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Consumer Purchasing Decisions to Buy Ornamental Plants through E-Commerce in Denpasar City

I Gusti Agung Bagus Wijaya Kusuma[1]*, I Gusti Agung Ayu Ambarawati[2] and I Dewa Ayu Sri Yudhari[1.]

[1] *Agribusiness Department, Faculty of Agriculture, Udayana University, Bali., Indonesia*
[2] *Agribusiness Department, Faculty of Agriculture, Udayana University, Bali., Indonesia*

ARTICLE INFO

CORRESPONDING AUTHOR

*E-mail: *ajunkbgs@gmail.com*

A B S T R A C T

Ornamental plants have an attractive aesthetic value as well as being visually appealing when planted outdoors or indoors. E-commerce has revolutionized consumer purchasing habits, expanding its influence to diverse sectors, such as the ornamental plant industry. This study investigates the type of platform used in the ornamental plant business in Denpasar and examines the influence of convenience, content, response, security, and trust in purchasing decisions for ornamental plants through e-commerce in Denpasar. The results of this study are that convenience and trust have a positive and insignificant effect on purchasing decisions. Content, security, and response have a positive and significant effect on purchasing decisions. response has a significant effect on increasing purchasing decisions for ornamental plants through e-commerce in Denpasar.

1. INTRODUCTION

1.1. Research Background

Ornamental plants have attractive aesthetic value and are visually attractive when planted outdoors or indoors. Ornamental plants produce oxygen (O_2) which is needed by humans and have the function of absorbing carbon dioxide (CO_2). Ornamental plants can also act as environmental lungs, namely providing hygienic air and clean dirty air, as well as being a source of income [1], so they can become traditional and applied business opportunities [2].

Denpasar the capital of Bali Province is a centre for trade, services, education, and tourism. Denpasar as the capital city certainly has a lot of potential that can be developed to move towards development in a better direction [3]. One of the prominent economic activities in Denpasar City is the trade and service industry. The space for agribusiness development relevant to the growth and dynamics of Denpasar City is still very open. The agribusiness in question is urban agribusiness which is in line with the function of Denpasar City as a residential city which is characterized by rapid housing growth [4]. Efforts to create a comfortable and beautiful urban environment require, among other things, ornamental plants. So far, demand for ornamental plants from various parties in Denpasar City has been very high.

The City Government has an interest in greening and improving the beauty of the city. Developers try to make the residential environment look beautiful and each homeowner certainly adds a yard that is arranged like a garden [5].

Most of the economic activities are carried out based on applications, and these websites control almost all sectors, including trade, banking, Health, tourism, industry, education and training, and agricultural transportation. The trade sector is the main sector that controls almost the entire market in Indonesia based on digital technology called e-commerce [6].

Electronic commerce (e-commerce) is the process of buying and selling various products electronically between consumers and companies using computers and digital devices as intermediaries for business transactions. E-commerce helps reduce administrative costs and business process cycle times, as well as improve relationships with business partners and customers [7].

As of January 2020, internet users in Indonesia were 175.4 million, an increase of 17% compared to 2019, making internet penetration in Indonesia at 64%, and there are 160 million digital platform users. The increase in the number of internet users is significantly related to the total number of digital platform users such as social media and marketplaces in Indonesia. Social media as a medium of communication and expanding networks with penetration of 59% and 80% of total internet users in Indonesia use digital marketplace platforms to carry out online buying and selling transactions. [6].

E-commerce is defined as paperless transactions where innovations such as electronic data interchange, email, electronic bulletin boards, electronic funds transfer, and web-based technologies are made possible through the Internet. E-commerce is a new business strategy that improves the quality of products and services [8] and is a new way of using the web and the internet to do business electronically in the world. This method is a process of buying, selling, or exchanging products, services, and information by communicating via computer networks and the Internet [9].

The use of e-commerce attracted a lot of public interest in 2014 and can be seen in various start-up companies in Indonesia, such as Tokopedia, Bukalapak, Blibli, Shopee, Lazada, and others. The development of e-commerce is influenced by several factors that cause individuals to shop online on e-commerce sites low costs, good quality goods, trust, various transaction facilities, and many other factors based on various individual needs. [10].

