

ONLINE PURCHASE DECISIONS: ANALYSIS E-SERVICE QUALITY AND INFORMATION QUALITY IN TOKOPEDIA

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Abstract: *This study aims to determine the effect of E-service quality and information quality on online consumer purchasing decisions at Tokopedia, Madiun Regency. The type of research used is descriptive quantitative research. This study uses the Non Probability Sampling technique using the Accidental Sampling approach. The analysis technique uses statistical analysis, statistical test with linear regression test, determination test and t test and f test. The results of this study indicate that the E-service quality variable has a significant effect on online purchasing decisions at Tokopedia, Madiun Regency. The information quality variable has a significant effect on online purchasing decisions at Tokopedia, Madiun Regency. E-service quality and information quality simultaneously have a significant effect on online purchasing decisions at Tokopedia, Madiun Regency. The value of the R Square when converted into percent is 58.7%. This percentage explains that the variables of e-service quality and information quality are able to influence the variables of consumer online purchasing decisions at Tokopedia, Madiun Regency by 58.7% and the rest is influenced by other variables outside the study, which is 41.3%, so there is still a chance variables outside the study that affect purchasing decisions.*

Keywords: *E-Service Quality, Information Quality, Online Purchase Decision*

1. Introduction

In the current era of globalization, the development of internet technology is very rapid, one of which is the development of the digital world, especially in the field of e-commerce. The Internet is able to break down the structure of a country, penetrate an unprecedented reach, and can form an independent world called cyberspace. According to Al Khateeb, (2021) with internet technology, information becomes cheap and free, and everyone can access information without restrictions, regardless of class, age, class, gender, status. The rapid development of information technology has brought the world into a new era that is faster than before.

Web data for the January 2021 period shows Tokopedia ranked 1st in Indonesia for the e-commerce and shopping or marketplace categories. During this period, Tokopedia's traffic share grew by 32.04% or 14.18%, with 129.1 million monthly visits. Tokopedia's traffic is mainly from mobile devices, accounting for 62.7%, while traffic from desktop devices accounts for 37.3%. Meanwhile, the average visit time to Tokopedia is 6 minutes 37 seconds (Detik.com).

Kotler & Armstrong (2015) define purchasing decisions as a process where consumers identify problems, seek information on a particular product or brand and evaluate the ability of each alternative to solve the problem, and then make a purchase decision. If a product is good in the eyes of consumers, then consumers will buy the product. According to Tjiptono (2012), the level of quality of electronic services is a key aspect in determining purchasing decisions. The quality of electronic services is one of the important factors that consumers use to evaluate the services of an organization. If the quality of electronic services meets consumer expectations, it is said that the quality of electronic services is the most suitable for purchase. According to Peterson (1997) in Park and Kim (2011), the quality of information helps consumers compare the products they buy, and moreover, the more extensive and high-quality information provided by online stores is responsible for better purchasing decisions and influences greater influence has a greater impact on high customer satisfaction.

Another equally important factor influencing purchasing decisions is the quality of electronic or online services. According to Yuliawan, et.al. (2020) from Ismawati, online service quality is an activity that can be seen by both individuals and organizations, but is felt and utilized. Service is defined as a belief that allows individuals to voluntarily become customers of an e-commerce service provider after considering the characteristics of an e-commerce service provider. Archana and Vandana (2020) from Baskara reveal the impact of e-service quality on consumer buying behavior in online shopping, noting that prices and promotions currently no longer determine consumer purchasing decisions. Information quality is the customer's perception of the information quality of a product or service offered by a website. The higher the quality of information provided to online shoppers, the higher the interest of online shoppers to buy products. The quality of information presented on a website can also determine a consumer's purchase. This information should be useful and relevant in predicting the quality and usefulness of a product or service. To meet the information needs of consumers or online shoppers, product and service information must be up-to-date, help online shoppers make decisions, be consistent and understandable.

