

Analysis of the Effect of Price, Quality of Information, Product Reviews, and Consumer Trust on Purchase Decisions on the Shopee Marketplace

(Case study on Students of the Faculty of Economics and Business, University of Muhammadiyah Surakarta)

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Abstract: The development of the internet and technological advances in the digital era are now making *marketplace growth* quite rapid and competition getting tougher. Shopee is a pioneer of online shopping that is widely used in Indonesia the advantages it offers make consumers easier in the buying process. This study aims to determine the effect of price, information quality, product reviews, and consumer trust on purchasing decisions in the shop *marketplace*. The research was conducted using quantitative methods. Data collection was carried out by distributing questionnaires. The sample used in this study was 98 respondents obtained using *the purposive sampling method* and the Slovin formula. The data obtained were then processed using SPSS 25. Methods of data analysis included validity tests, reliability tests, classical assumption tests, hypothesis tests, and multiple linear regression tests. The results of this study indicate that price, quality of information, and product reviews influence purchasing decisions on the *marketplace* called Shopee, while consumer trust does not influence purchasing decisions on the *marketplace* called Shopee.

Keywords: Price, Information Quality, Product Reviews, Consumer Trust, Purchase Decision

1. Introduction

Rapidly developing technology has changed most of the patterns of human life. in the current era, people use information and communication technology to buy or sell goods and services via the Internet. This phenomenon is called electronic commerce or *E-Commerce*. One of the popular *e-commerce* used in Indonesia is the *marketplace*. The phenomenon of changing patterns of people who used to shop on-site now has changed to be efficient with online shopping.

Purchasing decisions are stages that buyers go through in determining the choice of product or service they want to buy. Every consumer purchase is created because of *needs* or *wants* or a mixture of the two (Rozi, and, 2022). purchasing decisions, namely choosing several choices of two or more than two. It can be said that in making a decision one must determine alternatives from other alternatives (Ilmiyah & Krishernawan, 2020). In general, every consumer will go through several stages to make a purchase decision, such as the process of need recognition, information search, evaluation of alternatives, buying decisions, and post-purchase behavior. Measuring the success of goods or services in influencing consumers can be seen from how much the purchasing decision for these goods or services is, which means that the greater the level of purchasing decisions, the more successful these goods or services influence consumers.

When making purchasing decisions through the *marketplace* called Shopee, consumers generally consider price, bearing in mind that the products offered are not seen directly, so there is no guarantee that the price will be commensurate with the product they expect. Price is a measurement or monetary unit of a product of goods or other services that is exchanged to obtain ownership rights or use of the goods or services (Ilmiyah & Krishernawan, 2020). Price has a different meaning for consumers and sellers. For consumers, it is a cost or something, while for sellers, price is income and the main source of profit. Therefore, determining the right price is needed by the *marketplace* because prices in general can influence and encourage consumers to make purchasing decisions.

Information quality is also an important factor in purchasing decisions on the Shopee *marketplace*. In online transactions, the quality of information is a strong foundation in determining the success or failure of online shopping sites in the future. Because when transacting online, buyers do not see and hold certain products directly, so sellers must build high levels of trust in their buyers by providing useful and relevant information (Rahmizal & Yuvendri, 2020). Therefore, marketplaces need to provide product-related testimonial features that are useful for other potential customers. Information quality can be managed to provide information and improve decision-making processes.

Not only quality information, before deciding to buy a product, consumers also look at product reviews

that have been given by previous buyers. Conscientious consumers will tend to pay more attention to the reviews available on the *marketplace features*, to reduce the risk of shopping. A product review is a report in the media where someone gives an opinion on the service or product purchased. Product reviews contained in Shopee are used as a basis for consumers as a real assessment to describe that the products offered are what is expected, whether evaluating the strengths or weaknesses of a product (Shafa & Haroyanto, 2020).