Indonesian culture is still new to online shopping, making people more likely to compare it with conventional shopping [11]. Consumer behavior is the interaction between influence, awareness, behavior, and the environment in which humans exchange aspects of life [12]. Factors that influence consumer behaviour are cultural, social, personal, and psychological which are the basic determinants of someone making a purchase.

Online purchases started to become popular during the Covid-19 virus outbreak which caused activities outside the home to be very limited. The COVID-19 pandemic has given many people free time to develop interests and hobbies, one of which is collecting ornamental plants. The development of this hobby was accompanied by an increase in demand for ornamental plants, so the prices of some ornamental plants became expensive. Types of ornamental plants that are in demand by the public, such as cactus, anthurium flowers, mother-in-law's tongue, orchids, ande-ande moss, cattleya, begonia, monstera, aglaonema, philodendron, and others are experiencing an increase in demand [13].

1.2. Literature Review

Consumer behaviour is an important element in marketing activities for a product that companies need to know, because companies do not know what is in a consumer's mind before, during, and after purchasing the product. According to [14], consumer behaviour can be defined as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in preparing and determining these activities. So it can be concluded that consumer behavior is actions carried out by individuals, groups or organizations that are related to the decision-making process in obtaining and using goods and services. By analyzing consumer behavior, managers will have a broader view and will recognize new opportunities due to unmet consumer needs. A real

purchasing activity is only one stage of the overall mental process and other physical activities that occur in the purchasing process at a certain period and in fulfilling certain needs. The rest of the process that prepares for and follows the actual purchase is very important to understand. Analysis of a purchasing process is a series of stages taken by a consumer. Consumer behavior will determine the decision-making process in their purchases. This process is a problem approach to human activities to purchase goods and services to fulfil their activities and needs. The decision-making process to buy is the same for everyone, only the entire process is not always carried out by consumers. The consumer behavior process is an applied discipline [15]. A process approach to analyzing consumer behavior is needed by companies operating in society to interpret consumer demand.

Consumer behavior is a dynamic interaction between affection and cognition, behavior and the environment where humans carry out exchange activities in their lives (American Marketing Society), so that in everyday life purchasing decisions are made based on different considerations. Consumer behavior can be influenced through skilled marketing because this can generate motivation and behavior if this is supported by products or services designed to be as attractive as possible and in such a way as to meet customer needs. A consumer behavior model that discusses influencing factors as a further refinement of other previous opinions can be described as follows [16].

Consumer purchasing decisions for a product are closely related to consumer behavior. Consumer behavior is an important element in marketing activities for a product that companies need to know, because companies basically do not know what is in a consumer's mind before, during and after purchasing the product.

E-commerce is defined as the process of buying, selling, transferring or exchanging products, services or information over computer networks via the Internet. By taking traditional forms of business processes and utilizing social networking via the Internet, business strategies can be successful if executed correctly, ultimately resulting in increased customers, brand awareness and revenue. Customer purchasing decisions are influenced by perception, motivation, learning, attitudes, and beliefs. Perception is reflected in how customers select, organize, and interpret information to form knowledge. Motivation is reflected in the customer's desire to fulfil their own needs [17].

Structural Equation Modeling (SEM) is a statistical technique that is capable of analyzing relationship patterns between latent constructs and their indicators, one latent construct with another, as well as direct measurement error. SEM allows the analysis of several dependent variables and independent variables directly [18].

1.3. Research Objective

Based on the background above, research is needed regarding digital marketing in decisions to purchase ornamental plants via e-commerce in Denpasar. This research looks at what e-commerce is used in ornamental plant businesses in Denpasar. This research analyzes the influence of convenience, content, response, security, and trust in decisions to purchase ornamental plants via e-commerce in Denpasar

2. MATERIALS AND METHODS *(Heading 1)*

The research is aimed at ornamental plant hobbyists who buy ornamental plants via e-commerce and who specifically live in Denpasar City. The research was conducted from May to June 2022.