The results of Shahnaz Oktari's research (2018) explain that e-service quality has a significant influence on purchasing decisions. This finding is in line with Usman, O., & Izhari, N. (2019) research which found that trust, security, service quality, and risk perception of purchasing decisions through social network sites partially or simultaneously have a significant positive effect on purchasing decisions. According to the researcher's initial observations, Madiun market users are classified as very many users from various elements. Tokopedia is one of the pioneers of the marketplace in Madiun. Attractive offers ranging from flash sales, discounts, promotions and more to attract local Madiun buyers. Despite experiencing obstacles that reduce the number of buyers, Tokopedia has actually become an e-commerce favored by many consumers and remains the main choice for consumers to buy online. However, there are also those who say that Tokopedia's e-commerce is still lacking. This makes the development of Madiun e-commerce, especially Tokopedia, very worthy to watch out for.

Although the development of Tokopedia is quite interesting, it is also inseparable from various problems. A recent popular case is that Tokopedia user data was hacked and traded in cyberspace. The hack took place in May 2020 and there are around 91 million users who became victims of the hack. This incident will certainly harm the affected parties and the hacked data can be used for crime (tekno.kompas.com). Due to this incident, Tokopedia was overshadowed by a crisis of trust between users. "The services provided by Tokopedia are inadequate, for example the length of time it takes Tokopedia to respond to consumers when submitting complaints. As a buyer, of course, you want to immediately determine the complaint submitted. Some customers

have also complained during the payment process. Transactions that have been paid for but do not appear in the trade listing system (tekno.kompas.com)

2. Literature Review

Purchase Decisions

Purchasing decision is a process by which consumers recognize a problem, seek information about a particular product or brand, and evaluate how each alternative can solve the problem, which then leads to a purchase decision (Tjiptono, 2014). According to Sunyoto (2015), purchase decision is a cognitive process that combines memory, thinking, information processing, and value evaluation. Purchase decisions are “consumer decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. Thus creating an attitude among consumers who process all the information and the response comes in the form of a conclusion that emerges what product to buy.

According to Sunyoto (2012), purchasing decisions have 5 (five) indicators, namely, 1) problem recognition, namely with external and internal encouragement, consumers can understand the problems that arise and provide conclusions from these problems; 2) Information search, namely information sources in general can be divided into four groups: personal, advertising, mass media and experience to obtain information about the product to be purchased; 3) evaluation of alternatives, ie there is no single process used by consumers in buying situations. Consumers make purchasing decisions in general based on conscience and consideration. The basic concepts carried out by consumers are: trying to meet their needs, looking for the value of benefits that may be obtained from the product, and consumers will look for information whether the product has the function as expected; 4) accuracy in buying products, namely making purchases because they get information from other people that the product or service is of high quality; 5) post-purchase behavior, namely consumers will assess the satisfaction obtained by comparing the expectations and performance of the products they have purchased. If performance is not in line with expectations, consumers will be disappointed and happy otherwise.

From the understanding of various experts it can be concluded that purchasing decisions are all activities carried out consciously based on the conscious choice of consumer desires arising from the conscious choice of substitutes and all final consumers buy their favorite products.

E-Service Quality

E-service quality is an important activity where customer needs can be automatically conveyed through the Internet throughout the consumption cycle (Dolatabadi, H. R., & Gharibpoor, M., 2012). According to Raje Archana and Vandana in Baskara et al (2015), the quality of electronic services is the degree to which the seller provides or communicates consumer needs or requirements that exceed consumer expectations to satisfy consumer good or bad conditions. While Zeithaml, et al, (2015), e-service quality is the performance of a website in providing effective and efficient facilities for online shopping, purchasing goods or services online.

The factors that affect the quality of electronic services according to Tjiptono (2012), namely 1) Reliability, includes two main things, work consistency (performance) and the ability to be trusted (dependence). This means that the company provides services from the first time (the first time). In addition, the company concerned fulfills its commitments, such as providing services according to the agreed schedule. 2) Responsiveness or power grab, namely the willingness or readiness of an employee to provide services that customers need. 3) Competence, everyone in the company has the skills and knowledge needed to be able to provide certain

services. 4) Access includes ease to be contacted and found. This means that the location of service facilities is easily accessible, waiting times are not too long, and company channels are easy to reach. 5) Courtesy or opportunity, including the courtesy, respect, attention and friendliness of the contact person (receptionist, telephone operator, etc.). Includes physical facilities such as waiting rooms and complete equipment. 6) Communication, namely providing information to customers in easy-to-understand language and always listening to customer suggestions and complaints. 7) Reputation, namely honest and trustworthy attitude. Reputation includes company name, company reputation, personal contacts and personal characteristics of interactions with customers. 8) Safety, which is free from danger, risk or suspicion. These aspects include physical security, financial security and confidentiality. 9) Knowing the ability to know customers or know customers, namely trying to meet customer needs.

