

# Analysis of The Influence of Information Quality, Ease of Use, and Trust on Online Purchase Decisions on Shopee (Research On Users Of The Shopee E-Commerce Platform At Muhammadiyah University Yogyakarta)

Agil Fatasyan Inggaris<sup>1</sup>, Sutrisno Wibowo<sup>2\*</sup>

<sup>1,2</sup>Department Management, Yogyakarta Muhammadiyah University, Yogyakarta, Indonesia

\*Corresponding author: [manajemenumy02@gmail.com](mailto:manajemenumy02@gmail.com)

## Article Info

### Article History

Received : 09-12-2023

Revised : 25-12-2023

Accepted : 25-12-2023

Published : 26-12-2023

### Article DOI:

<https://doi.org/10.14421/jbmib.2023.0203-07>

## ABSTRACT

**Research Aims:** This study aims to analyze of the influence of information quality, ease of use, and trust on online purchase decisions on shopee (study of shopee.co.id buying and selling site users at yogyakarta muhammadiyah university).

**Methodology:** The study employs a quantitative survey approach, targeting all students, particularly female students, at Muhammadiyah University of Yogyakarta. The sample comprises 100 respondents from the Faculty of Economics and Business. The data analysis involves Multiple Linear Regression, Simultaneous Significance Test (F Test), Individual Parameter Significance Test (t-test), and Coefficient of Determination Analysis ( $R^2$ ).

**Research Findings:** The findings indicate a notable and positive impact of information quality, ease of use, and mutual trust on online purchasing decisions at Shopee. Specifically, information quality, ease of use, and trust each individually exhibit a significant positive influence on online purchasing decisions at Shopee.

**Theoretical Contribution:** The theoretical contribution of this research lies in its comprehensive assessment of multiple factors and their individual impacts on online purchasing decisions. The study enriches existing theoretical frameworks related to e-commerce and consumer behavior, paving the way for more nuanced and context-specific investigations in the field.

**Implication:** The implications suggest actionable steps for Shopee to enhance its online platform, build trust, and tailor strategies to influence information quality, ease of use, and trust for more effective online purchasing decisions.

**Keywords:** *Quality of Information, Ease of Use, Trust, Purchase Decision, Shopee.*

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



## INTRODUCTION

The internet is a product of information technology. The internet is really needed to exchange information and communicate quickly without any territorial, space and time limitations. The internet can also be implemented in various aspects of life, starting from the fields of government, education and commerce. If it is linked to the development of information technology, internet media can be an option to support all transaction

processes, one of which is trade transactions. Competition in the trade sector is currently increasingly tight. So business people must be able to take advantage of developments in internet technology in order to maintain and continue their business. There are many factors that make someone interested in shopping online on internet sites. These factors range from the quality of information, ease of use and trust to several other factors.

According to [Kotler and Armstrong \(2016\)](#), "purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy the product." So, purchasing decisions are a process where consumers learn first about a product before making a purchase. Purchasing decisions are an alternative for consumers to determine their choices.

There are many factors that cause someone to shop online on Internet sites. Starting from low costs, quality of goods, trust, easy transaction facilities to several other factors ([Rahmawati, 2019](#)). The factors that will be tested in this research are information quality, ease of use and trust in influencing purchasing decisions through Shopee.

The quality of information plays a crucial role in influencing purchasing decisions, as emphasized by Mukhtar and [Rahmawati \(2019\)](#). They argue that the information presented on an online shop's website should encompass details about the products or services, contributing to the prediction of their quality and usefulness. Additionally, ease, defined as the perceived effortlessness of using technology, influences behavior, with higher perceived ease leading to increased utilization of information technology ([Jogiyanto, 2019](#)).

Trust is a cognitive component of psychological factors, according to [Kotler and Keller \(2016\)](#). It involves a belief in the truth based on evidence, suggestion, authority, experience, and intuition. Building trust in online situations can be challenging, as highlighted by [Siagian and Cahyono \(2014\)](#), who define consumer trust as the belief in a service provider's reliability and fulfillment of promises.

In the realm of e-commerce, consumer confidence is a key factor in online buying and selling. Ease of use and information quality also play pivotal roles, with the perception of technology/system ease impacting utilization, and higher information quality increasing online buyers' interest ([Rahmawati, 2019](#)).