The population in this research is consumers buying ornamental plants on e-commerce. The sampling technique that will be used is snowball sampling, a sampling method where samples are obtained through a rolling process from one respondent to another, usually this method is used to explain social or communication patterns (sociometric) of a particular community. The sample collection method was carried out using purposive sampling, namely a sample collection technique based on certain considerations for e-commerce consumers with a frequency of purchasing ornamental plants online at least once. Based on sample determination using the Tabachnick and Fidel formula [19], a sample size (n) of 60 was obtained.

Data collection methods are interviews and questionnaires. Direct interviews with respondents who bought ornamental plants via e-commerce and a questionnaire containing questions regarding consumer behavior in making consumer decisions to buy ornamental plants via e-commerce.

Data analysis in this research uses the SEM (Structural Equation Modeling) method

3. RESULT AND DISCUSSION

3.1. *Respondent Characteristics*

Consumers buying ornamental plants in e-commerce are dominated by women, aged 21 to 30 years. Consumers who buy ornamental plants in e-commerce mostly work as government employees (Table 1).

Table 1. Respondent Characteristics

No	Characteristics		Total (person)	Percentage (%)
1.	Jenis Kelamin			
	a.	Man	24	40.00
	b.	Woman	36	60.00
2.	Age			
	a.	21-30 years	28	46.67
	b.	31-40 years	14	23.33
	c.	40-50 years	10	16.67
	d.	>50 years	8	13.33
3.	Occupation			
	a.	Government Employees	16	26.67
	b.	Private Employees	10	16.67
			15	25.00
	c.	Entrepreneur	10	16.67
	d.	Student	9	15.00
	e.	Housewife		

Table 2 shows that the majority of respondents purchased ornamental plants through Shopee e-commerce and the lowest through Blibli e-commerce. E-commerce is defined as the process of buying, selling, transferring, or exchanging products, services, or information over computer networks via the Internet. By taking traditional forms of business processes and utilizing

social networking via the Internet. business strategies can be successful if carried out correctly. ultimately resulting in increased customers. brand awareness, and revenue [17].

Table 2. E-Commerce Used by Respondents

No	Characteristics	Total (Person)	Percentage (%)
1	Tokopedia	18	30.00
2	Shopee	28	46.67
3	Blibli	2	3.33
4	Buka Lapak	12	20.00

3.2. *Evaluation of the Measurement Model (Outer Model)*

Table 3. *Outer Loading*

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
X1.1 <- Convenience	0.698	5.882	0.000
X1.2 <- Convenience	0.782	15.586	0.000
X1.3 <- Convenience	0.935	55.022	0.000
X2.1 <- Content	0.878	23.665	0.000
X2.2 <- Content	0.927	65.218	0.000
X2.3 <- Content	0.782	12.144	0.000
X3.1 <- Response	0.937	90.977	0.000
X3.2 <- Response	0.713	13.417	0.000
X3.3 <- Response	0.895	36.471	0.000
X4.1 <- Security	0.728	8.082	0.000
X4.2 <- Security	0.911	26.012	0.000
X4.3 <- Security	0.852	17.559	0.000
X4.4 <- Security	0.806	10.037	0.000
X5.1 <- Trust	0.867	20.277	0.000
X5.2 <- Trust	0.828	13.708	0.000
X5.3 <- Trust	0.949	61.227	0.000
Y1 <- Purchasing Decision	0.724	8.053	0.000
Y2 <- Purchasing Decision	0.755	9.076	0.000
Y3 <- Purchasing Decision	0.809	12.413	0.000
Y4 <- Purchasing Decision	0.902	30.301	0.000
Y5 <- Purchasing Decision	0.816	17.826	0.000
Y6 <- Purchasing Decision	0.766	11.074	0.000
Y7 <- Purchasing Decision	0.909	35.564	0.000

The outer model values presented in Table 3 show that the indicators used measure ease of access to e-commerce (X1). company content (X2). company response to consumer purchases (X3). security of consumer data by the company (X4). consumer trust in the company (X5) and consumers' decision to purchase

ornamental plants (Y) have a higher outer loading value. greater than 0.50 and the T-Statistic is above 1.96. This means that all the indicators used are valid as measuring variables of convenience (X1). content (X2). response (X3). security (X4). trust (X5). and purchasing decisions (Y).

