

## Decision Making of Millennial Consumers in Surabaya in Buying Halal Products Via Online Applications


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Informasi Artikel		Abstract
Tanggal masuk	19 Februari 2025	<p><b>Research aim:</b> This research aims to analyze the influence of price perceptions, halal product trust, after-sales service and online promotions on online purchasing decisions.</p> <p><b>Method:</b> This research is quantitative. The sample consisted of 50 respondents who had purchased halal products via online applications. The sampling method used a purposive sampling technique: consumers in Surabaya who had purchased online. Data analysis used multiple linear regression with SPSS 20.0.</p> <p><b>Research Findings:</b> The findings in this research are as follows: 1) Price perceptions do not affect online purchasing decisions; 2) After-sales service influences online purchasing decisions; 3) Online promotions influence online purchasing decisions; 4) Trust does not affect online purchasing decisions.</p> <p><b>Theoretical Contribution:</b> Can provide additional information for readers and serve as a reference if they want to research further regarding the results obtained by this research.</p> <p><b>Practical Implications:</b> This research is expected to be used to predict actual online consumer purchases through the variables studied.</p> <p><b>Research limitations:</b> This research only examines the variables of price perception, after-sales service, halal product trust, online promotions, and online purchasing decisions. Meanwhile, the sample is only for consumers who have purchased halal products online.</p>
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<p><b>Keywords:</b> Price Perception; After Sales Service; Online Promotion; Trust; Online Purchasing Decisions.</p> 		

### Abstrak

**Tujuan Penelitian:** Tujuan dilakukannya penelitian ini untuk menganalisis pengaruh persepsi harga, kepercayaan produk halal, layanan purna jual dan promosi *online* terhadap keputusan pembelian *online*.

**Metode:** Penelitian ini adalah penelitian kuantitatif. Sampel berjumlah 50 responden yang pernah melakukan pembelian produk halal melalui aplikasi *online*. Cara pengambilan sampel menggunakan teknik *purposive sampling*, yaitu konsumen di Surabaya yang pernah membeli *online*. Analisis data menggunakan regresi linear berganda dengan SPSS 20.0.

**Temuan Penelitian:** Hasil temuan dalam penelitian ini adalah sebagai berikut: 1) Persepsi harga tidak berpengaruh terhadap keputusan pembelian *online*; 2) Layanan Purna Jual berpengaruh terhadap keputusan pembelian *online*; 3) Promosi *Online* berpengaruh terhadap keputusan pembelian *online*; 4) Kepercayaan tidak berpengaruh terhadap keputusan pembelian *online*.

**Kontribusi Teoritis:** Dapat memberikan tambahan informasi bagi pembaca dan sebagai referensi jika ingin meneliti lebih jauh terkait hasil yang diperoleh penelitian ini.

**Implikasi Praktis:** Penelitian ini diharapkan menjadi bahan masukan untuk memprediksi pembelian aktual secara *online* oleh konsumen melalui variabel yang diteliti.

**Keterbatasan Penelitian:** Ruang lingkup penelitian ini hanya pada variabel persepsi harga, layanan purna jual, kepercayaan produk halal, promosi *online* & keputusan pembelian *online*. Sedangkan sampel hanya pada konsumen yang pernah membeli produk halal melalui *online*.



## Introduction

The desire of consumers to fulfill all their needs is very beneficial for producers/providers of these needs. Manufacturers will design various marketing strategies to get as many consumers as possible. Manufacturers will also offer multiple consumer needs/requirements with different attractive promotions to attract consumers. Promotions that are currently widely used and have become a trend in marketing are promotions carried out online. Promotions carried out by companies influence purchasing decisions to shop via online platforms (Salma et al., 2022). Promotion positively and significantly affects the choice of an online purchasing platform (Utami et al., 2023).

However, when shopping online, consumers must be observant and really thorough before buying so that they don't make the wrong choice of product, because there are various products being sold, both halal and non-halal products. As consumers (muslims), of course, you don't want to make the wrong purchase, so you regret it later. Halal products positively and significantly affect purchasing interest (Fadilah et al., 2020; Murfadila et al., 2021). The availability of halal products on the market can help encourage more purchasing behavior towards halal products (Dewi and Cuandra, 2023).

