

The Influence of Perceived Ease of Use, Electronic Word of Mouth, and Promotion on Purchasing Decisions on Tokopedia with Consumer Trust as an Intervening Variable in Gempolsewu Village

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ABSTRACT

This study aims to analyze the influence of Perceived Ease of Use, Electronic Word of Mouth (E-WoM), and Promotion on Purchasing Decisions through Consumer Trust as an intervening variable among Tokopedia consumers in Gempolsewu Village. This study employed a quantitative approach with a survey method. Data were collected through questionnaires distributed online using Google Forms to 100 Tokopedia consumers in Gempolsewu Village selected through purposive sampling. Data analysis was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that Perceived Ease of Use, E-WoM, and Promotion contribute to Consumer Trust, while Perceived Ease of Use, Promotion, and Consumer Trust encourage Purchasing Decisions on Tokopedia. In addition, Consumer Trust plays a role in explaining the relationship between Perceived Ease of Use, Promotion, and Purchasing Decisions. These findings emphasize the importance of improving application usability, promotional strategies, and consumer trust in encouraging purchasing decisions on Tokopedia.

INTRODUCTION

The rapid development of information technology and internet accessibility has significantly transformed various aspects of human life, including communication, education, entertainment, and economic activities. The increasing use of the internet has accelerated the growth of various digital sectors, particularly e-commerce, which has become one of the primary platforms for conducting transactions efficiently and conveniently (Rusmawati, 2024). The increasing number of internet users in Indonesia also reflects the broader adoption of digital technology, which contributes to the development of the national digital economy.

The rapid growth of e-commerce in Indonesia has intensified competition among digital marketplace platforms. Based on Indonesia's e-commerce visitor data in 2024, Shopee ranked first, followed by Tokopedia, Lazada, Blibli, and Bukalapak. This competition indicates that e-commerce platforms need to understand various factors influencing consumer purchasing decisions in order to maintain competitiveness amid changing consumer behavior. Nowadays, consumers increasingly prefer online shopping because it is considered more practical, efficient, and flexible.

Purchasing decisions represent the process by which consumers select products or brands after recognizing their needs, seeking information, and evaluating available alternatives (Kotler and Armstrong, 2022). In the context of e-commerce, purchasing decisions can be influenced by several factors, including perceived ease of use, electronic word of mouth (e-WoM), promotion, and consumer trust. Perceived ease of use refers to the extent to which a platform is easy to understand and operate by users (Venkatesh & Davis, 2000). Meanwhile, e-WoM serves as a source of information through reviews and experiences shared by other consumers on digital platforms (Hennig-Thurau et al., 2004). Promotion also plays an important role in attracting consumer interest and encouraging purchasing behavior through marketing communication strategies (Yahya & Sukandi, 2022). In addition, consumer trust is considered an important factor in online transactions as it relates to consumer confidence in transaction security and service quality (Pratama & Widayati, 2025).

Previous studies regarding the influence of perceived ease of use, e-WoM, and promotion on purchasing decisions have shown inconsistent findings. Several studies reported positive and significant effects, while others found negative or insignificant relationships. These inconsistencies indicate a research gap, highlighting the need for further investigation by incorporating consumer trust as an intervening variable to explain purchasing decisions more comprehensively.

This study focuses on Tokopedia consumers in Gempolsewu Village, Kendal Regency, where online shopping activities are relatively high. Although Tokopedia is widely used by the community, it still ranks below Shopee in consumer preference. Therefore, this study aims to analyze the influence of perceived ease of use, e-WoM, and promotion on purchasing decisions through consumer trust as an intervening variable among Tokopedia consumers in Gempolsewu Village.

THEORETICAL FRAMEWORK

This study is based on the Technology Acceptance Model (TAM) proposed by (Venkatesh & Davis, 2000), which explains that technology acceptance is influenced by users' perceptions of usefulness and ease of use. In the context of e-commerce, perceived ease of use refers to the extent to which consumers perceive a platform as easy to understand, learn, and operate. A platform that is simple and convenient to use may increase consumer confidence and encourage purchasing behavior.

The rapid development of e-commerce has changed consumer shopping behavior from conventional transactions to digital purchasing activities. Consumers tend to choose online shopping platforms that provide convenience, efficiency, and flexibility in completing transactions. Therefore, e-commerce platforms are required to understand factors influencing consumer purchasing behavior in order to maintain competitiveness and increase consumer loyalty.