Cross-loading results in Table 4 show that the correlation value of the construct with its indicators is greater than the correlation value with other constructs. In this way. all constructs or latent variables have good discriminant validity. where the indicators in the construct indicator block are better than the indicators in other blocks.

Table 4. Cross Loading

	Security	Conv.	Purchasing Decision	Trust	Content	Resp.
X1.1	0.361	0.698	0.340	0.249	0.235	0.348
X1.2	0.288	0.782	0.301	0.510	0.355	0.444
X1.3	0.738	0.935	0.788	0.867	0.678	0.810
X2.1	0.676	0.482	0.671	0.757	0.878	0.653
X2.2	0.811	0.572	0.807	0.904	0.927	0.743
X2.3	0.724	0.482	0.740	0.585	0.782	0.515
X3.1	0.708	0.533	0.816	0.703	0.627	0.937
X3.2	0.567	0.583	0.551	0.420	0.425	0.713
X3.3	0.833	0.763	0.909	0.899	0.786	0.895
X4.1	0.728	0.551	0.753	0.699	0.725	0.676
X4.2	0.911	0.516	0.809	0.652	0.745	0.659
X4.3	0.852	0.585	0.906	0.680	0.688	0.827
X4.4	0.806	0.500	0.649	0.628	0.681	0.562
X5.1	0.738	0.935	0.788	0.867	0.678	0.810
X5.2	0.595	0.405	0.575	0.828	0.719	0.563
X5.3	0.777	0.616	0.802	0.949	0.907	0.772
Y1	0.748	0.410	0.724	0.514	0.785	0.465
Y2	0.761	0.502	0.755	0.652	0.745	0.644
Y3	0.911	0.516	0.809	0.652	0.745	0.659
Y4	0.818	0.629	0.902	0.721	0.665	0.857
Y5	0.708	0.533	0.816	0.703	0.627	0.937
Y6	0.638	0.500	0.766	0.536	0.552	0.674
Y7	0.833	0.763	0.909	0.899	0.786	0.895

Based on Table 5. all constructs show an AVE value greater than 0.50. This value meets the requirements following the specified minimum AVE value limit. namely 0.50. After knowing the square root value of the AVE for each construct. the next stage

is to compare the square root of the AVE with the correlation between the constructs in the model.

Table 5. AVE Value and AVE Square Root

	Average Variance Extracted (AVE)	AVE Square Root
Security	0.684	0.827
Convenience	0.658	0.811
Purchasing Decision	0.663	0.814
Trust	0.779	0.883
Content	0.747	0.864
Response	0.729	0.854

Table 6 shows that the AVE square root value for each construct is greater than the correlation value so that the

constructs in this research model can still be said to have good discriminant validity.

Table 6. Correlation Values Between Constructs and AVE Square Root Values

	AVE Square Root	Security	Conv.	PD	Trust	Cont.	Resp.
Security	0.827	0.827					
Conv	0.811	0.654	0.811				
P D	0.814	0.954	0.684	0.814			
Trust	0.883	0.805	0.762	0.830	0.883		
Content	0.864	0.858	0.596	0.861	0.872	0.864	
Response	0.854	0.836	0.736	0.911	0.823	0.741	0.854

The results of the Composite Reliability evaluation presented in Table 7 provide information that the six latent variables used in this research are above 0.70, so it can be stated that the indicator block is reliable or reliably measures the research variables.

Table 7. Composite Reliability Values

	Composite Reliability
Security	0.896
Convenience	0.850
Purchasing Decision	0.932
Trust	0.914
Content	0.898
Response	0.889

3.3. Structural Model Evaluation (Inner Model)

The structural model is evaluated by paying attention to the Q2 predictive relevance model which measures how well the observation values produced by the Q2 model are based on the coefficient of determination of all dependent variables. The Q2 quantity has a value in the range 0<Q2<1, the closer the value is to 1, the better the structural model of a study.

