there is a positive relationship between Sales Promotion and purchase intention is accepted.

3) The Effect of E-Service Quality on E-Trust

Based on the research results it is known that the relationship between E-Service Quality and E-Trust has a t statistic value of 5.978 ($p = 0.000 \leq 0.05$) then H_0 is rejected and H_a is accepted, meaning that there is a positive relationship between E-Service Quality and E-Trust . This means that Hypothesis 3, which states that there is a positive relationship between E-Service Quality and E-Trust, is accepted.

4) The Effect of Sales Promotion on E-Trust

Based on the research results it is known that the relationship between Sales Promotion and E-Trust has a t statistic value of 3.380 ($p = 0.001 \leq 0.05$) then H_0 is rejected and H_a is accepted, meaning that there is a positive relationship between Sales Promotion and E-Trust. This means that Hypothesis 4, which states that there is a positive relationship between Sales Promotion and E-Trust, is accepted.

5) The effect of E-Trust on purchase intention

Based on the research results, it is known that the relationship between E-Trust and purchase intention has a t statistic value of 3.047 ($p = 0.002 \leq 0.05$), then H_0 is rejected and H_a is accepted, meaning that there is a positive relationship between E-Trust and purchase intention. It means that Hypothesis 5, which states that there is a positive relationship between E-Trust and purchase intention is accepted.

d. Mediation Test

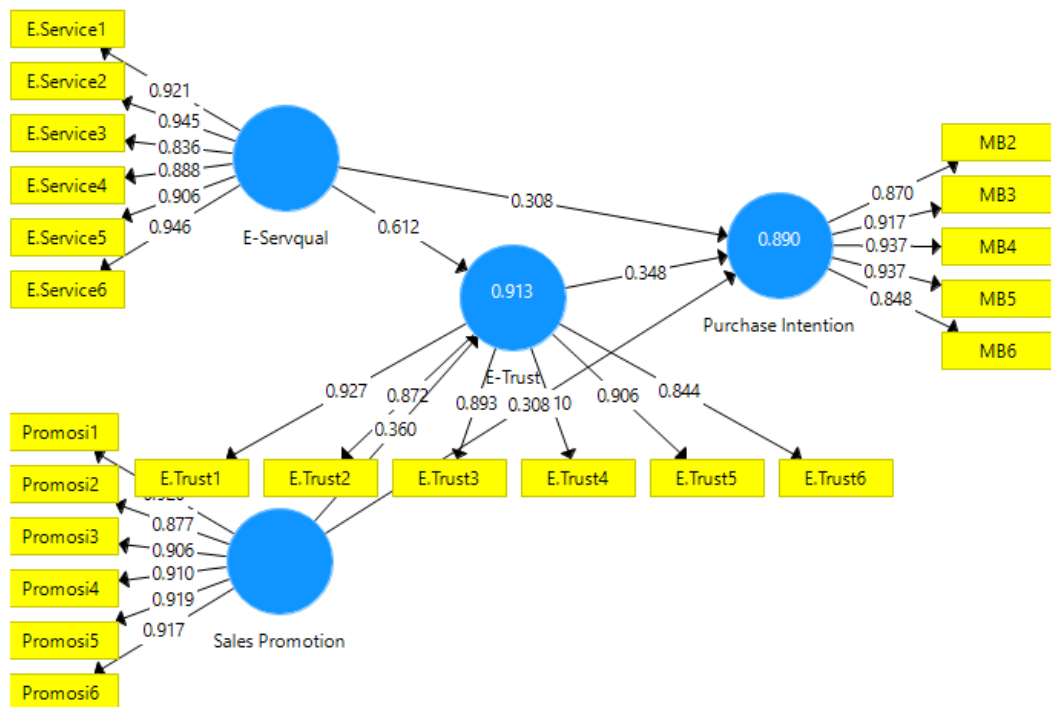
The results of the calculation of the indirect effect can be seen in Table 8.

Table 8. Specific Indirect Effect

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Servqual -> E-Trust -> Purchase Intention	0.213	0.081	2.624	0.009
Sales Promotion -> E-Trust -> Purchase Intention	0.125	0.053	2.354	0.019

Source: Data processed from research results

In Table 8 it is known that the effect of E-Service Quality on purchase intention mediated by E-Trust has a p value of $0.009 < 0.05$, this indicates that E-Trust mediates the relationship between E-Service Quality and purchase intention significantly. The relationship between Sales Promotion and buying interest mediated by E-Trust has a p value of $0.019 < 0.05$, this shows that E-Trust mediates the relationship between Sales Promotion and buying interest significantly. Graphically, the structural model in this study can be seen in Figure 2.