Consumer trust also plays a role in influencing purchases. Consumer trust is an important key because business activities are carried out through *marketplaces*, and sellers and buyers do not face each other directly. Only consumers who have a sense of trust and courage will make transactions through Internet media. Therefore, a sense of trust between consumers and sellers needs to be maintained to maintain relationships with customers, because the higher the consumer's trust, the more influence the consumer's decision to purchase a product.

2. Literature Review and Hypotheses

Price

Price is the only rock element that generates revenue for a business. Price is the expenditure of a customer's money to obtain the use or benefits or ownership of an item or service. Price conveys the value position of the company's brand or product, which is then sold carefully so that it can be appreciated and profitable (Dwijantoro, 2022). Prices can be viewed from two perspectives, namely the point of view of consumers and entrepreneurs. If seen from the consumer's point of view, price plays an important role in the number of certain goods that have not much different quality, meanwhile, from the entrepreneur's point of view, price is related to production costs and expected profits.

Information Quality

Information is data that has been processed and managed to provide information and improve it for the decision-making process. Therefore *e-commerce* needs to provide testimonial facilities or statements related to product descriptions and specifications. Information quality Information that is used as an online shop should include information related to the products and services available in the online shop. To satisfy the information needs of consumers, information on these products must always be *up-to-date* so that they can help make decisions. Information contained in *e-commerce* includes information on the attributes of a product, recommendations from consumers, evaluation reports, and others (Desky *et al.*., 2022). The importance of quality information in online business is because the quality of the information provided to consumers will be able to influence consumer decisions to buy products

Product Reviews

Product review is a feature in e-commerce that serves to describe various judgments from consumers regarding the advantages or disadvantages of a product. Reviews contain pictures that reflect the actual quality of the item, such as color problems, inconsistent specifications, use problems, or high-quality and good experiences (Saripa., 2019). The existence of recommendations or opinions (*word of mouth*) from other consumers, such as on *review-sharing platforms* or communities, can influence consumer purchasing preferences

Consumer Trust

Trust is the foundation of a business. The trust dimension related to the online shop is closely related to consumer confidence in intermediaries and online vendors. Consumer trust is the consumer belief that certain individuals have integrity, can be trusted, and people who are trusted will fulfill all obligations in carrying out transactions as expected (Khotimah & Febriansyah, 2018). Believe confidently in the product that the exchange relations that occur provide reciprocity between what is desired and what is produced. Without trust being built, purchasing decisions will not be formed.

Price Relationship to purchasing decisions

The price list offered on the marketplace called Shopee varies greatly from the cheapest to the most expensive with a variety of different products and brands. When consumers choose and determine product brands, consumers evaluate prices in absolute terms by comparing several price standards as references to provide benefits for sellers and provide satisfaction to consumers. In previous research, Dwijantoro, et al., (2022) stated that price has a significant influence on purchasing decisions. this is supported by research by Yoeliastuti, *et al.*., (2021) which states that price has a significant effect on consumer purchasing decisions through the online sales application, Shopee.

H1: Price influences purchasing decisions

The relationship between the quality of information and purchasing decisions

The quality of information is one of the strong foundations in determining the success or failure of online shopping sites in the future. The information provided includes product information on e-commerce which should be useful and relevant in providing specifications and descriptions of a product. In previous research, Wardoyo & Intan Andini (2017) states that the quality of information has a positive effect on online purchasing decisions. This is supported by research by Harjoni Desky, et al., (2022) which states that the quality of information has a partial influence on purchasing decisions. the higher the quality of the information provided to consumers, the higher the interest of consumers to buy products or services.

H2: The quality of information influences purchasing decisions

Relationship of Product reviews to purchasing decisions

Product reviews contain consumer opinions in the form of photos, videos, and star ratings from 1-5 which reflect the actual quality of goods in terms of color, specifications, quality, etc. Product reviews are also almost similar to *e-WOM (Electronic word of mouth)* which is a word-of-mouth system that exists in a virtual space for sending messages and receiving a product or customer service via chat or online boards. In previous research, Sri Mulyani (2021) states that product reviews have a positive and significant effect on the decision to purchase fashion products online at Shopee. This is supported by the research of Umi Amalia Nasution, et al., (2022) state that partial product reviews have a positive and significant influence on a purchase decision made on the application called Shopee.