The results of the structural model evaluation prove that the Q2 value (0.961) is close to 1 (Table 8). Thus. the results of this evaluation provide evidence that the structural model has a fairly good goodness of fit model. This result can be interpreted as meaning that 96.1 percent of the increase in purchasing decisions was influenced by convenience (X1). content (X2). response (X3). security (X4). and trust (X5). The remaining 3.9 percent is influenced by other variables not studied.
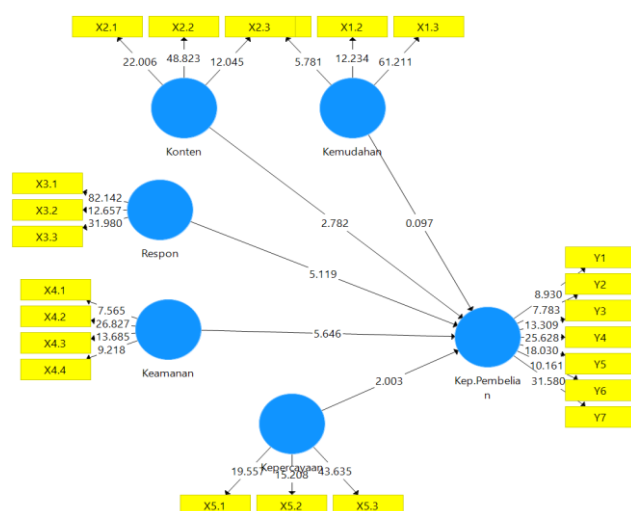
Fig. 1. Bootstrapping Final Result

Table 8. Goodness of Fit evaluation results

Structural Model	Variabel Endogenus	R-square
1	Purchasing Decision (Y)	0.961

Calculation : $Q^2 = 1 - (1 - R_1^2)$
$Q^2 = 1 - (1 - 0.961) = \mathbf{0.961}$

3.4. Results of Direct Influence Hypothesis Testing

Hypothesis testing is carried out based on the results of Inner Model testing (structural model) which includes r-square output. parameter coefficients. and t-statistics. To see whether a hypothesis can be accepted or rejected. including paying attention to the significance values between constructs. t-statistics. and p-values. This research hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this research are t-statistics > 1.96 with a significance level of p-value of 0.05 (5%) and the beta coefficient is positive.

The convenience of access to e-commerce does not influence the decision to purchase ornamental plants via e-commerce in Denpasar City. Convenience has a positive and insignificant effect on purchasing decisions. The test results show the t-statistic value is 0.115 with a significance of 0.908 (Table 9). From these results, it is stated that the t-statistic is not significant because it is <1.96 with a p-value <0.05 so the first hypothesis is rejected. This means that convenience does not have a significant effect on increasing decisions to purchase ornamental plants via e-commerce in Denpasar City. This happens because the ease of use cannot be ascertained whether it can motivate someone to make a purchasing decision or not. The convenience function is only carried out to find information and compare quality before making a purchase, but it cannot be ascertained whether the person will buy online or offline.