Purchasing decision is defined as the stage in the consumer decision-making process where consumers decide to purchase a product or service after recognizing needs, seeking information, and evaluating available alternatives (Kotler & Armstrong, 2018). In the e-commerce context, purchasing decisions may be influenced by several factors, including perceived ease of use, electronic word of mouth (e-WoM), promotion, and consumer trust.

Perceived ease of use reflects the degree to which consumers believe that using a platform requires minimal effort and is easy to operate (Venkatesh & Davis, 2000). A platform that is easy to understand and user-friendly tends to provide a more comfortable shopping experience for consumers. When consumers perceive an e-commerce platform as simple and practical to use, they are more likely to trust the platform and make purchasing decisions.

Besides ease of use, Electronic Word of Mouth (e-WoM) has become an important factor influencing consumer purchasing decisions in digital marketplaces. Electronic Word of Mouth (e-WoM) refers to positive or negative statements shared by consumers through internet-based platforms regarding products or services (Hennig-Thurau et al., 2004). Online reviews, ratings, and recommendations shared by consumers may shape perceptions, strengthen trust, and influence purchasing behavior.

Promotion is another factor influencing consumer purchasing decisions. Promotion is a marketing communication activity carried out by companies to introduce products, communicate value, and encourage consumer purchases (Kotler et al., 2024). In the e-commerce industry, promotional activities such as discounts, cashback, free shipping, vouchers, and digital advertising campaigns are commonly used to attract consumer attention and stimulate purchasing intentions.

Effective promotional strategies may improve consumer perceptions regarding product value and encourage confidence in making purchases. Consumers tend to respond positively to promotional offers because they perceive additional benefits or lower purchasing costs. Consequently, promotional activities may increase consumer interest and strengthen purchasing decisions.

Consumer trust is defined as consumers' confidence in a product, service, or platform based on perceived quality, reliability, and the ability of the provider to fulfill expectations (Guspul, 2014). In e-commerce, trust plays a significant role because consumers cannot directly evaluate products and are exposed to uncertainty in online transactions. Therefore, trust becomes an essential factor in reducing risk perceptions and increasing consumers' confidence in online shopping.

Consumers who trust a platform are more likely to feel secure when conducting online transactions. Positive experiences, transparent information, secure payment systems, and consistent service quality may strengthen consumer trust and encourage purchasing decisions. Therefore, consumer trust is expected to mediate the relationship between perceived ease of use, e-WoM, promotion, and purchasing decisions.

Based on previous theoretical and empirical studies, this study proposes that perceived ease of use, e-WoM, and promotion influence purchasing decisions through consumer trust as an intervening variable among Tokopedia consumers in Gempolsewu Village. Based on previous theoretical and empirical studies, the conceptual framework of this study is presented as follows. :

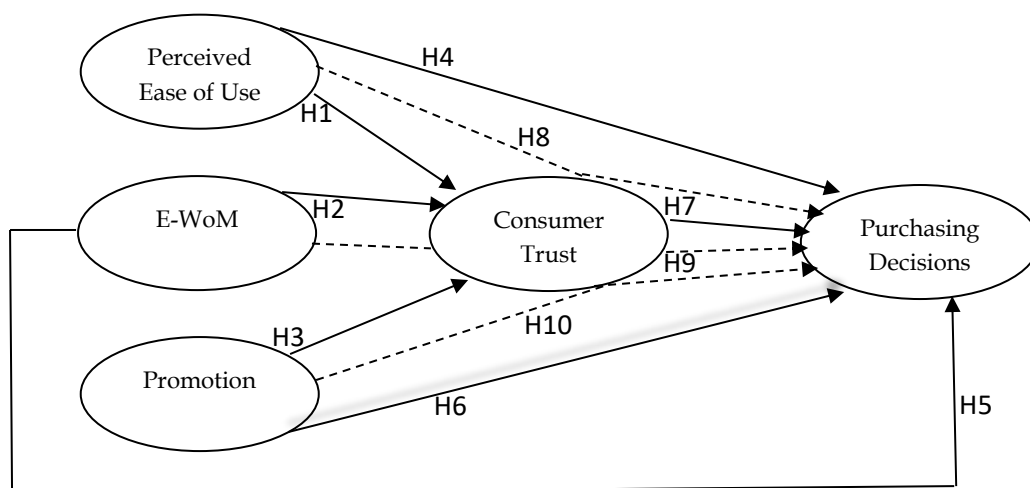


Figure 1. Conceptual Framework

METHODS

This study employed a quantitative research method with a descriptive approach to analyze the influence of perceived ease of use, electronic word of mouth (e-WoM), and promotion on purchasing decisions, with consumer trust as an intervening variable. The population of this study consisted of residents of Gempolsewu Village who were familiar with or had experience shopping through Tokopedia. Since the exact number of Tokopedia users was unknown, the sample size was determined using the Lemeshow formula, resulting in a minimum of 96 respondents, which was rounded up to 100 respondents. The sampling technique used was purposive sampling, with criteria including residents of Gempolsewu Village who were familiar with and had experience shopping on Tokopedia.

