

EFFECT OF CONVENIENCE AND TRUST TIKTOK SHOP ONLINE PURCHASE DECISIONS

Hapsawati Taan

Faculty of Economics, Gorontalo State University, Indonesia

Email ID: hapsawatitaan@ung.ac.id

ABSTRACT

Current technological developments encourage many people to make purchasing decisions online. This research aims to determine 1) the influence of convenience on TikTok Shop online purchasing decisions, 2) the influence of trust on TikTok Shop online purchasing decisions. The population in this study were students from the Faculty of Economics, Gorontalo State University who made online purchases at the TikTok shop. The sampling technique method uses nonprobability sampling with purposive sampling. The total sample was 97 respondents. Data collection was carried out by distributing questionnaires via Google Form. The data analysis method uses the Multiple Linear Regression Test with the help of SPSS version 20. Based on the results of the data analysis, it can be concluded that: 1) Convenience does not have a significant effect on online TikTok shop purchasing decisions for students at the economics faculty at Gorontalo State University. 2) Trust has a significant effect on online TikTok shop purchasing decisions among students at the Faculty of Economics, Gorontalo State University. 4) Convenience and trust simultaneously influence online TikTok shop purchasing decisions among students at the Faculty of Economics, Gorontalo State University.

Keywords: Convenience, Trust, Online, TikTok Shop

INTRODUCTION

Current technological developments encourage many people to make purchasing decisions online. Currently shopping online is one way of shopping that is currently being widely used by many people in buying and selling transactions online. With shopping online consumers just have to look at the items they want, then order the items according to their choice and transfer the money, then the items ordered will be sent by the shop online. Current technological developments, the use of social media starts from Facebook as social media that is widely used by Indonesian people. Of the many social media that exist today, Instagram and Facebook are two

social media that are very popular with the public for use as promotional and sales media online. This is influenced by the number of active users on these two social media which is quite large when compared to other social media. Along with the rapid development of technology, many social media have emerged, one of which is a newcomer, namely TikTok (Taan, H. 2021; Taan, H., *et al.*, 2021).

The TikTok application is currently developing rapidly in Indonesia because it has launched a new feature, namely *TikTok Shop* developed by Zhang Yiming, owner of the TikTok application, whose function is to be used as a direct buying and selling transaction from the TikTok application which is claimed to be able to reach sellers

and buyers in a creative way and please its users. *Tiktok Shop* provide an alternative to the seller or brand to increase sales directly through *live streaming*, interesting short videos on the seller's TikTok account or in collaboration with TikTok creators (Dukalang, R., *et al.*, 2022). *Tiktok Shop* still relatively new, however *Tiktok Shop* provides the same features as other online shopping applications such as *online customer rating*, *payment system cash on delivery*, *online customer review* and *product showcase*.

Purchasing decisions according to Agustina, *et al.*, (2019) Purchasing decisions are the process carried out by consumers in choosing one or more products and making a decision before making a purchase. The final result of decision making can also be an action or an opinion or opinion regarding the decision. The indicators for purchasing decisions are: 1) The existence of a need. 2) Search for information. 3) Evaluate the product. 4) Deciding on a purchase. 5) Feedback from buyers.

The process of making consumer purchasing decisions is basically very diverse, some are complex, some are simple. Each individual can choose various kinds of products according to their wishes and needs. Consumers make purchasing decisions because there are needs that must be met by each individual. Purchasing decisions are a person's actions in making decisions regarding the product they will choose according to their needs (Dukalang, R., *et al.*, 2022). This need is what makes consumers search for information about what products they want to buy in the *store online*. Therefore, many consumers make purchasing decisions with the addition of *shop online* which makes it easier for consumers to carry out buying and selling transactions.

Various facilities provided by *tiktok shop* many consumers make purchasing

decisions based *online*. According to Hasdani, *et al.*, (2021) ease of using the system is one of the things considered in making a *purchase online*. Convenience will be felt if someone can understand and easily use a system or technology. Ease of use shows the level to which someone is confident in using the information system, which in this case is a buying and selling *site online* is easy and does not require a lot of effort from the user to be able to use it. The ease of using the system is one of the things considered in making a *purchase online*. A system that is considered difficult to use will be considered less useful for its users when shopping online (Hendra, 2019). The indicators for ease of use according to Wibowo, *et al.*, (2015), namely: 1) *Ease to learn*, 2) *Ease to use*, 3) *Clear and understandable* and 4) *Become skillful*.