Based on some of the definitions above, it can be concluded that e-service quality is an online service provided by sellers to buyers and can be seen as a form of sharing benefits.

Information Quality

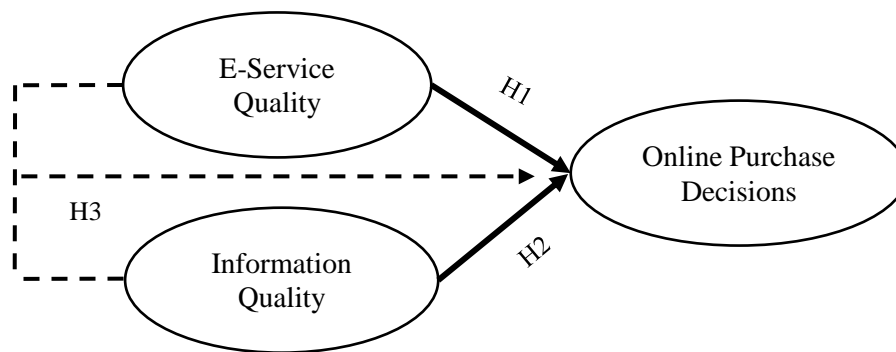
Information quality is a function related to the value of the information output generated by the system (Negash in Fendini, 2013). According to Park and Kim, in Anggraeni (2016), information quality is defined as the customer's perception of the information quality of a product or service offered by a website. According to Jogiyanto in Rachmawati (2018), the quality of information is data that has been processed into a form that is meaningful to the recipient and has real and perceived value for current or future decisions. How much information about products and services is useful and relevant for online shopper predictions.

According to Sutabri (2012), said that the quality of information is determined by three things, namely, 1) Accuracy, namely an information must be accurate because from the source of information to the recipient of the information there may be many disturbances that can change or damage the information. Information is said to be accurate if it is misleading, free from errors and must clearly reflect its intent. Inaccuracy of an information can occur because the source of information (data) is interrupted or intentionally so that it damages or changes the original data. 2) On time (Timeliness) ie information generated from a data processing process, the arrival should not be too late (obsolete). Late information will not have a good value, because information is the basis for decision making. Mistakes in making decisions will be fatal for the company. Information is expensive because it must be obtained quickly and precisely. This is due to the speed with which to obtain, process and transmit this information requires the help of the latest technologies. Thus, the latest technologies are needed to obtain, process, and transmit this information. 3) Relevance, namely information is said to be of quality if it is relevant to the wearer. This means that the information must be useful to the user.

According to Burch and Grudnitski in Anggraeni (2016) there are 3 indicators of information quality, including: 1) Accuracy, which means that information must reflect the actual situation, information must be free from errors. 2) Timeliness, i.e. on time, the information that comes to the recipient should not be late. Because information is the basis for decision making. 3) Relevance, which is relevant means that the information has benefits for the user.

Based on some of the definitions above, it can be concluded that information quality is the level of ability of a website or application to provide an overview or information of goods and services to consumers.

The research model can be seen in the following picture:



Picture 1. Research Model

3. Research Method

This research was conducted in Madiun Regency by distributing questionnaires to Tokopedia application users in Madiun Regency. The reason for choosing the research location is based on the high rating of Tokopedia in Madiun Regency, as well as the effectiveness and efficiency of time for researchers. The type of research used is descriptive quantitative research. This study uses the Non Probability Sampling technique by using the Accidental Sampling approach, namely the sampling technique of data sources with certain retrieval, namely the use of accidental sampling (Ghozali, 2015) because it is considered more effective and efficient in terms of energy, time, and cost; The analysis is not tied to certain sample criteria so as to provide freedom for the researcher to determine the sample that is considered the most qualified.