This study used primary data collected through questionnaires distributed online via Google Forms using a Likert scale. Data analysis was

conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software. According to (Ghozali, 2021), PLS is a robust analytical technique that does not require strict assumptions, making it suitable for analyzing complex relationships among variables, including mediation effects.

RESULTS

This section presents the results of data analysis and discusses the findings of the study. Data collection was conducted online through questionnaires distributed via Google Forms to 100 Tokopedia consumers in Gempolsewu Village who met the research criteria. The collected data were analyzed using SmartPLS 4.0 to examine the influence of perceived ease of use, electronic word of mouth (e-WoM), and promotion on purchasing decisions through consumer trust as an intervening variable. The analysis included respondent characteristics, measurement model evaluation (outer model), structural model evaluation (inner model), and hypothesis testing.

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS by comparing t-statistics and p-values. A hypothesis was considered accepted if the t-statistic > 1.96 and p-value < 0.05 , indicating a significant effect between variables, both directly (direct effect) and indirectly through mediation (indirect effect). The results of the t-test are presented as follows. :

Table 1; T-Test Results of Direct and Indirect Effects

Variable	t statistic	P-value	Results
Perceived Ease of Use > Consumer Trust	2.633	.008	hypothesis accepted
Perceived Ease of Use > Purchasing Decisions	2.116	.034	hypothesis accepted
E-WoM > Consumer Trust	2.211	.027	hypothesis accepted
E-WoM > Purchasing Decisions	0.914	.361	hypothesis rejected
Promotion > Consumer Trust	2.208	.027	hypothesis accepted
Promotion > Purchasing Decisions	2.626	.009	hypothesis accepted
Consumer Trust > Purchasing Decisions	4.335	.000	hypothesis accepted
Perceived Ease of Use > Consumer Trust > Purchasing Decisions	2.027	.043	hypothesis accepted
E-WoM > Consumer Trust > Purchasing Decisions	1.927	.054	hypothesis rejected
Promotion > Consumer Trust > Purchasing Decisions	2.189	.029	hypothesis accepted

Source: Processed Primary Data, 2026

Based on the t-test results above, the following results were obtained:

1. Hypothesis 1 is accepted, indicating that Perceived Ease of Use affects Consumer Trust, as shown by a P-Value of $0.008 < 0.05$ and a t-statistic of $2.633 > 1.96$.
2. Hypothesis 2 is accepted, indicating that E-WoM affects Consumer Trust, with

- a P-Value of $0.027 < 0.05$ and a t-statistic of $2.211 > 1.96$.
3. Hypothesis 3 is accepted, indicating that Promotion affects Consumer Trust, with a P-Value of $0.027 < 0.05$ and a t-statistic of $2.208 > 1.96$.
 4. Hypothesis 4 is accepted, indicating that Perceived Ease of Use affects Purchasing Decisions, with a P-Value of $0.034 < 0.05$ and a t-statistic of $2.116 > 1.96$.
 5. Hypothesis 5 is rejected, indicating that E-WoM does not affect Purchasing Decisions, as shown by a P-Value of $0.361 > 0.05$ and a t-statistic of $0.914 < 1.96$.
 6. Hypothesis 6 is accepted, indicating that Promotion affects Purchasing Decisions, with a P-Value of $0.009 < 0.05$ and a t-statistic of $2.626 > 1.96$.
 7. Hypothesis 7 is accepted, indicating that Consumer Trust affects Purchasing Decisions, with a P-Value of $0.000 < 0.05$ and a t-statistic of $4.335 > 1.96$.
 8. Hypothesis 8 is accepted, indicating that Perceived Ease of Use affects Purchasing Decisions through Consumer Trust, with a P-Value of $0.043 < 0.05$ and a t-statistic of $2.027 > 1.96$.
 9. Hypothesis 9 is rejected, indicating that E-WoM does not affect Purchasing Decisions through Consumer Trust, as shown by a P-Value of $0.054 > 0.05$ and a t-statistic of $1.927 < 1.96$.
 10. Hypothesis 10 is accepted, indicating that Promotion affects Purchasing Decisions through Consumer Trust, with a P-Value of $0.029 < 0.05$ and a t-statistic of $2.189 > 1.96$.