The rapid development of e-commerce in Indonesia, exemplified by platforms like Shopee, is transforming shopping patterns. Shopee, a consumer-to-consumer (C2C) online marketplace, facilitates selling from individuals to buyers nationwide. This shift allows consumers to make online purchases without the need for conventional shopping, accessing a wide array of products. Payment methods range from direct transfers to third-party services, ensuring the security of funds for buyers. Here are 5 applications E-commerce most widely used in Indonesia and Southeast Asia, Q3 2019



**Figure 1. E-commerce Application Ranking Based on Number of Monthly Active Users and Total Downloads**

Shopee and Lazada stand out as the e-commerce platforms with the highest number of monthly active users in Southeast Asia. In the current quarter, Shopee has achieved the top position as the e-commerce application with the most monthly active users in Southeast Asia. Shopee secured the first spot in two countries, Vietnam and Indonesia, while Lazada demonstrated its prominence in four other nations—Malaysia, the Philippines, Singapore, and Thailand. Despite leading in only two countries, Shopee has effectively asserted its dominance in markets projected to be the busiest in Southeast Asia.

Following a second-place ranking in the previous quarter after Tokopedia, Shopee has now emerged as the application with the highest total number of monthly active visitors for the first time. Shopee's success can be attributed to various strategic campaigns, such as offering cashback, free delivery without a minimum order, and selecting brand ambassadors who are popular and relatable to users, particularly in Indonesia. Shopee also adopts a unique sales approach on specific dates each month, as observed with initiatives like 9.9 and 10.10. Additionally, Shopee strategically targets the millennial generation by incorporating In-App Games to enhance user engagement, resulting in a notable increase in the Shopee application's monthly active visitors.

This research is a replication of [Rachmawati's \(2020\)](#) work titled "Analysis of Fashion Product Purchasing Decisions on Shopee E-Commerce," focusing on variables such as Information Quality, Ease of Use, and Trust in Purchasing Decisions. Given the context outlined above, the researchers are intrigued to explore the "Analysis of the Influence of Information Quality, Ease of Use, and Trust on Online Purchasing Decisions at Shopee." Both studies utilize common variables, including Purchase Decision, Information Quality, Ease of Use, and Trust. However, this research distinguishes itself by selecting respondents from the economics faculty at Muhamadiyah University, Yogyakarta, and employing Multiple Linear Regression as the data analysis technique through the SPSS program.

## LITERATURE REVIEW

### ***Theory Acceptance Model (TAM)***

Theory Acceptance Model (TAM) is a behavioral theory that explains approaches to the use of information technology. The model developed by Davis in [Fatmawati \(2015\)](#) is a development of previous theories such as Theory of Reasoned Action (TRA) and Theory of planned behavior (TPB). This model is designed to estimate the acceptance or use of technology by users and utilization in work. Model theory TAM (Technology Acceptance Model) has often been used to measure acceptance behavior towards a new technology. The classic model in TAM uses 2 (two) attitude factors on several variables, namely:

- a. Benefits (Usefulness)
- b. Ease of Use (Ease of Use)

### ***Information Quality***

According to [Yuniarti \(2015\)](#), Raymond McLeod defines information as data that has undergone processing to convey meaning to the recipient, proving valuable for present or future decision-making. In the context of online shopping, it is crucial to provide information that encompasses links to the available products and services. This information should be not only relevant but also instrumental in anticipating the quality and utility of the products or services. It is imperative that the details about products and services remain current to meet the evolving needs of online buyers. This ensures that decision-making becomes more accessible, consistent, and comprehensible for buyers. The dimensions of information quality, as per this study, are drawn from Park and Kim, as mentioned in [Anggraini \(2016\)](#):

- a. Up-to-date information
- b. Helps online shoppers make decisions
- c. Consistency
- d. Easy to understand

### ***Ease of Use***

As outlined by [Jogiyanto \(2019\)](#), perceived ease of use is an assessment of an individual's belief that utilizing a technology should be straightforward and not demand excessive effort, emphasizing simplicity and ease of operation. Venkatesh and Davis (as cited in [Irmadhani, 2015](#)) categorize the dimensions of perceived ease of use as follows:

- a. Individual interactions
- b. It doesn't take much effort
- c. Easy to use system
- d. Easy to operate

### ***Trust***

As per [Rahmawati \(2019\)](#), trust is a robust quality associated with specific attributes of a product, often referred to as the object-attribute relationship. This concept involves consumers having faith in the potential connection between an object and its

pertinent attributes. Mayer et al. (as cited in [Solihin, 2020](#)) identify three factors that contribute to shaping an individual's trust in others. namely:

- a. Ability (Ability)
- b. Kindness(Benevolence)
- c. Integrity (Integrity)

### ***Purchase Decision***

As stated by [Kotler and Armstrong \(2016\)](#), consumers make purchasing decisions by selecting the most preferred brand among various alternatives. However, two factors, namely the attitudes of others and situational factors, can intervene between purchasing intentions and actual decisions. Consequently, preferences and intentions to purchase do not invariably translate into tangible buying actions. In line with [Simamora \(2015\)](#), every buying decision is interconnected with five distinct decisions. namely:

- a. Decisions about product types
- b. Decisions about product form
- c. Brand decisions
- d. Decision about the seller
- e. Decisions about product quantities

## **RESEARCH METHOD**

### ***Research Objects and Subjects***

- a. Object of research

As per [Sugiyono \(2018\)](#), a research object refers to an attribute, characteristic, or value associated with a person, object, or activity, displaying specific variations as identified by the researcher, from which conclusions are subsequently derived. In the context of this study, the research focus is on Shopee.co.id.

- b. Research subject

According to [Arikunto \(2016\)](#), the research subject is a very important position in research, the research subject must be arranged before the researcher is ready to collect data. The subjects of this research were students at Muhammadiyah University of Yogyakarta.

### ***Data Type***

The research relies on primary data as the source, as clarified by [Umar \(2015\)](#). Primary data is acquired directly from the subject of study, either through direct interaction with the subject or via the administration of questionnaires. In this particular study, primary data is gathered by distributing questionnaires to respondents and subsequently processed.

The measurement scale employed in this research is the Likert scale, comprising five response options: STS (Strongly Disagree), TS (Disagree), N (Neutral), S (Agree), and SS (Strongly Agree).

### **Population and Sample**

#### a. Population

According to Sugiyono (2018) population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and conclusions drawn. The population in this study were all students at Muhammadiyah University of Yogyakarta.

#### b. Sample

The sample is a part or representative of the population to be studied. Respondents in this research were students of the Faculty of Economics and Business, Muhammadiyah University of Yogyakarta.

### **Sampling Technique**

The sampling technique used in this research is non-probability sampling, namely purposive sampling. According to Sugiyono (2018), purposive sampling means that the writer uses his own judgment by deliberately selecting members of the population who are deemed to be able to provide the information needed by the writer (Sugiyono, 2018). The consideration criteria are students from the Faculty of Economics and Business at Muhammadiyah University of Yogyakarta who have made online purchases at Shopee.

The research utilized a sample size of 100 respondents, a choice in accordance with Sugiyono's (2018) suggestion that an appropriate sample size falls within the range of 30 to 500. Consequently, the selection of 100 samples/respondents aligns with the deemed suitable criteria for the study.

### **Data Collection Techniques**

The data collection used in this research is primary data in this research taken using the field survey method, namely through distributing questionnaires and also using Google Forms. Questionnaires with the link <https://forms.gle/x8zjR51X3XvjgsLn8>. What was distributed was a questionnaire with close-ended questions, where the respondents' answers were limited to alternative answers provided by the researcher using the 5 Likert scale method, to find out the responses from existing respondents regarding the influence of information quality, ease of use and trust on purchasing decisions overall. online at Shopee.

**Table 1. Questionnaire Symbols and Scores**

<b>Answer</b>	<b>Score</b>
Strongly Disagree	1
Don't agree	2
Neutral	3
Agree	4
Strongly agree	5

### **Data Analysis and Hypothesis Testing**

To align with the research objectives, it is essential to employ accurate data analysis methods. In this study, the analysis was conducted utilizing SPSS 15 software, which stands for Statistical Package for the Social Sciences—a computer program specifically designed for statistical analysis. The data analysis techniques employed in this research include:

a. Multiple Linear Regression

Multiple Linear Regression is applied to assess the extent of influence exerted by the independent variables (X), encompassing Information Quality (X1), Ease of Use (X2), and Trust (X3), on the dependent variable (Y)—in this case, Purchase Decisions.

b. Hypothesis test

Hypothesis testing plays a vital role in research, occurring after the data has been gathered and processed. Its main purpose is to provide answers to the hypotheses formulated by the researcher.