The primary data collection technique in this research was done by distributing relevant questionnaires to the respondents. The variables in this study are e-service quality, information quality, and online purchasing decisions. Each indicator will be made a questionnaire statement for the respondents. The questionnaire distributed using a Likert scale with a score of 1 to 5. The quantitative data obtained in the study were statistically processed using The Structural Equation Modeling (SEM) (Ghozali, 2015) with the SPSS 22.0 software package, which is a model that allows testing a series or network model that more complicated (Ghozali, 2015).

In this study, to collect data using a questionnaire. Questionnaires are a way of collecting data by submitting written questions or statements to be answered by respondents, so that researchers get field data to answer research problems and test established hypotheses. as for the results of the questionnaire data will be analyzed by T test, F test and coefficient of determination (Ghozali, 2015).

4. Results and Discussion

Results

According to the results of multiple linear regression analysis in this study, the purpose of this study is to determine the influence of independent variables (e-service quality and information quality) on the independent variables of online purchasing decision, as we have in the table below:

Table 1. Results of Partial Test Analysis

<i>Coefficients^a</i>					
Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.336	1.688		3.754	.000
E-Service Quality	.352	.096	.367	3.673	.000
Information Quality	.421	.132	.342	3.186	.002
a. Dependent Variable: Online Purchase Decisions					
Source: SPSS Primary Data Results 22.00 (2022)					

Based on table 1, it is known that the significance value for the influence of the e-service quality variable on online purchasing decisions is $0.000 < 0.05$ and the t-count value is $3.673 > t\text{-table } 1.993$, so it can be concluded that there is a significant effect between the e-service quality variable on the decision. online purchases. And the significance value for the influence of the information quality variable on online purchasing decisions is $0.002 < 0.05$ and the t count value is $3.186 > t\text{ table } 1.993$, so it can be concluded that there is a significant influence between the information quality variables on online purchasing decisions. Furthermore, we can see the simultaneous test in the following table:

Table 2. Results of Simultaneous Analysis

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	222.032	2	74.011	33.691	.000 ^b
Residual	155.968	71	2.197		
Total	378.000	74			
a. Dependent Variable: Online Purchase Decisions					
b. Predictors: (Constant), Information Quality, E-Service Quality					
Source: SPSS Primary Data Results 22.00 (2022)					

Based on table 2, it is known that the F test coefficient is 33,691. The value of f table with a significant level or $= 0.05$ and $df = (4-1);(75-4) = 3:71$ is 2.73. The calculation shows that the significant value is $0.000 < 0.05$ and the calculated F value is $33.691 > F\text{ table } 2.73$. Thus, it can be concluded that H_0 is rejected and H_a is accepted. This means that e-service quality and information quality simultaneously have a significant effect on online purchasing decisions.

The small value of the coefficient of determination (R^2) means that the ability of the independent variable in explaining a variation of the dependent variable is very limited. A value close to 1 means that the independent variable provides almost all the information needed by researchers to predict the variation of the dependent variable. The results of data processing using SPSS 22.00 are shown in table 3 below:

Table 3. Determination Coefficient (R^2)

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.733 ^a	.537	.570	1.48214

a. Predictors: (Constant), Information Quality, E-Service Quality

Source: SPSS Primary Data Results 22.00 (2022)

Based on the table above, the R Square value is 0.537. This value is the percentage of the independent variable's contribution to the dependent variable. The value of the R Square when converted into percent is 53.7%. The percentage explains that the variables of e-service quality and information quality are able to contribute to the online purchasing decision variables by 53.7% and the rest is influenced by other variables outside the study, which is 46.3%, so there are still opportunities for variables outside the study that affect online purchasing decisions.