DISCUSSION

Based on the results of the first hypothesis test, it was found that Perceived Ease of Use affects Consumer Trust in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.008 < 0.05$, indicating that the hypothesis is accepted. This finding indicates that the ease of using the Tokopedia application increases consumer trust in transactions. An application that is easy to learn, has a clear and understandable interface, and requires minimal effort makes consumers more comfortable shopping through Tokopedia. This condition encourages consumers to perceive Tokopedia's services as meeting expectations, reduces hesitation in transactions, and increases trust in Tokopedia. These results are in line with (Siregar, 2026), who stated that Perceived Ease of Use affects Consumer Trust.

Based on the results of the second hypothesis test, it was found that E-WoM affects Consumer Trust in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.027 < 0.05$, indicating that the hypothesis is accepted. This result shows that reviews, experiences, and recommendations from other users increase consumer trust in Tokopedia. E-WoM reflected through platform assistance, concern for others, extraversion, social benefits, and venting negative feelings helps consumers obtain information before making purchases. The information and experiences obtained through reviews make consumers more confident in transactions, thereby increasing trust in Tokopedia. These results are in line with (Suryadiningrat et al., 2022), who stated that E-WoM affects Consumer Trust.

Based on the results of the third hypothesis test, it was found that Promotion affects Consumer Trust in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.027 < 0.05$, indicating that the hypothesis

is accepted. This finding shows that Tokopedia's promotions are able to build consumer confidence and increase trust in the platform. Promotional activities through advertising, sales promotion, personal selling, public relations, and direct marketing provide consumers with information and confidence before making purchases. Clear and attractive promotional information increases consumer confidence in using Tokopedia and strengthens trust in the platform. These results are in line with (Nurazizah & Sungkono, 2023), who stated that Promotion affects Consumer Trust.

Based on the results of the fourth hypothesis test, it was found that Perceived Ease of Use affects Purchasing Decisions in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.034 < 0.05$, indicating that the hypothesis is accepted. This finding suggests that ease of use encourages consumers to make purchasing decisions. An application that is easy to learn, clear to understand, and practical makes consumers more comfortable shopping through Tokopedia. This convenience helps consumers decide on products and brands while encouraging them to choose Tokopedia as an efficient shopping platform. These results are in line with (Dimas & Nalirita, 2023), who stated that Perceived Ease of Use affects Purchasing Decisions.

Based on the results of the fifth hypothesis test, it was found that E-WoM does not affect Purchasing Decisions in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.361 > 0.05$, indicating that the hypothesis is rejected. This finding suggests that E-WoM has not become the main factor influencing purchasing decisions on Tokopedia. Consumers do not solely rely on reviews and recommendations from other users but also consider various other factors before making purchases. Therefore, information and experiences shared through E-WoM have not directly encouraged purchasing decisions. These results are in line with (Wijaya et al., 2022), who stated that E-WoM does not affect Purchasing Decisions in Tokopedia.

Based on the results of the sixth hypothesis test, it was found that Promotion affects Purchasing Decisions in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.009 < 0.05$, indicating that the hypothesis is accepted. Tokopedia's promotional activities through advertising, sales promotion, personal selling, public relations, and direct marketing attract consumer attention before making purchases. Informative and attractive promotions increase consumer interest and encourage purchasing decisions. These results are in line with (Adwimurti & Sumarhadi, 2023), who stated that Promotion affects Purchasing Decisions.

Based on the results of the seventh hypothesis test, it was found that Consumer Trust affects Purchasing Decisions in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.000 < 0.05$, indicating that the hypothesis is accepted. This result suggests that higher consumer trust strengthens purchasing decisions on Tokopedia. Consumer trust reflected in service satisfaction, confidence in using Tokopedia, and the perceived balance between costs and benefits provides a sense of security and comfort in transactions. This condition reduces hesitation and strengthens purchasing

decisions. These results are in line with (Sindiah & Rustam, 2023), who stated that Consumer Trust affects Purchasing Decisions.

