



**THE EFFECT OF PRICE, TRUST, AND PRODUCT QUALITY ON
PURCHASE DECISIONS USING TOKOPEDIA E-COMMERCE (CASE
STUDY OF STUDENTS OF RIAU ISLAMIC UNIVERSITY)**

Uchi Leli Syahputri¹

Universitas Islam Riau, Pekanbaru, Indonesia

uchilelisyahputri@student.uir.ac.id

Syahdanur²

Universitas Islam Riau, Pekanbaru, Indonesia

syahdanur@eco.uir.ac.id

Abstract

The purpose of this study is to determine and analyze the influence of price, trust, and product quality on purchasing decisions using Tokopedia e-commerce among students of the Islamic University of Riau. The population in this study were students of the Islamic University of Riau who purchased products on Tokopedia e-commerce, sample determination was carried out using the Purposive sampling method. Therefore, the sample used in this study was 100 consumers. Data collection techniques in this study used questionnaires, interviews, and documentation. Data analysis used in this study involved testing and analysis in the form of numbers and concluding the results of the test in the study. The results showed that partially the variables Price (X1), Trust (X2), and Product Quality (X3) had a significant influence on purchasing decisions in purchasing products on Tokopedia e-commerce. The magnitude of the influence of price, trust, and product quality on this purchasing decision was with an R Square value of 0.666%.

Keywords: Price, Trust, Product Quality, and Purchasing Decisions



INTRODUCTION

The current development of information technology has given rise to a new economic paradigm, ultimately giving rise to a virtual world of commerce known as e-commerce. E-commerce is the act of buying and selling or transactions conducted electronically over the internet, eliminating the need for people to physically go to stores to shop. E-commerce offers a variety of payment methods, such as credit cards, bank transfers, digital wallets, and now increasingly refers to digital technology or the internet. One example of e-commerce is the MEMBER CARD, which we can use when shopping.

The e-commerce platforms with the highest number of visitors in Indonesia are Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. Tokopedia is one of the buying and selling sites that is currently enlivening the Indonesian marketplace. Tokopedia.com was founded on August 17, 2009, with the vision of advancing Indonesia more for the internet. In 2014, Tokopedia created a mobile application that can be obtained through the Google Play Store. The purpose of creating a Tokopedia mobile application was as a way to compete in providing services to its customers so that it could maintain its market share.

Tokopedia offers a variety of products that are easily accessible to consumers from all walks of life, including students. Students at the Islamic University of Riau, Pekanbaru, are attracted to online shopping through Tokopedia because they are motivated by the desire and need for specific products offered by the e-commerce platform.

Researchers have conducted Pre-Research with a questionnaire that has been distributed to students of the Faculty of Economics and Business, Riau Islamic University and obtained user data aged 18-25 years because of the various conveniences and features offered, this platform makes it easy for the younger generation to shop, with a user-friendly appearance, various attractive promos and various products that can be easily reached they use Tokopedia a lot because of affordable prices and guaranteed product quality they also get convenience, comfort in shopping at Tokopedia and some of them say that Tokopedia has an important influence in fulfilling their online shopping.

One of the important factors that attracts customers to make purchasing decisions when shopping online is price. According to Sumarwan (2020), price is the characteristic most often used by consumers to evaluate goods and services. Lubis (2015) states that price consists of four main dimensions: affordability, price transparency, competitiveness (price comparison), and flexibility. Price can generally influence consumer interest in making a purchase and encourage them to make a purchase decision. The reasons are because the prices offered are more



affordable or cheaper than offline stores and also because consumers trust that online purchases are safe for them.

According to Robin and Marlinda in Cindy and Sari (2021), consumer trust is defined as a positive expectation that is not only formed through trust, but also through a high reputation, not relying on intelligence to attract consumers and not being able to maximize consumer trust. Pratiwi (2020) states that trust consists of four main dimensions: security, platform reputation, information reliability, and seller integrity. Decisions, actions, or words; trust can arise at any time, choosing how someone becomes dependent on others, influencing their future behavior can affect a person's well-being.

According to Tjiptono (2021:14), product quality encompasses efforts to meet or exceed customer expectations, encompassing products, services, people, processes, and the environment. Wahyu (2020) states that product quality has four main dimensions: functional suitability, product durability, product aesthetics, and product innovation. Product quality is a crucial aspect that all sellers must strive for, as it is a key factor that needs to be considered in sales competition to attract new customers and retain existing ones.