2. Discussion

a. The Effect of E-Service Quality on Purchase Intention and E-Trust

The results of data analysis show that E-Service Quality has a positive and significant effect on purchase intention. This shows that the better the E-Service Quality will further increase the purchase intention. Based on the E-Service Quality indicator, the highest ratings or factors that are considered very important are product availability and delivery timeliness, while the lowest rating is on features at shopee food which get a poor rating. This means that Shopee Food must improve or improve the features in the Shopee Food application. The results of this study are also in accordance with several studies that have been conducted, including research by Sugiyanto et al. (2022) which states that service quality has a positive effect on consumer buying interest in food delivery services, namely Go Food, Grab Food, and Shopee Food. Furthermore, the research by Nababan et al. (2021) concluded that there was an effect of service quality on buying decisions for Shopee consumers in Medan. Febriani & Cahya (2022) show that there is a significant influence of the E-Service Quality variable on the decision to use the Shopee-Food feature.

The results of this study also show that E-Service Quality has a positive and significant effect on E-Trust, meaning that the better the quality of online service, the greater the online trust in Shopee Food. Based on the E-Trust indicator, seller honesty at Shopee Food is a factor that is considered important by consumers. While the lowest rating is on trust in Shopee Food regarding the ability to meet customer expectations. Based on this assessment, Sopee Food must improve its ability to meet customer expectations. The results of this study support research conducted by Mahdyvianra et al. (2021) which found that E-Service Quality has a positive and significant effect on E-Trust. Research conducted by Prasetyo & Yusran (2022) found similar results which stated that E-Service Quality had a positive and significant effect on E-Trust.

b. The Effect of Sales Promotion on Purchase Intention and E-Trust

The results of this study found a positive and significant effect of sales promotion on purchase intention, this indicates that the better or more attractive sales promotions carried out by Shopee Food will further increase consumer buying interest among students. Factors that are considered important or considered good by consumers regarding sales promotions are subscription discount offers. Meanwhile, the sales promotion that was considered unfavorable was the reduction in food prices offered by Shopee Food. In this regard, Shopee Food should further reduce the price of food to attract consumers to buy it. The results of this study support research conducted by Sugiyanto et al. (2022) stating that price has a positive effect on consumer buying interest in delivery services. There are three major food delivery service platforms in Indonesia, namely Go Food, Grab Food, and Shopee Food. Furthermore, the research by Nababan et al. (2021) concluded that there was an effect of sales promotions on buying decisions for Shopee consumers. Febriani & Cahya (2022) showed that there was a significant influence of the independent sales promotion variable on the dependent variable, namely the decision to use the Shopee-Food feature.

Sales promotion also has a positive and significant effect on E-Trust, the positive effect shows that the better the sales promotion carried out by Shopee Food, the more E-Trust will increase. E-Trust is influenced by the honesty of sellers at Shopee Food, as well as the ability to meet customer expectations. The results of this study support research conducted by Yudhistira & Patrikha (2021) which found a significant effect of

sales promotions on trust, while Alawiyah & Mochlasin (2021) found that trust moderates the relationship between sales promotions and saving decisions.

c. The Effect of E-Trust on Purchase Intention

The results of this study also found a significant positive effect of E-Trust on purchase intention. The positive effect shows that the greater consumer trust in Shopee Food will further increase consumer buying interest. Online trust in Shopee Food will be built if Shopee Food will be responsible if an error occurs in a transaction, Shopee Food has the ability to meet the needs and expectations of buyers, has high responsibility, is an honest seller, and provides satisfaction to buyers. This can increase the desire or interest of potential Shopee Food buyers. The results of this study support the research conducted by Wuisan et al. (2020) who found that E-Trust had a positive and significant effect on repurchase intention. Consumers will show high repurchase intention in the future when they have high E-Trust towards certain sales sites. That is, E-Trust is the basis of a long-term relationship between online sellers and consumers so that high e-trust will increase online repurchase intention.

d. The Effect of E-Trust Mediation on the Relationship Between E-Service Quality and Sales Promotion with Buying Interest

The results of the analysis show that E-Trust affects the relationship between E-Service Quality and Sales Promotion with purchase intention, this shows that if the E-Service Quality is getting better then it is supported by high E-Trust towards Shopee Food, it will further increase consumer buying interest. . Likewise with sales promotion, if the promotions offered by Shopee Food are more attractive, then supported by high trust in Shopee Food, it will further increase the buying interest of potential consumers.

CONCLUSION

Based on the results of research data analysis, it can be concluded that there is a positive effect of E-Service Quality and sales promotion on purchase intention, this shows that E-Service Quality and sales promotion carried out by the Shopee Food platform have an effect on interest in buying products at Shopee Food. In addition to these two factors, buying interest in Shopee Food products is also influenced by E-Trust which shows that the better Shopee Food builds E-Trust, the more consumers' buying interest will increase.

E-Trust in this study is also influenced by E-Service Quality and Sales Promotion. This means that E-Trust will further improve if sellers at Shopee Food provide good service, as well as attractive promotions. In addition, E-Trust acts as a mediating variable that influences the relationship between E-Service Quality and Sales Promotion and purchase intention. The results of this study can be used as input material for a marketing strategy for market place platforms by optimizing aspects of E-Service Quality, sales promotion Brand Image and trust because these variables are proven to increase consumer buying interest.

For future researchers who will conduct research with themes relevant to this research, it is hoped that they can enrich research results, for example by researching at different places or locations or with different marketplaces, or can also use a different methodological approach, for example with a qualitative approach or case study.

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