Application *Tiktok shop* provide convenience to consumers in shopping *online*. As for the facilities provided by *tiktok shop* this is *Shopping Center* Users can view orders, display items for sale, shopping history, communicate with sellers, set delivery addresses according to user addresses, and process payments all *in tab* the same, until the user *tiktok shop* Those who do shopping will not be confused. Then, in the payment process, the TikTok shop provides four methods, namely :*ATM, E-Banking, COD (cash on delivery)* and via Indomart.

The convenience provided to consumers, *tiktok shop* also has weaknesses such as *server* which slows down at a certain time, occurs *error* in accessing *tiktok shop* like I can't do *it check out* product. Apart from that, there is no payment method using a delayed payment system or *pay later*. If seen from the ease of making a *purchase online* This will be a consideration for consumers when making purchasing decisions at TikTok Shop because in this case TikTok Shop is one

step behind the application. *e-commerce* other.

Another factor that can influence the purchase decision is trust. According to (Taan, H., 2019; Napitupulu & Supriyono, 2023). Consumer trust is an agreement between consumers and sellers in accepting a risk in carrying out transactions based on good beliefs and hopes between two parties who do not yet know each other. Consumer trust is consumer knowledge about an object, its attributes, and its benefits. According to (Badir & Andjarwati, 2020) the indicators of trust are: 1) Integrity. 2) Kindness (*Benevolence*). 3) Competence

Trust is one of the factors that can influence consumers in making purchasing decisions *online*. Because of buying and selling transactions *online* different from traditional purchasing where consumers can see directly while purchasing *online* Consumers can only see the products they want through photos provided by the shop *online*. Therefore, trust plays a very important role in establishing relationships between sellers and buyers because trust is the foundation of a business where consumers rely on sellers in the hope that the money sent will not just disappear but will get products according to the desires and needs ordered by consumers. Trust must be built from the start and can be proven, because trust will easily decrease or be lost due to the many cases of fraud that often occur on online buying and selling sites.

The problem of consumer trust can be a demand for business actors to create online buying and selling services that can guarantee consumer trust so that consumers do not hesitate when shopping *online*. So, things to pay attention to when shopping at *tiktok shop* is the reputation of the shop that is on *tiktok shop* whether it can be believed or not by looking *review* from buyers in the

comments column in the shop *online* the. Based on the problems that have been described, research was conducted entitled The Influence of Convenience and Trust on Online Purchase Decisions at Tiktok Shop.

Library Review

Purchase Decision

Another understanding of purchasing decisions according to (Sudaryono, 2016) is that purchasing decisions are choosing two or more of two alternative options. It can be said that in making a decision a person must determine one alternative from other alternatives. If someone decides to buy because they are faced with the choice of buying or not buying, then this is a position to make a decision.

Factors that Influence Purchasing Decisions

According to Hidayat *et al.*, (2017: 70) consists of 5 indicators in purchasing decisions, namely as follows: 1) The existence of a need. Needs are the first stage in the purchasing decision process. Where consumers will have problems or needs in everyday life. This need can be triggered by internal stimulants and can also be triggered by external stimuli. 2) Searching for Information, searching for information is the stage of buyer decision making where consumers are moved to look for information about the products or services needed by consumers. 3) Evaluating products is a stage in the buyer's decision-making process where consumers use information as material for evaluation. After the information is obtained, customers evaluate various alternative options to meet these needs, such as price, location, quality, color and so on. 4) Deciding to purchase is the stage of the purchasing decision process where consumers actually purchase a product. 5) *Feedback* from consumers is the same as consumer behavior after making a purchasing decision, such as taking further

action on the product that has been purchased (Abudi, *et al.*, 2023).

Convenience

According to Hasdani *et al.*, (2021) Convenience in using the system is one of the things considered when making online purchases. Convenience will be felt when a person can understand and easily use a system or technology.

Factors Affecting Convenience

Ease of use indicator according to Wibowo *et al.*, (2015) namely as follows:

1) *Ease to learn*, An application must be easy to learn so that users are able to easily adapt or understand the application. 2) *Ease to use*, An application must be easy to use, so that users do not find it difficult to operate 3) *Clear and Understandable*, The extent to which a system is clear in its use, in *scopee-commerce* refers to a website that has content that is easy for users to understand. An application must be clear and understandable both in terms of content and terms used. 4) *Become skillful*, An application must be easy to understand, so that users can easily master the use of the application.

Trust

According to Napitupulu & Supriyono, (2023: 791) consumer trust is an agreement between a consumer and a seller in accepting a risk in carrying out a transaction based on good beliefs and hopes between two parties who do not yet know each other.