Based on the above description, it can be concluded that price, trust, and product quality play an important role in determining purchasing decisions, especially for Tokopedia users at the Islamic University of Riau, especially students in the Faculty of Economics and Business. Therefore, this study aims to analyze the influence of price, trust, and product quality on the purchasing decisions of Tokopedia E-commerce Users (Case Study on Students of the Faculty of Economics and Business, Islamic University of Riau).

LITERATURE REVIEW

Price

Understanding Price

Tjiptono (2021) defines price as a component that has a direct impact on company profits. Trust According to Setyaningsih (2021) Trust is formed when one of the Prices, namely the amount of money exchanged for products and services, furthermore the price is the sum of all the values that consumers exchange for the amount of benefits by owning or using a good or service, prices in general can influence consumer interest in making purchases and encourage them to make purchasing decisions, the cause is the price offered is more affordable or cheaper than offline stores and also the trust from consumers that online purchases are safe for them.

**Price Dimension**

According to Lubis (2021), he identified four main dimensions of price, namely:

1. Affordability – includes Product prices are easily accessible to consumers, perceptions of price suitability with quality, and prices are commensurate with the benefits received by customers.
2. Price Transparency – Price information is easy to access and understand, There are no hidden fees, and Prices are consistent at all stages of the transaction.
3. Competitive (Price Comparison) – Price compared to similar products, Perceived added value compared to competitors, and Product price is lower or the same as other platforms.
4. Price Flexibility – The existence of discounts or attractive offers that influence purchasing decisions, the availability of flexible payment systems, and the availability of various price or package options according to consumer needs.

Trust**Understanding Trust**

Dimensional trust in online stores is closely related to consumer trust, to intermediaries and online sellers, this is because online shopping is closely related to the belief that information and transactions on the internet can be trusted, Purnomo and Rusminah, (2021: 194), trust is also referred to as the belief obtained by consumers that it will look better, a form of feeling that seems to say "you are on my side isn et al., (2021: 192).

Based on several experts about trust above, it can be concluded well how big the benefits or how much effort the company puts into the product are. If consumers are confident and have the attributes to trust a product, the company will gain more value and the attitude of continuing to shop in the days to come.

Dimensions of Trust

According to Pratiwi (2020), four main dimensions of trust are identified, namely:

1. Security – includes a Trusted payment security system, User data is well protected, and the User verification system works well.
2. Platform Reputation – Tokopedia is known as a trusted platform, with positive ratings or reviews from other users, and many users are loyal to the platform.



3. Reliability of Information –Product information matches the description, the seller provides clear and accurate information, and the information is updated regularly.
4. Seller Integrity –The seller has never committed fraud, the seller has a good reputation on Tokopedia, and the information is updated regularly.

Product Quality

Understanding Product Quality

Product quality is the ability of a product to perform functions to meet customer needs (Wahyu, 2019: 19), product quality is not done carelessly because of its impact on consumer needs, consumers tend to judge their products based on quality, good product quality raises questions among consumers. Product quality is also a condition that is always changing (For example, what is considered quality today may be considered less quality in the future).

Product Quality Dimensions

According to Wahyu (2020), he identified four main dimensions of product quality, namely:

1. Functional Suitability – includes product functions as described, the product meets customer needs, and the product delivers the promised benefits.
2. Product Durability –The product is durable in use, the product has quality materials, and the product is not easily damaged.
3. Product Aesthetics –The product design is attractive, the color and shape of the product meet expectations, and the visual appearance supports the product image.
4. Product Innovation –The product follows the latest trends, the product has exciting new features, and the product provides a new experience for users.

Purchasing Decisions

Understanding Purchasing Decisions

Purchasing decisions are the decision-making process by consumers to purchase goods or services. In this process, consumers will recognize certain products or brands, evaluate how well each alternative can solve their problems. Purchasing decisions have an important role in increasing company profits.

Purchasing decisions made by consumers illustrate how far marketers are in their efforts to promote a product to consumers. In addition, according to Schiffman and Kanuk (2007:485), purchasing decisions are a selection of two or more choices in increasing purchasing interest. Referring to purchasing decisions, of course there are things that must be considered, such as one of the ways that



companies must market products, namely through digital marketing and brand ambassadors.