H3: Product reviews influence purchasing decisions

The Relationship of consumer trust to purchasing decisions

Trust is one of the psychological factors influencing consumer behavior that arises from the thoughts that someone has that can give an idea of something. Particularly when potential consumers want to shop online, the main thing to consider is whether the website or e-commerce and the sellers on the e-commerce can be trusted. In previous research, Hidayat, et al., (2017) states that trust influences online purchasing decisions on the Bukalapak.com site.

H4: consumer trust influences purchasing decisions

3. Methodology

Population and Sample

This study uses quantitative research methods using primary data. The population is 4,372 students of the Faculty of Economics and Business, Muhammadiyah University of Surakarta. In this study using a *purposive sampling technique* by determining special characteristics according to research (Sugiyono, 2017) by determining the number of samples using the *Slovin formula*, the total sample research was obtained as many as 98 respondents.

A list of questions	Amount
Questionnaire Distributed	112
List of Unreturned Questions	0
List of Unused Questions	14
List of Questions Used	98

Respondent characteristics

Gender	frequency	Percentages
Man	18	18.2%
Woman	80	80.8%
Study program		
Accountancy	77	77.8%
Management	18	18.4%
Economic development	3	3.1%
Income Per month		
< IDR 500,000	29	29.6%
IDR 500,000 – IDR 1,500,000	48	49.0%
> IDR 1,500,000	21	21.4%

Purchase Amount		
2 times	2	2%
3 – 5 times	8	8.1%
More than 5 times	88	88.9%

The method of data collection in this study is primary data obtained by distributing questionnaires through *Google form* with the scale used is Likert scale. Each indicator is measured using a Likert scale with a 1-5 point scale and degrees of agreement ranging from strongly disagree to strongly agree.

Methods of data analysis in this study using validity test, reliability test, classic assumption test, hypothesis testing, and multiple linear regression analysis. In testing the classical assumptions which include the normality test using *the Kolmogorov-Smirnov*, multicollinearity, and heteroscedasticity using the *Glacier test*.

4. Results and Discussion

Validity test

The method used in this study is *Pearson's Correlation Product Moment method*, namely by correlating the score of each item with the total score so that the value of the correlation coefficient is obtained. The instrument from the questionnaire is considered valid if the value of $r \text{ Count} > r \text{ Table}$ and the sign value < 0.05 ($\alpha = 5\%$).

Validity Test Results

Variable		R count	Rtable	Information
Price (X1)	X1.1	0.541 _	0.197 _	Valid
	X1.2	0.634 _	0.197 _	Valid
	X1.3	0.851 _	0.197 _	Valid
	X1.4	0.799 _	0.197 _	Valid
Information Quality (X2)	X2.1	0.802 _	0.197 _	Valid
	X2.2	0.801 _	0.197 _	Valid
	X2.3	0.826 _	0.197 _	Valid
	X2.4	0.716 _	0.197 _	Valid
	X2.5	0.6 91	0.197 _	Valid
Product Reviews(X3)	X3.1	0.311 _	0.197 _	Valid
	X3.2	0.395 _	0.197 _	Valid
	X3.3	0.437 _	0.197 _	Valid
	X3.4	0.408 _	0.197 _	Valid
	X3.5	0.302 _	0.197 _	Valid
	X3.6	0.328	0.197	Valid
	X3.7	0.355	0.197	Valid
Consumer Confidence (X4)	X4.1	0.611 _	0.197 _	Valid
	X4.2	0.716	0.197 _	Valid
	X4.3	0.800 _	0.197 _	Valid
	X4.4	0.781	0.197 _	Valid
	X4.5	0.529 _	0.197 _	Valid
Purchasing Decision (Y)	Y1	0.660 _	0.197 _	Valid
	Y2	0.639	0.197 _	Valid
	Y3	0.761	0.197 _	Valid
	Y4	0.819 _	0.197 _	Valid
	Y5	0.698 _	0.197 _	Valid
	Y6	0.719	0.197	Valid

Based on the table above, it shows that the variable $R \text{ count} > R \text{ table}$ and a signed value < 0.05 with a significance of 0.000, it can be stated that all price variables, information quality, product reviews, consumer trust, and purchasing decisions are valid.