Factors Influencing Trust

Consumer trust is consumer knowledge about an object, its attributes and benefits (Badir & Andjarwati, 2020). Trust has several indicators consisting of three, namely: 1) Integrity. Integrity is consumer confidence that a company will implement acceptable principles such as keeping promises, behaving ethically and honestly. This integrity depends on consistency. 2) Kindness (*Benevolence*). Kindness is how much someone trusts the

seller to behave well towards consumers. *Benevolence* is the seller's willingness to serve the interests of consumers. 3) Competence. Competence is a person's belief in the seller's ability to help consumers do something according to what the consumer needs. The essence of competence is how successful the seller is in producing what consumers want. The essence of this competency is the seller's ability to meet consumer needs.

RESEARCH METHODOLOGY

Population

According to Sugiyono, (2018:148) population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study was 3.027 active students from the Faculty of Economics, Gorontalo State University.

Sample

The sample is part of the number and characteristics possessed by the population Sugiyono, 2018:149). In this research using techniques *nonprobability sampling* with method *purposive sampling*, namely a sampling technique by determining certain criteria.

Data Collection Techniques

The data collection technique used in this research is by using a questionnaire or questionnaire. By distributing the questionnaire link that has been created using *google form*. The instrument test in this research is validity testing and reliability testing. Classic assumption tests such as 1) Normality test, 2) Multicollinearity test, 3) Heteroskedasticity test, 4) Multiple linear regression test. Hypothesis testing such as 1) Partial test (t test), 2) Simultaneous test (f test), 3) R2 coefficient of determination test.

RESEARCH RESULT

Validity Test

Validity testing in this research is needed to see the extent of the questionnaire used in validity testing using the SPSS software program (*Statistical Product and Service Solutions*). The reference for decision making in determining whether a questionnaire is valid is to look at the value *person correlation* without off 0.3 so if the value shows > 0.3 then the questionnaire is declared valid. Reasons researchers use values off 0.3, namely so that the error rate in concluding research results is slightly looser.

Reliability Test

In this research, to test the reliability of the measuring tools or instruments in this research, coefficients were used *Alpha Cronbach* without off 0.6 so if the value shows > 0.6 then the questionnaire is declared reliable.

Table 1. Reliability Test Results

Variable	N of Item	Cronbach Alpha	Mold Figures	Status
Convenience	7	0,896	0,60	Reliable
Trust	8	0,873		Reliable
Purchase Decision	10	0,921	0,60	Reliable

Source: SPSS 20 Processed Data, 2023

It can be concluded that each statement item in the variables of ease and trust in purchasing decisions is reliable because it has value *cronbach alpha* above 0.60. With this, the statement items in this research can be used for further research.

Normality test

Table 2 Kolmogorov-Smirnov normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	4.21381824
Most Extreme Differences	Absolute	.067
	Positive	.062
	Negative	-.067
Kolmogorov-Smirnov Z		.658
Asymp. Sig. (2-tailed)		.779

a. Test distribution is Normal.

b. Calculated from data.

Figure 1 P-Plot

Source: SPSS 20 Processed Data, 2023

In the table above it can be seen that the results of the normality test *Kolmogorov-Smirnov* (K-S) it is known that the significance value is $0.1 > 0.779$, so it can be stated that the data is normally distributed.

Multicollinearity Test

Table 3 Multilinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kemudahan	.664	1.507
	Kepercayaan	.664	1.507

a. Dependent Variable: Keputusan_Pembelian

Source: SPSS Processed Data 20,2023

From the results of the multicollinearity test above, each independent variable has a value *tolerance* greater than 0.1 and the VIF value is less than 10, which is the value for the convenience variable *tolerance* $0.664 > 0.1$ and VIF $1.507 < 10$, trust variable with value *tolerance* $0.664 > 0.1$ and VIF $1.507 < 10$. So it can be concluded that there is no multicollinearity between independent variables in the multiple linear regression model.

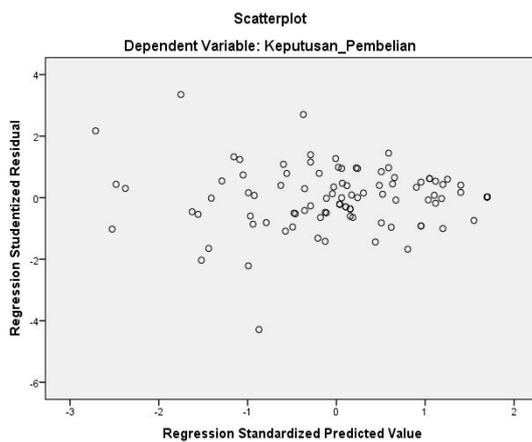
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.884	2.964		1.648	.103
	Kemudahan	.363	.107	.264	3.401	.001
	Kepercayaan	.808	.104	.606	7.801	.000