Dimensions of Purchasing Decisions

According to Cahyono (2020), he identified four main dimensions of Purchasing Decisions, namely:

1. Needs Recognition – includes buying because of a perceived need, Tokopedia fulfills basic needs, and the product is needed immediately.
2. Information Search – includes easy-to-find products you need on Tokopedia, complete and easy-to-understand product information, and product reviews help in making decisions.
3. Alternative Evaluation – includes comparing products with other platforms before purchasing, choosing products with the best price and quality on Tokopedia, and considering other people's recommendations.
4. Purchase Decision – includes buying products on Tokopedia directly, decisions are influenced by previous shopping experiences, and the belief that the product will be satisfactory.

Price Relationship with Purchasing Decisions

According to Kotler and Keller (2016), price is a crucial factor in determining consumer decisions because it is the primary consideration when evaluating a product. As a consumer group with relatively limited purchasing power, students tend to weigh price closely against their financial capabilities. The more affordable and appropriate the price is for the product quality, the higher the consumer's likelihood of purchasing. Tokopedia, with its competitive pricing, offers discounts, promotions, and price reductions from sellers and the app, are a major draw for students at the Islamic University of Riau. This study's findings also align with Sri Rahayu's (2021) findings, which demonstrate that price significantly influences purchasing decisions on the e-commerce platform Tokopedia.

Relationship between Trust and Purchasing Decisions

According to Robin and Marlinda in Cindy and Sari (2021), consumer trust is formed through confidence in transaction security, seller reputation, and information reliability. The higher the level of consumer trust, the more likely they are to make a purchase. Trust is a crucial factor in the purchasing decisions of students at the Islamic University of Riau when using e-commerce platforms like Tokopedia. Students will be more confident in making transactions if they believe Tokopedia can deliver products as promised, ensure the security of their personal data, and provide guarantees in case of problems. The results of this



study align with the findings of Nuning Lisdiana (2021) who stated that trust significantly influences online purchasing decisions on Tokopedia.

The Relationship Between Product Quality and Purchasing Decisions

According to Tjiptono (2021), product quality is the ability of a product to meet consumer needs and expectations, both in terms of function, durability, and appearance. The better the quality of the product offered, the higher the consumer's interest in making a purchase. Product quality is also a crucial factor in shaping the purchasing decisions of students at the Islamic University of Riau when shopping on Tokopedia. Students tend to look for products that are not only affordable but also of good quality and match the descriptions displayed on the Tokopedia e-commerce platform. Product quality can foster a sense of satisfaction and confidence that the purchase was not in vain. The results of this study support the findings of Setiawan et al. (2015) who stated that product quality has a significant influence on purchasing decisions.

Research Hypothesis

Based on the background of the problem, research objectives, and the theory used, the following hypothesis can be made:

H1: Competitive prices or those that align with consumers' perceived value drive increased purchases. If rejected, this means that price is not a dominant factor influencing purchasing decisions, perhaps due to other, more powerful factors such as reviews or quality.

H2: Trust has a positive and significant influence on purchasing decisions on Tokopedia. Factors such as seller reputation, security systems, and positive reviews increase purchasing decisions. If rejected, trust may be considered sufficient by users to no longer be a key differentiator.

H3: Product quality has a positive and significant influence on purchasing decisions on Tokopedia. If rejected, it could be because consumers place more emphasis on price or reviews than actual quality.

H4: These three variables collectively have a significant influence on purchasing decisions: price, trust, and product quality. This means that purchasing decisions on Tokopedia are based on a combination of price, trust, and quality. If these variables are rejected, then other factors beyond these three variables are more dominant, such as promotions, shipping, or app features.

RESEARCH METHOD

This research uses a type of quantitative research with an associative approach. The associative approach is an approach that uses two or more



variables to determine the relationship or influence of one variable on another (Lubis, 2021), while quantitative research is a type of research that is specifically structured, systematic, and designed (Suharso, 2020). The method used in this research is the survey method. This research will be conducted on the Pekanbaru community located in Pekanbaru City, Riau.

The population of this research is consumers or users of the Tokopedia application among students at the Islamic University of Riau, Faculty of Economics and Business, with an unknown sample size, so the technique for determining the number of samples uses the Lemeshow formula (1997). Sampling was carried out using the simple random sampling technique, namely, taking samples randomly from the population. The reason researchers used the Lemeshow formula was that the target population was too large and the numbers varied. The sampling technique used was purposive sampling, which selects a portion of the population. The sample size for this study was 100 students from the Islamic University of Riau who use the Tokopedia app.