Based on the results of the eighth hypothesis test, it was found that Perceived Ease of Use affects Purchasing Decisions through Consumer Trust in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.043 < 0.05$, indicating that the hypothesis is accepted. The ease of using Tokopedia forms consumer trust, reduces hesitation in transactions, and increases confidence in making purchases. Thus, ease of use not only provides convenience but also builds trust that encourages purchasing decisions. These results are in line with (Welsa, 2024), who stated that Perceived Ease of Use affects Purchasing Decisions through Consumer Trust.

Based on the results of the ninth hypothesis test, it was found that E-WoM does not affect Purchasing Decisions through Consumer Trust in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.054 > 0.05$, indicating that the hypothesis is rejected. Although E-WoM helps consumers obtain information and build trust, the trust formed from reviews and experiences of other users is not strong enough to encourage purchasing decisions. Therefore, Consumer Trust is unable to mediate the effect of E-WoM on Purchasing Decisions. These results are in line with (Holidah et al., 2023), who stated that E-WoM does not affect Purchasing Decisions through Consumer Trust.

Based on the results of the tenth hypothesis test, it was found that Promotion affects Purchasing Decisions through Consumer Trust in Tokopedia in Gempolsewu Village. The calculation results show a P-Value of $0.029 < 0.05$, indicating that the hypothesis is accepted. Tokopedia's promotions provide information and confidence to consumers before purchases, thereby reducing hesitation in transactions. The trust formed through informative and attractive promotions encourages consumers to make purchases through Tokopedia. Therefore, Consumer Trust mediates the effect of Promotion on Purchasing Decisions. These results are in line with (Sakka & Winarso, 2022), who stated that Promotion affects Purchasing Decisions through Consumer Trust..

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study regarding the influence of Perceived Ease of Use, Electronic Word of Mouth (E-WoM), and Promotion on Purchasing Decisions in Tokopedia with Consumer Trust as an intervening variable in Gempolsewu Village, the following conclusions were obtained: (1) Perceived Ease of Use affects Consumer Trust, indicating that the ease of using the Tokopedia application increases consumer confidence in conducting transactions. (2) Electronic Word of Mouth (E-WoM) affects Consumer Trust, indicating that reviews, experiences, and recommendations from other users are able to increase consumer trust in Tokopedia. (3) Promotion affects Consumer Trust, indicating that Tokopedia's promotional activities are able to build consumer confidence and increase trust in Tokopedia. (4) Perceived Ease of Use affects Purchasing Decisions, indicating that the ease of using the application encourages consumers to make purchases. (5) Electronic Word of Mouth (E-

WoM) does not affect Purchasing Decisions, indicating that E-WoM has not become the main factor encouraging consumers in making purchasing decisions. (6) Promotion affects Purchasing Decisions, indicating that Tokopedia's promotional activities are able to attract consumer interest in making purchases. (7) Consumer Trust affects Purchasing Decisions, indicating that the higher the level of consumer trust, the greater the tendency of consumers to make purchasing decisions on Tokopedia. (8) Perceived Ease of Use affects Purchasing Decisions through Consumer Trust, indicating that Consumer Trust is able to mediate the effect of Perceived Ease of Use on Purchasing Decisions. (9) Electronic Word of Mouth (E-WoM) does not affect Purchasing Decisions through Consumer Trust, indicating that Consumer Trust is not able to mediate the effect of E-WoM on Purchasing Decisions. (10) Promotion affects Purchasing Decisions through Consumer Trust, indicating that Consumer Trust is able to mediate the effect of Promotion on Purchasing Decisions.

FURTHER STUDY

The company is expected to maintain and improve the ease of application use and promotional strategies, as these have been proven to influence consumer trust and purchasing decisions. This can be achieved by maintaining a simple, easy-to-understand, and user-friendly application interface, as well as sustaining promotional programs such as discounts, cashback, free shipping, and promotional information tailored to consumer needs to increase purchase intention. In addition, the company needs to strengthen consumer trust through improved transaction security, responsive services, and clear product information, as it has been proven to influence purchasing decisions and mediate the effects of perceived ease of use and promotion. Considering that Electronic Word of Mouth (E-WoM) has not significantly affected purchasing decisions, Tokopedia may evaluate its review and recommendation system to ensure that the available information becomes more credible, relevant, and easier to understand as a consideration for consumers before making purchases. For Future research is expected to include additional variables that may influence purchasing decisions, such as price, service quality, product quality, perceived risk, lifestyle, and brand image, in order to broaden insights and enrich research findings related to purchasing decisions in e-commerce. In addition, future studies are expected to apply other mediating or moderating variables, as well as expand the research area and number of respondents so that the findings become more representative and comparable across different research objects and locations..

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