**RESULTS AND DISCUSSIONS**

**Multiple Linear Regression Test**

**Table 2. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	1,487	0,111		4,381	0,000
X <sub>1</sub> Information Quality	0,047	0,021	0,064	2,244	0,027
X <sub>2</sub> Ease of use	0,047	0,023	0,070	2,086	0,040
X <sub>3</sub> Trust	0,812	0,030	0,904	27,266	0,000

Source: Processed, Primary data, 2021.

From the table above, the multiple regression equation is obtained as follows:

$$Y = bX_1 + bX_2 + bX_3 + e$$

$$Y = 0.064X_1 + 0.070X_2 + 0.904X_3$$

The interpretation of the multiple linear regression equation is as follows:

- a. The positive regression coefficient for the information quality variable is 0.064. This indicates that an increase in information quality positively influences purchasing decisions. Conversely, a decrease in information quality has a negative impact on purchasing decisions.
- b. The positive regression coefficient for the ease of use variable is 0.070. This signifies that an increase in ease of use positively correlates with an increase in purchasing decisions. On the contrary, a decrease in ease of use leads to a reduction in purchasing decisions.
- c. The positive regression coefficient for the trust variable is 0.904. This implies that an increase in trust positively contributes to an increase in purchasing decisions. Conversely, a decrease in trust results in a reduction in purchasing decisions.

**F test**

The F hypothesis test aims to determine the independent variable together with the dependent variable.

**Table 3. F test**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18,533	3	6,178	418,659	,000 <sup>a</sup>
Residual	1,417	96	,015		
Total	19,950	99			

Source : Primary data, Processed, 2021

Hypothesis:

1. H0: there is no significant influence of information quality (X1), user friendliness (X2), trust (X3) together on purchasing decisions (Y).
2. H1: there is a significant influence of information quality (X1), user friendliness (X2), trust (X3) together on purchasing decisions (Y).

Test decision criteria (t):

1. H0 is rejected if the significance value is <0.05
2. H0 is accepted if the significance value is > 0.05

Based on Table 4.17, the F test results were obtained with a significance value of 0.000. So at the significance level  $\alpha = 5\%$  ( $\alpha = 0.05$ ) it can be concluded that the significance value = 0.000 < 0.05 so that H0 is rejected. This means that there is a significant influence of information quality (X1), user friendliness (X2), trust (X3) on purchasing decisions (Y) simultaneously, the hypothesis is accepted.

**t test**

The t-test is conducted to assess the individual impact (partial influence) of the Information Quality variable on Purchasing Decisions. The testing process involves the following steps (t):

1. H0: There is no significant influence of the independent variable on the dependent variable.
2. H1: There is a significant influence of the independent variable on the dependent variable.

Criteria for test decisions (t):

1. H0 is rejected if the significance value is < 0.05.
2. H1 is accepted if the significance value is > 0.05.

**Table 4. Result t test/ Parsial**

Variable	t	Sig.
X1 Infromation Quality	2,244	0,027
X2 Ease of use	2,086	0,040
X3 Trust	27,266	0,000

Source: Primary data, Processed, 2021.

1. The impact of information quality (X1) on purchasing decisions Referring to Table 4.18, the t-test yields a result of 2.244 with a significance value of 0.027. At the significance level  $\alpha = 5\%$  ( $\alpha = 0.05$ ), it can be deduced that the significance value =



- 0.027 < 0.05, leading to the rejection of H0. This implies that information quality positively influences purchasing decisions, thus accepting the hypothesis.
2. The impact of ease of use (X2) on purchase decisions Examining Table 4.18, the t-test produces a result of 2.086 with a significance value of 0.040. At the significance level  $\alpha = 5\%$  ( $\alpha = 0.05$ ), it is determined that the significance value = 0.040 < 0.05, resulting in the rejection of H0. This signifies that ease of use positively influences purchasing decisions, confirming the hypothesis.
  3. The impact of trust (X3) on purchase decisions Based on Table 4.18, the t-test results show 27.266 with a significance value of 0.000. At the significance level  $\alpha = 5\%$  ( $\alpha = 0.05$ ), the significance value = 0.000 < 0.05, leading to the rejection of H0. This indicates that trust has a positive influence on purchasing decisions, supporting the hypothesis.