This study uses two types of variables, namely the independent variable (X) and the dependent variable (Y). The independent variable is Price, Trust, and Product Quality, meaning that purchasing decisions on Tokopedia are the result of considering a combination of price, trust, and quality. Meanwhile, the dependent variable is the Purchasing Decision that will be considered by Tokopedia users.

The data collection techniques used in this study were interviews, questionnaires, and observation. Interviews are often used to gain an in-depth understanding of respondents' experiences, views, or attitudes related to the research topic. The questionnaire method obtains field data to address research problems and test hypotheses, which are assessed using a Likert scale with a score of 1-5. The observation method allows researchers to gain a deeper understanding of the observed situation and gain direct insight into the phenomenon being studied, allowing them to become involved as observers.

RESULTS AND DISCUSSION

Respondents

Based on the analysis, the characteristics of the respondents in this study consisted of 100 students from the Islamic University of Riau who had made purchases through the e-commerce platform Tokopedia. In terms of gender, the majority of respondents were female (65 people or 65%), while 35 were male (35 people or 35%) (Research Processed Data Results, 2025). This indicates that female respondents dominate purchases through the e-commerce platform Tokopedia.



In terms of age, the majority of respondents were in the 20-26 year range. 8 respondents aged 20 years old (8%), 6 respondents aged 21 years old (6%), 32 respondents aged 22 years old (32%), 35 respondents aged 23 years old (35%), 9 respondents aged 24 years old (9%), 6 respondents aged 25 years old (6%), and 4 respondents aged 26 years old (4%). This shows that the majority of students who make purchases through Tokopedia e-commerce are in the 22-23 year age range.

Based on faculty, the majority of respondents came from the Faculty of Economics and Business (90 people or 90%), followed by the Faculty of Teacher Training and Education (2 people or 2% each), and finally from Psychology, Faculty of Law (FAI), Communication, and Engineering (1 person or 1% each). This indicates that the majority of students who make purchases through Tokopedia e-commerce are from the Faculty of Economics and Business.

Based on the number of shopping frequencies, the majority of respondents (45 people or 45%) made purchases 2-3 times, 33% (33%) made purchases once, and 22% (22%) made purchases more than 3 times. This indicates that most students have made purchases through e-commerce 2-3 times.

Bivariate Analysis

This study conducted a bivariate analysis to examine the relationship between Price, Trust, and Product Quality variables and purchasing decisions through Tokopedia e-commerce among students at the Islamic University of Riau. The results of the bivariate analysis using a validity test indicated that the Price, Trust, and Product Quality variables were valid, thus making the questionnaire instrument valid and suitable for use in the study (Research Processed Data Results, 2025).

Based on the results of the reliability test, the variables Price, Trust, and Product Quality have a Cronbach's Alpha value of >0.60 . The price variable is 0.817, the trust variable is 0.812, the product quality is 0.861, and the purchasing decision variable is 0.787. All of these values are above the minimum standard of 0.60, so it can be concluded that all indicators in the four variables have met the reliability criteria.

For the Price variable (H1), the highest score was obtained in the affordability dimension with the statement "The price is in accordance with the quality of the product offered," which is 408. Meanwhile, the lowest score was in the Competitive dimension with the statement "Product prices on Tokopedia are cheaper than other platforms," which is 360.

For the Trust variable (X2), the highest score was obtained in the Platform Reputation dimension with the statement "Many users remain loyal to using



Tokopedia," which was 389. Meanwhile, the lowest score was in the Seller Integrity dimension with the statement "The seller has never been involved in fraud", which was 355.

For the Product Quality variable (X3), the highest score was obtained in the Product Innovation dimension, with the statement "The product follows current trends and needs," which was 397. Meanwhile, the lowest score was in the Product Durability dimension, with the statement "The product can be used for a long time" which was 353.

For the Purchase Decision variable (Y), the highest score was obtained in the Purchase Decision dimension with the statement "Previous experience influences purchasing decisions" which was 404. Meanwhile, the lowest score was in the Need Recognition dimension with the statement "Purchases are made due to urgent needs" which was 350.