Reliability Test

The reliability test in this study uses *Cronbach's alpha* with decision-making criteria as stated by Ghazali (2016: 43), that is, if the coefficient of *Cronbach's alpha* is > 0.60 , the question is declared valid.

Reliability Test Results			
Variable	Amount Indicator	Cronbach's Alpha	Information
Price (X1)	4	0.681	Reliable
Information Quality (X2)	5	0.827	Reliable
Product Review (X3)	7	0.884	Reliable
Consumer Confidence (X4)	5	0.731	Reliable
Purchase decision (Y)	6	0,811	Reliable

Based on the reliability test results in the table above, it was found that all research variables were declared reliable because they had a *Cronbach's Alpha* greater than 0.60

Classic assumption test

Normality test

This study uses the Kolmogorov-Smirnov formula with the provision that the data is normally distributed if the significance is > 0.05 and the data is not normally distributed if the significance is < 0.05 .

Normality Test Results	
	Unstandardized Residuals
N	98
Symp. Sig. (2-tailed)	,158 ^c

Based on the table the show that results of normality calculation with *Kolmogorov-Smirnov* equation 1 have an *Asymp. Sig. (2-tailed)* as big 0.158 ones means data the distributed normally Because of *Asymp. Sig. (2-tailed)* > 0.05 .

Multicollinearity Test

Test multicollinearity done for test is model regression found a correlation between independent variables. To detect There is or nope Multicollinearity can be seen from *mark variance inflation factor* (VIF) and *tolerance*. The criterion in deciding to use the multicollinearity test according to Ghazali (2016: 104) is if the tolerance value is > 0.10 and the VIF value is < 10.0 , it can be concluded that there is no multicollinearity between the independent variables.

Multicollinearity Test Results			
Coefficients a			
Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	Price (X1)	, 724	1,380
	Information Quality (X2)	, 596	1, 678
	Product Review (X3)	, 945	1, 059
	Consumer Confidence (X4)	,577	1,733

Based on the table shows that the results of the test multicollinearity neuritis No happen symptom multicollinearity on whole variables namely Price (X1), Quality of Information (X2), Product Reviews (X3), and Consumer Trust (X4), because these variables show the value VIF < 10.0 and tolerance value > 0.10 . So it

can be concluded that no happen symptom multicollinearity, means No happen correlation between variables independent in the model regression.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether, in the regression model, there is an inequality of variance from one residual observation to another. In this study using the Glacier test, where if the value of Sig. (significance) of all explanatory variables was not statistically significant ($p > 0.05$), so it can be said that the regression equation model does not experience heteroscedasticity.

Heteroscedasticity Test Results

Variable	Sig	Information
Price (X1)	0.068	There is no heteroscedasticity
Information Quality (X2)	0.899	There is no heteroscedasticity
Product Review (X3)	0.304	There is no heteroscedasticity
Consumer Confidence (X4)	0.230	There is no heteroscedasticity

table using the Glejser test shows that if the significance value for the price variable is 0.068, information quality is 0.899, product reviews are 0.304 and consumer trust is 0.230, meaning that all significance values are > 0.05 . The conclusion is that there are no symptoms of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is testing the effect of two or more independent variables on one dependent variable. This research has multiple linear regression to examine the effect of price, quality of information, product reviews, and consumer confidence on purchasing decisions.