Discussion

H1. Effect of e-Service Quality on Online Purchase Decision

Based on the results of the processing of hypothesis 1 test of the e-service quality variable, it shows that there is a significant effect of e-service quality on consumers' online purchasing decisions at Tokopedia, Madiun Regency. E-service quality is a service provided on the internet network as an extension of the site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently. E-service quality is very important in the online business world, especially in influencing consumer purchasing decisions. With good e-service quality, purchasing decisions will also be well formed. Likewise, Tokopedia's e-service quality here has been running well, this is evidenced by the respondents' answers obtained from distributing questionnaires, respondents stated that Tokopedia's e-service quality has provided good efficiency, provides functions, includes accuracy of service promises and maintains consumer privacy. it makes e-service quality a positive and significant effect on online purchasing decisions at Tokopedia in Madiun. This is in line with the results of research conducted by Saskiana, D. (2021) which explains that the influence of the e-service quality variable on consumers' online purchasing decisions..

H2. Effect of Information Quality on Online Purchase Decisions

Based on the results of the processing to test hypothesis 2, there is a significant influence between the information quality variables on consumers' online purchasing decisions at Tokopedia in Madiun Regency. Information quality is data that has been processed into a form that has meaning for the recipient and has real and tangible value for current or future decisions. how much information about products and services is useful and relevant for online shoppers in predicting. Information quality is an important factor that must exist in a company/business, especially in influencing purchasing decisions, with good information quality, it will also have a good impact on the creation of consumer purchasing decisions at Tokopedia, Madiun Regency.

Likewise, the information quality available at Tokopedia is well established, this is evidenced by the respondents' answers obtained from distributing questionnaires, respondents stated that the information quality available at Tokopedia has good accuracy, timeliness, and is very relevant. This makes information quality a positive and significant effect on online purchasing decisions. The results of this study are in line with research conducted by Pasa, E. G.,

Wulandari, J., & Adistya, D. (2020) which states that information quality has a positive and significant effect on purchasing decisions.

H3. Effect of e-service Quality and Information Quality on Online Purchase Decisions

Based on the results of the simultaneous test, it shows that e-service quality and information quality can simultaneously influence consumers' online purchasing decisions at Tokopedia, Madiun Regency. As for the R Square value of 0.587. This value is the percentage of the independent variable's contribution to the dependent variable. The value of the R Square when converted into percent is 58.7%. This percentage explains that the variables of e-service quality and information quality are able to influence the variables of consumer online purchasing decisions at Tokopedia, Madiun Regency by 58.7% and the rest is influenced by other variables outside the study, which is 41.3%, so there is still a chance variables outside the study that affect purchasing decisions.

The results of this study are in line with research conducted by Susanti, E.E., (2013) Susanti, D., (2019) which in this study states that simultaneously Trust, E-Service Quality, and Information Quality have a positive and significant effect on Product Purchase Decisions on the Shopee Site. It can be concluded that the better or the increasing trust, e-service quality and information quality can facilitate the creation of purchasing decisions. This will indirectly provide a good impact on a company/business and contribute to the progress of the company/business.

5. Conclusions and Recommendations

Conclusions

Based on Tokopedia's research and analysis on the influence of electronic service quality and information quality on online purchasing decisions in Madiun Regency, the results show that electronic service quality and information quality have a significant impact on online consumers' purchasing decisions, either partially or simultaneously. This may explain that the better and more maximized the electronic service quality and information quality indicators, the higher the satisfaction of online consumers at Madiun Regency in Tokopedia. When converted to a percentage, the R-square value is 53.7%. This percentage indicates that electronic service quality and information quality variables have 53.7% influence on consumer online purchase decision variables in Tokopedia, Madiun Regency, and the remaining variables are influenced by other variables outside the study, which is 46.3%. Therefore, the study There are still random variables that influence online purchasing decisions.

Recommendations

This study only focused on one company, so generalizations remain difficult. It would be more interesting to add more respondents and across organizations to increase the value of future research. Additionally, it is hoped that future research will have to add variables related to interesting trends to create rich insights such as service excellence, customer value, or others. Tokopedia said these metrics need to be further improved to be able to verify the quality of electronic services, especially reliability and compliance metrics with the lowest average scores, so that consumers can take full advantage of Tokopedia's electronic service quality. before purchasing. As for the information quality variables, it is necessary to look at the accurate indicators with the lowest average scores, and these indicators need to be further improved so that consumers can obtain the maximum information quality from Tokopedia before shopping.

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