Overall, the results of this bivariate analysis show that all variables of Price, Trust, and Product Quality have a significant influence on Purchasing Decisions through Tokopedia e-commerce.

The Influence of Price, Trust, and Product Quality on Purchasing Decisions via Tokopedia e-commerce among Students at the Islamic University of Riau

Based on the analysis results, it is known that the variables of price, trust, and product quality have a significant influence on the purchasing decisions of students of the Islamic University of Riau in using Tokopedia e-commerce. This is evidenced by the partial test significance value of each variable <0.05 , as well as the F count value of $63.896 > F$ table 2.70 with a significance of 0.000. Thus, it can be concluded that the three independent variables have a partial and simultaneous influence on the dependent variable.

Price is the only element of the marketing mix that generates revenue and plays a significant role in determining purchasing decisions. This aligns with research findings showing that price significantly influences students' purchasing decisions. The more affordable the price and the more transparent the costs, the more likely students are to make purchases on Tokopedia.

Trust has also been shown to significantly influence purchasing decisions. Consumer trust is formed through confidence in transaction security, seller reputation, and the reliability of product information. The results of this study support this notion, as students are more confident making transactions on Tokopedia due to its security system, positive reviews, and good seller reputation.

Product quality is the most dominant factor influencing purchasing decisions. Product quality encompasses efforts to meet or exceed consumer



expectations, both in terms of function, durability, and aesthetics. The results of this study indicate that product quality that meets students' expectations encourages them to continue using Tokopedia as their primary online shopping platform.

Thus, it can be concluded that the more competitive the price, the higher the trust, and the better the quality of the products offered on Tokopedia, the greater the influence on increasing the purchasing decisions of students at the Islamic University of Riau.

The Influence of Price on Purchasing Decisions via Tokopedia e-commerce on Students at the Islamic University of Riau

Price has a positive and significant influence on purchasing decisions among students at the Islamic University of Riau using Tokopedia. Price is a crucial factor in consumer decisions because it is the primary consideration when evaluating a product. The more affordable and appropriate the price for the product quality, the higher the consumer's likelihood of purchasing. This study's findings align with those of Sri Rahayu (2021), who found that price significantly influences purchasing decisions on the e-commerce platform Tokopedia.

The Influence of Trust on Purchasing Decisions through Tokopedia e-commerce among Students at the Islamic University of Riau

Partial research findings indicate that trust has a positive and significant influence on the purchasing decisions of students at the Islamic University of Riau who use Tokopedia. According to Robin and Marlinda (in Cindy and Sari, 2021), consumer trust is formed through confidence in transaction security, seller reputation, and information reliability. The higher a consumer's trust, the more likely they are to make a purchase. These findings align with Nuning Lisdiana's (2021) findings that trust significantly influences online purchasing decisions on Tokopedia.

The Influence of Product Quality on Purchasing Decisions via Tokopedia e-commerce among Students at the Islamic University of Riau

Partial research results show that product quality has a positive and significant effect on the purchasing decisions of students at the Islamic University of Riau who use Tokopedia. According to Tjiptono (2010), product quality is the ability of a product to meet consumer needs and expectations, both in terms of function, durability, and appearance. The better the quality of the product offered, the higher the consumer's interest in making a purchase. These research results support the findings of Setiawan et al. (2015), who stated that product quality has a significant effect on purchasing decisions.



CONCLUSION

Based on the results of data analysis conducted to test the influence of price, trust, and product quality on the purchasing decisions of students at the Islamic University of Riau in using Tokopedia e-commerce, it can be concluded:

1. The price variable has a positive and significant influence on the purchasing decisions of students at the Islamic University of Riau in using Tokopedia e-commerce.
2. The Trust variable has a positive and significant influence on the purchasing decisions of students at the Islamic University of Riau in using the Tokopedia e-commerce.
3. The Product Quality variable has a positive and significant influence on the purchasing decisions of students at the Islamic University of Riau in using Tokopedia e-commerce.
4. The variables of Price, Trust, and Product Quality have a positive and significant influence on the purchasing decisions of students at the Islamic University of Riau in using the Tokopedia e-commerce.