Results of Multiple Linear Regression Analysis

Model	Coefficients ^a		standardized Coefficients Betas
	Unstandardized Coefficients B	std. Error	
1 (Constant)	8, 734	3,127	
X1	,322	,1 17	, 272
X2	,337	,10 2	, 362
X3	.099	.0 47	, 181
X4	-.040	, 114	-.039

Based on the table show equality regression of the effect of price, quality of information, product reviews, and consumer trust on purchasing decisions on the marketplace called Shopee (Students of the Faculty of Economics and Business, Muhammadiyah University of Surakarta) as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 8.734 + 0.322 X_1 + 0.337 X_2 + 0.099 X_3 + -, 040X_4 + e$$

From the multiple linear regression equation, it can be explained a sfollows:

1. The constant of the research results shows a positive that is equal to 8.734 which means the price variable(X1), quality of information (X2),product reviews(X3), and consumer confidence (X4) constant or fixed, then the purchase decision (Y) is 8.374. In other words, the value of purchasing decisions without price, information quality, product reviews, and consumer trust is 8.734.
2. The price variable (X1) has a regression coefficient of 0.322, meaning that if the price variable (X1) increases by one unit, it will increase the value of the purchase decision (Y) by 0.322 and if the price variable (X1) decreases, the purchase decision (Y) will also decrease by 0.322.
3. The information quality variable (X2) has a regression coefficient of 0.337, meaning that if the information quality variable (X2) increases by one unit, it will increase the value of the purchase decision (Y) by 0.337 and if the purchase decision variable (X2) decreases, the purchase decision (Y) will also be decreased by 0.337.
4. The product review variable (X3) has a regression coefficient of 0.099, meaning that if the product review variable (X3) increases by one unit, it will increase the value of the purchase decision (Y) by

0.099 and if the product review variable (X3) decreases, the purchase decision (Y) will also be decreased by 0.099

5. The consumer trust variable (X4) has a regression coefficient of -0.040 meaning that if the consumer trust variable (X4) increases by one unit, it will increase the value of the purchase decision (Y) by -0.040 and if the consumer trust variable (X4) decreases, the purchase decision (Y) will also decrease by -0.040

Hypothesis testing

Determination Coefficient Test (R²)

The coefficient of determination (R²) in this study aims to determine the influence of the independent variables (price, information quality, product reviews, and prices) on the dependent variable (purchasing decision). For regression of more than two independent variables, Adjusted R² is used as the coefficient of determination. Adjusted R Square is the adjusted R Square value.

Test Results for the Coefficient of Determination (R²)

Model Summary ^b				
R model	R Square	Adjusted R Square	std. Error of the Estimates	
1	.584 ^a	.341	.313	2,315

Based on the model summary table, it is known that the value of Adjusted R Square is big 0.313 then It means variable price (X1), information quality (X2), product reviews (X3), and consumer trust (X4) have an effect on or contribute to employee performance by 31.3% while the rest 68.7 % influenced by variable other Which No explained in study This.

F test

The decision-making criteria in the F test are: If the probability is greater than the significance level (sig > 0.05), then the regression model is not feasible for the dependent variable. If the probability is smaller than the significance level (sig < 0.05), then the regression model is feasible. for the dependent variable.

F test results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	258,255	4	64,556	12,049	.000 ^b	

Based on the table above, shows that the F count is equal to 12.049 with a significance value of 0.000 < 0.05. It can be concluded that price variable (X1), quality of information (X2), product reviews (X3), and consumer trust (X4) respectively together influence in a manner significant to a variable buying decision (Y) which means the regression model is feasible for the dependent variable.

T-test

The test is carried out using a significance of 0.05 (5%) with the criterion that if the significance value is > 0.05 then the hypothesis is rejected (does not affect the dependent variable). Conversely, if the significance value is < 0.05, the hypothesis is accepted (influences the variable dependent.)