**Coefficient of Determination (R2)**

To determine the contribution of the independent variables information quality (X1), ease of use (X2), trust (X3) to the purchasing decision variable (Y), the R2 value is used, the R2 value is as in Table 5 below:

**Table 5. Correlation and Determination Coefficient**

R	R Square	Adjusted R Square
0,964	0,929	0,927

Source: Primary data, Processed, 2021.

In addition to the coefficient of determination, a correlation coefficient was also calculated to indicate the strength of the relationship among the independent variables—information quality (X1), ease of use (X2), trust (X3)—with the dependent variable, purchasing decision (Y). The obtained correlation coefficient (R value) is 0.964, placing it within the very strong category (0.8-1.00), signifying a robust relationship between the variables.

The coefficient of determination, which gauges the extent of influence or contribution of the independent variables to the dependent variable, was computed. The analysis reveals an R2 (coefficient of determination) result of 0.929, with an Adjusted R2 value of 0.927. This indicates that 92.7% of the purchasing decision variable is influenced by the independent variables—information quality (X1), ease of use (X2), trust (X3). The remaining 7.3% of the purchasing decision variable is attributed to other variables not explored in this research.

**CONCLUSION AND RECOMMENDATION**

**Conclusion**

From the findings of the study, the following conclusions can be derived:

1. Information quality, ease of use, and trust collectively impact online purchasing decisions on Shopee.
2. Information quality significantly affects online purchasing decisions on Shopee.
3. Ease of use significantly influences online purchasing decisions on Shopee.
4. Trust has a notable impact on online purchasing decisions on Shopee.

### **Recommendation**

Based on the research that has been carried out, the suggestions in this research are: Future research should further develop this model by adding other variables that are still closely related, for example service quality variables, customer reviews, or other indicators.

### **REFERENCES**

- Arikunto, Suharsimi, (2018). *Prosedur Penelitian : Suatu Pendekatan Praktik*, Edisi. Revisi VI, Jakarta : PT Rineka Cipta
- Ayuningtyas, Locana. (2015). Pengaruh Harga, Promosi, Merek, dan Kualitas Produk terhadap Keputusan Pembelian Jilbab Elzatta di Royal Plaza Surabaya. *Jurnal Pendidikan Tata Niaga*.
- Dede Solihin, (2020). Pengaruh Kepercayaan Pelanggan dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening . *JURNAL MANDIRI: Ilmu Pengetahuan, Seni, dan Teknologi*, Vol. 4, No. 1, Juni 2020: 38 – 51
- Fatmawati, Endang. (2015). “Technology Acceptance Model (TAM) Untuk Menganalisis Penerimaan Terhadap Sistem Informasi Perpustakaan”. *Jurnal Iqra 09*.
- Florentinus Bigar Anung Anandita & Sumarno Dwi Saputra. (2015). Analisis Pengaruh Kepercayaan, Keamanan, Kualitas Pelayanan, dan Persepsi Risiko Terhadap Keputusan Pembelian Melalui Jejaring Sosial. *Vol. 15, No. 2 Juni 2015.Hal : 203-210*
- Henry Simamora, (2015), Manajemen Sumber Daya Manusia, *Gramedia*, Jakarta.
- Hidayatullah. (2019). *Pengaruh Kemudahan, Kepercayaan Pelanggan dan Kualitas Informasi Terhadap Keputusan Pembelian Online*.
- Husein, Umar. (2014). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta : PT.Raja Grafindo Persada
- Irmadhani & Nugroho, Mahendra Adhi. (2012). “Pengaruh Persepsi Kebermanfaatan, Persepsi Kemudahan Penggunaan dan Computer Self Efficacy, Terhadap Penggunaan Online Banking Pada Mahasiswa S1 Fakultas Ekonomi Universitas Negeri Yogyakarta”, *Kajian Pendidikan & Akuntansi Indonesia*, Fakultas Ekonomi Universitas Negeri Yogyakarta, Vol1, No 3 (2012).
- Ismail Hidayat, Rois Arifin dan A. Agus Priyono. (2013). *Pengaruh Kepercayaan, Kemudahan, Harga dan Kualitas Informasi penggunaan E-commerce terhadap Keputusan Pembelian secara online pada situs Bukalapak.com (Studi Pada Mahasiswa S1 Fak. Ekonomi Unisma Angkatan 2013)*.