REFERENCES

- Adi Ahdiat. (2022). "Ini Pertumbuhan Pengunjung Tokopedia sampai Kuartal II 2022". Forum : <https://databoks.katadata.co.id/datapublish/2022/11/21/ini-pertumbuhan-pengunjung-tokopedia-sampai-kuartal-ii-2022>. Diakses tanggal 10 Oktober 2022
- Adityo, Benito. & Khasanah, Imroatul. (2011). Analisis Pengaruh Kepercayaan, Kemudahan, Dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online Di Situs Kaskus. Jakarta: Jurnal Ekonomi dan Bisnis. <http://eprints.undip.ac.id/29819/1/jurnal.pdf>
- Agustina, M., Tholok, F. W. & Handry. (2019). Pengaruh Kepercayaan, Kemudahan, Kualitas Informasi terhadap Keputusan Pembelian secara Online pada Situs Jual Beli Tokopedia (Studi Kasus Wilayah Tangerang). *Primanomics: Jurnal Ekonomi dan Bisnis*, 17(3), 1-13.
- Amalia Probosini, D., Hidayat, N., & Yusuf, M. (2021). Pengaruh Promosi dan Brand Ambassador terhadap Keputusan Pembelian Pengguna Market Place X dengan Brand Image sebagai Variabel Intervening. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(2), 445–458.
- Ani, J., Lumanauw, B., & Tampenawas, J. L. A. (2021). Pengaruh Citra Merek, Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen



- Pada E-Commerce Tokopedia Di Kota Manado. *Jurnal EMBA*, 9(2),663–674.
<https://ejournal.unsrat.ac.id/index.php/emba/article/viewFile/38284/34957>
- Anwar, R. & Adidarma, W. (2018). Pengaruh Kepercayaan dan Risiko pada Minat Beli Belanja Online. *Jurnal Manajemen dan Bisnis Sriwijaya*, 14(2), 155-168.
- Ardyanto, Denni., Susilo, Heru., Riyadi. (2015). Pengaruh Kemudahan dan Kepercayaan Menggunakan E- Commerce Terhadap Keputusan Pembelian Online (Survei pada Konsumen www.petersaysdenim.com). *Jurnal Administrasi Bisnis*. Vol. 22 No. 1.
- Bahari, M. F., & Dermawan, R. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Pada Aplikasi Tokopedia Di Kecamatan Tanjunganom Kabupaten Nganjuk. *SEIKO : Journal of Management & Business*, 2(1), 100-108.
- Cahyaningrum, F. 2020. Analisis Pengaruh Electronic Word of Mouth, Celebrity Endorser dan Country of Origin terhadap Purchase Intention melalui Brand Image di Wardah Beauty House Semarang. HALA. Prosiding Konferensi Ilmiah Mahasiswa Unissula (KIMU) Klaster Ekonomi.
- Caroline, S., & Tjiptodjojo, K. I. (2022). Pengaruh Kualitas Produk, Harga Dan Kepercayaan Terhadap Keputusan Pembelian Pada E-Commerce Zalora. In *Prosiding Seminar Nasional Hukum, Bisnis, Sains dan Teknologi* (Vol. 2, No. 1, pp. 958-958).
- Efrilia, S. (2016). Pengaruh Kemudahan Penggunaan ECommerce Terhadap Keputusan Pembelian Online (Studi Pada Konsumen Tokopedia.Com Di Kota Medan) [Skripsi]. Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Sumatera Utara.
- Firmansyah, M. A., (2019) Pemasaran produk dan Merek: Planning dan strategy. Qiara Media.
- Ghozali, Imam. (2005) Aplikasi analisis multivariate. Badan terbit Universitas Diponegoro.
- Hanifah, N., & Wulandari, R. (2021). The Influence of Online Customer Reviews, Ratings, and Brand Image of Millennial E-Commerce Consumers in Indonesia on Purchase Decisions With Trust as a Mediator. *International Journal of Economics, Business and Management Research*, 5(7), 166 182.
- Ichsan, M., Jumhur, H. M., & Dharmoputra, S. (2018). Pengaruh Consumer Online Rating and Review Terhadap Minat Beli Konsumen pada Marketplace Tokopedia di Wilayah DKI Jakarta. *E-Proceeding of Management*, 5(2), 1823–1835.



Radwita, R. B. R. P., Handoko, Y., & Rachmawati, I. K. (2020). Pengaruh Kepercayaan, Kemudahan, Dan Kualitas Informasi Pada Website [www.Laroslaptop.com](#) Terhadap Keputusan Pembelian Online. e-Jurnal Apresiasi Ekonomi, 8(2), 212-220.