Test Results t

Coefficients ^a					
Model	Unstandardized Coefficients	standardized Coefficients Betas	t	Sig.	
	B	std. Error			
(Constant)	8,734	3,127		2,793	.006
X1	.322	.117	.272	2,748	.007
X2	.337	.102	.362	3,317	.001
X3	.099	.047	.181	2,085	.040
X4	-.040	.114	-.039	-.039	.728

Based on the table above value significance sig. results testing influence in a manner Partial every variable independent to variable dependent is as following :

1. The significance value of the price variable (X1) <0.05 is $0.007 < 0.05$ so the price variable influences purchasing decisions, it can be interpreted that **H1 is accepted**
2. The significance value of the information quality variable (X2) <0.05 is $0.001 < 0.05$ so the information quality variable influences purchasing decisions, it can be interpreted that **H2 is accepted**
3. The significance value of the product review variable (X1) <0.05 is equal to $0.040 < 0.05$ so the product review variable influences purchasing decisions, it can be interpreted that **H3 is accepted**
4. The significance value of the consumer trust variable (X1) <0.05 is equal to $0.728 > 0.05$ so the consumer trust variable does not influence purchasing decisions, it can be interpreted that **H4 is rejected**

Results and Discussion

The effect of price on purchasing decisions on *marketplace* shop

The results of this study indicate that the price variable (X1) has an effect on purchasing decisions (Y) with a significance value of 0.007 which is less than 0.05. So it can be said that empirically H0 is rejected and H1 is accepted. This means that the better the price, the higher the purchase decision. it can be concluded that price influences purchasing decisions so **H1 has been accepted** The results of this study are in line with previous research (Dwijantoro, et al., 2022) stating that price has a significant influence on purchasing decisions, so H1 is accepted. This is supported by research (Yoeliastuti, et al., 2021) which states that price has a significant effect on consumer purchasing decisions through the online sales application, Shopee.

The influence of the quality of information on purchasing decisions on the *Shopee marketplace*

The results of this study indicate that the information quality variable (X2) affects purchasing decisions (Y) with a significance value of 0.001, less than 0.05. So it can be said that empirically H0 is rejected and H1 is accepted. This means that the higher the quality of the information provided to consumers, the more consumers' interest in making purchasing decisions. it can be concluded that the quality of information influences purchasing decisions, so **H2 is accepted**. The results of this study are in line with previous research (Wardoyo& Intan Andini, 2017) stating that the quality of information has a positive effect on online purchasing decisions. This is supported by research (by Harjoni Desky, et al., (2022) stating that the quality of information has a partial influence on purchasing decisions.

The effect of product reviews on purchasing decisions on the *Shopee marketplace*

The results of this study indicate that the product review variable (X3) affects purchasing decisions (Y) with a significance value of 0.040, less than 0.05. So it can be said that empirically H0 is rejected and H1 is accepted. This means that the more product reviews are given by consumers, the more consumers are interested in making purchasing decisions. it can be concluded that product reviews influence purchasing decisions so **H3 is accepted**. The results of this study are in line with previous research (Sri Mulyani, 2021) which states that product reviews have a positive and significant effect on the decision to buy fashion products online at Shopee. This is supported by research (Umi Amalia Nasution, et al., 2022) which states that partial product reviews have a positive and significant influence on a purchase decision made on the application called Shopee.

The Influence of consumer trust on purchasing decisions in the *marketplace* called Shopee.

The results of this study indicate that the consumer trust variable (X4) does not affect purchasing decisions (Y) with a significance value of 0.728 greater than 0.05. So it can be said that empirically H0 is accepted and H1 is rejected. This means that consumer confidence regarding information about products displayed by Shopee which is considered appropriate and honest is still relatively low. it can be concluded that consumer trust does not influence purchasing decisions, it can be interpreted that **H4 is rejected**. The results of this study are not in line with previous research (Hidayat, et al., 2017) stating that trust influences online purchasing decisions on the Bukalapak.com site

5. Conclusion

From the test results regarding the factors that influence purchasing decisions on the *Shopee marketplace*, the following conclusions can be drawn:

1. Prices affect purchasing decisions of the *marketplace* Called Shopee. (H1 accepted)
2. Information Quality influences purchasing decisions in the marketplace (H2 is accepted)

3. Product reviews have an effect on purchasing decisions in the marketplace (H3 accepted)
4. Consumer Trust influences purchasing decisions in the marketplace (H4 is rejected)

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