Table 9. *Parth Coefficients* Result

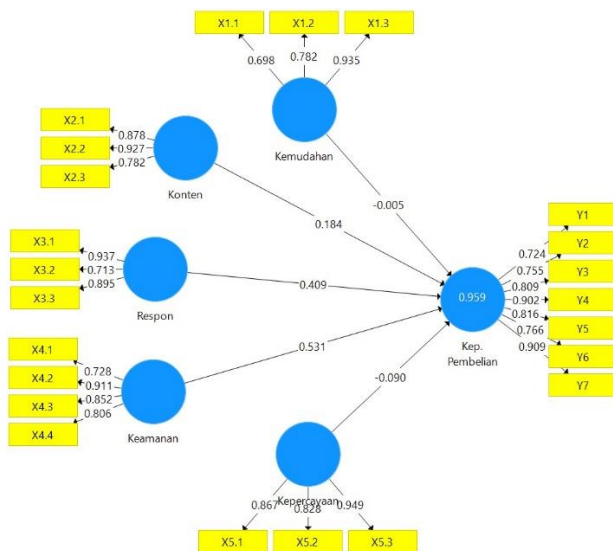|	T Statistics (|O/STDEV|)	P Values
Security -> Purchasing Decision	6.371	0.000
Convenience -> Purchasing Decision	0.115	0.908
Trust -> Purchasing Decision	1.066	0.287
Content -> Purchasing Decision	2.110	0.035
Response -> Purchasing Decision	4.997	0.000

Fig 2. Research Model Result

Content influences the decision to purchase ornamental plants via e-commerce in the city of Denpasar. Content has a positive and significant effect on purchasing decisions. The test results show the t-statistic value is 2.110 with a significance of 0.035. From these results, it is stated that the t-statistic is significant because it is >1.96 with a p-value <0.05 so the second hypothesis is accepted. This means that more interesting content has a significant influence on increasing decisions to purchase ornamental plants via e-commerce in the city of Denpasar. Research conducted [20] shows that content has a positive and significant influence on purchasing decisions because content consisting of website aesthetics including website design and marketing mix is very important for an effective internet marketing strategy. Content that is appropriate and appropriate to target visitors will mean that the website will be busy with consumers who will buy the products/services offered.

Responses influence the decision to purchase ornamental plants via e-commerce in the city of Denpasar. The test results show the t-statistic value is 4.997 with a significance of 0.000. From these results, it is stated that the t-statistic is significant because it is >1.96 with a p-value <0.05 so the third hypothesis is accepted. This means that the faster the response has a significant effect on increasing decisions to purchase ornamental plants via e-commerce in the city of Denpasar. The response has a positive and significant effect on purchasing decisions. Research conducted by Ref. [21] shows that response has a positive and significant influence on purchasing decisions, causing responses in response to questions given by consumers to be faster, so purchasing decisions via e-commerce is increasing.

Security influences the decision to purchase ornamental plants via e-commerce in the city of Denpasar. Security has a positive and significant effect on purchasing decisions. The test results show the t-statistic value is 6.371 with a significance of 0.000. From these results, it is stated that the t-statistic is significant because it is >1.96 with a p-value <0.05 so the fourth hypothesis is accepted. This means that safer delivery has a significant effect on increasing decisions to purchase ornamental plants via e-commerce in the city of Denpasar. Research by Ref. [22] shows the results that security has a positive and significant effect on purchasing decisions, which shows that the higher level

of security provided by e-commerce can increase consumer confidence in making purchases online.

Consumer trust in companies does not influence the decision to purchase ornamental plants via e-commerce in Denpasar City. Trust has a positive and significant effect on purchasing decisions. The test results show the t-statistic value is 1.066 with a significance of 0.287. From these results, it is stated that the t-statistic is not significant because it is <1.96 with a p-value >0.05 so the fifth hypothesis is rejected. Similar research conducted by Ref. [23] shows that the results of trust do not influence online purchasing decisions, because consumers feel that the place where they make a purchase is undoubtedly a matter of trust in the transactions carried out or e-commerce which is always used and trusted by buyers. so there is no doubt anymore

4. CONCLUSION

The e-commerce used by consumers to buy ornamental plants is Shopee at 46.67%. BliBli is an e-commerce that is little used by consumers, namely 3.23%. Company content, the company's response to consumer purchases, and the security of consumer data by the company influenced the decision to purchase ornamental plants via e-commerce in Denpasar City. To develop the study, the results of this research can be used as a reference for further research. Taking into account the limitations of this research, the following suggestions are proposed:

a. To make it easier for consumers to use e-commerce by minimizing pop-up notifications which can interfere with consumers' ease in finding ornamental plants.
b. Sellers can provide honest information to consumers so that consumers gain trust in the seller and guarantee timely delivery

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