- Jogiyanto, (2019). Sistem Informasi Keprilakuan. Penerbit ANDI. Yogyakarta.
- Kartika Ayuningtiyas & Hendra Gunawan, S.E., M.Sc.(2018). Pengaruh Kepercayaan, Kemudahan dan Kualitas Informasi Terhadap Keputusan Pembelian Daring di Aplikasi Bukalapak pada Mahasiswa Politeknik Negeri Batam. *Vol.2, No. 1, Maret 2018.Hal : 152-165*
- Kotler, Phillip dan Kevin Lane Keller. (2016). *Manajemen Pemasaran* edisi 12 Jilid 1. & 2.Jakarta: PT. Indeks.
- Mohd Fazli Mohd Sam, (2019). Website Quality and Consumer Online Purchase Intention of Air Ticket. *International Journal of Basic & AppliedSciences IJBAS-IJENS Vol:09 No:10*
- Osly Usman & Nadilla Izhari. (2019). *The Effect of Trust, Security, Service Quality, and Risk Perception of Purchasing Decisions Through Social Network Sites.*
- Osly Usman & Nur Diana Cahya Ningrum. (2019). *The Influence of website design, Price, Trust and Security on Products Purchases Through online shopping*
- Osly Usman, M.Bus & Chairunnisa. (2019). *Influence of Trust, Ease, Quality of information, and Display products on Purchase Decisions in social media.*
- Penia Anggraeni & Putu Nina Madiawati. (2016). Pengaruh Kepercayaan dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online Pada Situs [www.traveloka.com](http://www.traveloka.com) *Vol.3, No.2 Agustus 2016.Hal : 1880.*
- Sari, M. P. (2015). Pengaruh Kepercayaan, Kemudahan dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online Di Situs Lazada.co.id Pada Mahasiswa/I Fakultas Ekonomi dan BisnisUSU. *Jurnal Ekonomi Universitas Sumatera Utara.*
- Schiffman, Kanuk. (2010). *Perilaku Konsumen*, ed 7, Alih Bahasa: Zulkifli. PT. Indeks, Jakarta.
- Setyawan, Eko. (2019). Antecedent of Consumer Attitudes Toward Online Shopping in Indonesia. *The International Journal of Business Management and Technology, Volume 3 Issue 2March-April2019 ISSN: 2581-3889*
- Siagian, Hotlan., Cahyono, Hotlan., (2014), Analisis Website Quality, Trust, dan. Loyalty Pelanggan Online Shop, *Jurnal Manajemen Pemasaran. Vol 8 No. 2.*
- Sudaryono. (2012) . *Statistika Probabilitas (Teori dan Aplikasi)*. Yogyakarta: Andi.
- Sugiyono. (2018) . *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Wardoyo & Intan Andini. (2017). Faktor-faktor Yang Berpengaruh Terhadap Keputusan Pembelian Secara Online Pada Mahasiswa Universitas Gunadarma. *Vol. 19, No. 1 Juni 2017.*

- Wardoyo & Meilani Dwiati Susilo. (2017). *Faktor-faktor yang berpengaruh terhadap keputusan pembelian secara online*. Jakarta : ISSN NO: 2541-3406.
- Wijaya, Chandra & Sesilya Kempa. (2018). Pengaruh Kepercayaan, Kemudahan, Kualitas Informasi Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Produk Fashion di Lazada. *Vol. 6, No.2 (2018)*.
- Yoon C Kho, (2015). Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment. *International Journal of Management & Information Systems –First Quarter 2015 Volume 19, Number 1*
- Yuniarti, Vinna Sri. (2015). *Prilaku Konsumen*. Bandung: Pustaka Setia.