a. Dependent Variable: Keputusan_Pembelian

Heteroscedasticity Test

Figure 1. Heteroscedasticity Test Results



Source: Data Processed by SPSS 20, 2023

Multiple Linear Regression Analysis Test

Table 4. Multiple Linear Regression Analysis Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.884	2.964		1.648	.103
	Kemudahan	.363	.107	.264	3.401	.001
	Kepercayaan	.808	.104	.606	7.801	.000

a. Dependent Variable: Keputusan_Pembelian

Source: SPSS 20 Processed Data, 2023

The results of the multiple linear analysis when put into the equation are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \text{and}$$

$$Y = 4.884 + 0.363 + 0.808 + e$$

1. Constant (a) = 4.884
The constant value (a) is obtained from 4.884, which means that if the value of ease and trust is the same as number (0), then the purchasing decision has a positive value of 4.884 or there is an increase in purchasing decisions of 4.884.

2. Ease regression coefficient value (b₁) obtained = 0.363
Ease regression coefficient value (b₁) obtained 0.363, which means that every time there is an increase in convenience by one unit, the purchasing decision increases by 0.363 with the assumption that the other independent variables have constant values.

3. Trust regression coefficient value (b₂) obtained = 0.808
Trust regression coefficient value (b₂) obtained 0.808, which means that every time there is an increase in trust by one unit, purchasing decisions increase by 0.808 assuming the other independent variables remain constant.

Partial Test (t Test)

Table 5. t Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.884	2.964		1.648	.103
	Kemudahan	.363	.107	.264	3.401	.001
	Kepercayaan	.808	.104	.606	7.801	.000

a. Dependent Variable: Keputusan_Pembelian

Source: Spss 20 Processed Data, 2023

Based on the table above, it can be seen that the relationship between each variable is as follows:

1. Based on the results of the partial test research, it shows that the t value_{count} and t_{table} for the convenience variable it is

$t_{count} 3,401 > t_{table} 1,291$. With a significance value greater than 01 ($0.001 < 0.10$), H_a is accepted and H_o is rejected. So it can be concluded that the convenience variable hypothesis has a significant influence on online purchasing decisions at the TikTok shop.

- Based on the results of the partial test research, it shows that the t value t_{count} and t_{table} for the trust variable is $t_{count} 7,801 > t_{table} 1,291$. With a significance value greater than 01 ($0.00 < 0.10$), then H_o is rejected and H_a is accepted. So it can be concluded that the hypothesis that the information quality variable has a significant effect on online purchasing decisions at the TikTok shop.

Simultaneous Test (F Test)

Table 6. t Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2819.729	2	1409.864	77.747	.000 ^b
	Residual	1704.601	94	18.134		
	Total	4524.330	96			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Kepercayaan, Kemudahan

Source: Spss Processed Data 20,2023

Based on the simultaneous test table above, it can be seen that the value is $F_{count} 77,747 > F_{table} 2.14$, with a significance of $0.000 < 0.1$, then H_o is rejected and H_a is accepted. So it can be concluded that convenience and trust simultaneously influence TikTok shop online purchasing decisions.

Determination Coefficient Test

Table 7. Coefficient of Determination

Source: Spss Processed Data 20,2023

From the results of the analysis of the determination coefficient test table above,

the coefficient of determination value can be obtained (*Adjusted R Square*) of 0.615.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.623	.615	4.258

a. Predictors: (Constant), Kepercayaan, Kemudahan

b. Dependent Variable: Keputusan_Pembelian

Based on the interpretation of the correlation coefficient R value in table 3.3, the coefficient value of 0.615 is in the coefficient interval of 0.60-0.799 with a "high" level of relationship. It can be concluded that the regression model obtained can explain that the independent variables, namely convenience (X1) and trust (X2) influence the dependent variable, namely purchasing decisions (Y) with a percentage of 61.5%. The remaining 35.5 were influenced by other variables not included in this study.

DISCUSSIONS

The Influence of Convenience on Purchase Decisions

The results of this research show that the convenience variable has a significant effect on online purchasing decisions at the TikTok shop. This means that the convenience contained in the TikTok Shop online shopping application can make it easier for consumers to make purchasing decisions online. Ease of purchasing goods or products online is very important because the convenience provided by an online shopping application can make it easier for consumers to make online purchases.

Ease of buying goods online is very important because with the many conveniences provided by online sellers, consumers can interact more easily, can shop easily, can reach information easily

and don't make consumers confused or uncomfortable. so that later it can maintain consumer loyalty and satisfaction.

Convenience is the most important thing that online providers or sellers must pay attention to. This convenience factor is related to how online transactions operate. Convenience is the most important thing that online providers or sellers must pay attention to so that consumers can easily access and apply an online shopping application for shopping.

A good online shopping application provides instructions on how to make online transactions, starting from payment methods and top-up features *form* purchase (Ayuningtiyas & Gunawan, 2018). In this case, consumers can easily understand and learn the transaction system in the online shopping application used, it does not cause difficulties in the process of making purchases, the facilities and features presented are complete, can be used at any time according to the consumer's wishes, and cannot confuse users at all. when making a purchase.

The results of this research are in line with research conducted by (Angkat & Prihatini, 2018) with the title "The Influence of Convenience, Information Quality, and Trust on Online Purchasing Decisions on the Lazada Site" which states that the convenience variable has a positive and significant effect on purchasing decisions. by online. And, research (Karinina & Rustam, 2023) on "The Influence of Promotion, Convenience and Trust on Purchasing Decisions at the Lazada Marketplace (Case Study in Tiban Indah)" states that convenience also has a significant influence on purchasing decisions.

The Influence of Belief on Purchase Decisions

The results of this study show that the trust variable has a significant influence on online purchasing decisions at TikTok

Shop. This means that increasing trust in online shopping applications can increase purchasing decisions for students at the Faculty of Economics, Gorontalo State University.

Trust plays a very important role in online purchasing decisions, because a transaction between two or more parties will occur if each party trusts each other. And this trust must be built from the start and can be proven so that it can attract consumers to make decisions when making online purchases. The role of trust in the relationship between sellers and buyers in online transactions can give rise to intentions to buy or sell *website e-commerce* (Puanda & Rahmidani, 2021). Trust is a very important factor in carrying out an online transaction, in this case consumers will see the kindness of the online shop and the response from the sellers through service such as being quick in responding to consumer questions so that consumer integrity will arise and see the ability of the tiktok shop so that it can create trust. to be able to decide to make a purchase at the TikTok shop. So, if trust increases, purchasing decisions at the TikTok shop will also increase.

Online purchasing is now quite good because it will notify consumers if there is a delay in shipping goods and when the goods do not arrive, the seller will refund the consumer's money. So, nowadays there is no need to doubt online purchases because consumers will be able to see detailed descriptions of goods, and see the advantages or disadvantages of online shopping applications which are used as a benchmark for shopping online. The higher the trust felt by consumers in online purchases, the higher the level of online purchasing decisions. On the other hand, if consumers feel the trust they have in online purchases, the level of online purchasing decisions will decrease (Priscila, 2019).

This research is supported by previous research (Lestari & Widyastuti, 2019) who conducted research on "The Influence of Trust and Convenience on Online Shopping Decisions (Study on Tokopedia Users)" in this research explains that if trust increases, then online shopping purchasing decisions will also will increase, because the main thing that must be considered in online shopping is trust. The results of this research also show that there is a significant influence of trust on online shopping purchasing decisions. And, research (Amalia & Yulianthini, 2022) "The Influence of Trust and Advertising on Purchasing Decisions at the Bukalapak Marketplace in Banyuwangi" states that trust has a significant influence on purchasing decisions.

CONCLUSION

Convenience has a significant influence on online TikTok shop purchasing decisions for students at the Faculty of Economics, Gorontalo State University. This shows that convenience is very important in making online purchasing decisions. The convenience of this online shop can make it easier for consumers and provide comfort in buying the products they want. The convenience in question is the features provided by online stores in the form of payment methods, filling out purchase forms, product searches.

Trust has a significant influence on online TikTok shop purchasing decisions among students at the Faculty of Economics, Gorontalo State University. This means that trust plays an important role in online shopping, because transactions carried out by both parties between the seller and the buyer will occur if each of them trusts each other. This trust must be built from the start so that it can be proven and attract consumers to shop online. Consumers will see the benefits

provided by an online shop, namely in the form of services such as the seller's response to consumers. Convenience and trust have a significant simultaneous influence on online TikTok shop purchasing decisions among students at the Faculty of Economics, Gorontalo State University.

Suggestion the ease of carrying out online shopping activities is very influential in purchasing decisions, therefore the TikTok Shop company should further improve the convenience of the TikTok Shop features so that it can be more attractive to consumers in shopping online. In the aspect of trust, the TikTok company should further improve its reputation on online shopping applications so that it can increase consumer trust. For further research, it is recommended to further develop research using other variables, for example promotions, celebrity endorsers, consumer behavior.

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