An online shop is an innovative form of shopping with the help of the internet. Online shopping is felt to be more effective for most consumers because they can compare prices, models, reviews, and read the specifications of the goods they want to buy more easily via a computer/smartphone screen. Compared to the hassle of going around several shops to do this. Especially if online marketing is focused on potential areas such as Jakarta, Bandung, and Surabaya, which are big cities in Indonesia.

On various occasions, online stores or e-commerce have become a topic of conversation for millennial consumers, including students. Millennial consumers are easily influenced by currently popular things, such as online shopping. By following a trend that is popular with most people their age, millennial consumers will feel that they are already in their millennial community and are not behind the times. Muslim millennials are no exception, and they are also fashionable in their clothing. Various beautiful and attractive Muslim fashion products are displayed on all online shop homepages, thereby attracting the desire to buy. Online Promotion affects online purchasing decisions (Tegowati et al., 2023).

Based on the results of a survey by the Snapcart research institute (2018), it is stated that the largest number of shoppers in the e-commerce sector are those from the millennial generation, namely 50% (aged between 25-34 years). Meanwhile, according to gender, women are the majority of consumers who shop online (as much as 65%). Generation Z comprises people between the ages of 15 and 24 and is responsible for 80% of online spending, with consumers aged between 15 and 34 accounting for 80% of e-commerce usage. According to APJII-Asosiasi Penyedia Jasa Internet Indonesia (Indonesian Internet Service Providers Association), internet users in all provinces in Indonesia most often use cell phones to access the internet, namely 85%, laptops/netbooks 32%, computers 14%, and tablets 13%. The highest rate of cell phone use to access the internet comes from the islands of Java and Bali (92%).

Several previous studies stated that things influence online purchases, including Supraeni and Suwendra (2023), and price positively and significantly influences online fashion purchasing decisions. However, Yulianto and Prabowo (2024) State'ss that price perception has no positive effect and is not significant on purchasing decisions. Online promotions



significantly affect purchasing decisions (Hakim and Pambudi (2021). Tolan et al., (2021) state that there is an influence of promotions on online purchasing decisions.

Apart from price perceptions and online promotions, after-sales service and trust also influence consumer purchasing decisions. Trust directly influences purchasing decisions (Tegowati, 2023). After-sales service positively and significantly affects purchasing decisions (Wijaya et al., 2021). After-sales service does not influence purchasing decisions (Alaudin et al., 2022). In this case there are two research gaps: 1) regarding the absence of influence between price perceptions on purchasing decisions; 2) the research gap regarding the absence of influence between online promotions on purchasing decisions. Based on changes in the shopping style of Indonesian society today, namely the penchant for shopping in online shops and the research gap that has been proposed, this research takes the title "Decision Making of Millennial Consumers in Surabaya in Purchasing Halal Products Through Online Applications".

### **Statement of Problem**

The questions in this research are as follows:

- 1) Does price perception have a significant positive effect on online purchasing decisions?
- 2) Does after-sales service have a significant positive effect on online purchasing decisions?
- 3) Does halal product trust have a significant positive effect on online purchasing decisions?
- 4) Do online promotions have a significant positive effect on online purchasing decisions?

Several previous studies stated that there is an influence between price perception variables on online purchasing decisions. Price perceptions positively influence consumer purchasing decisions (Tegowati et al, 2023). Price perception significantly influences purchasing decisions (Jamaludin et al., 2015); Ferdinan and Nugraheni (2013), factors such as price perception, product quality perception and greater promotion will increase purchasing decisions. The biggest influences on buying decisions are promotion, product quality perception, and price perception (Ferdinan and Nugraheni, 2013). Referring to the results of this research, hypothesis 1 of this research is: There is a positive influence of price perceptions on online purchasing decisions.

After-sales service is an important factor in relationships with customers (Isaac et al., 2013). To increase business competitiveness, a business strategy must be developed considering price or cost, quality, availability, flexibility, and product or service design (Wibisono in Dewi, 2016). Referring to the literature review and several previous studies, hypothesis 2 in this research is: There is a positive influence of after-sales service on online purchasing decisions.

Trust influences purchasing decisions (Khoerunnisa and Puspaningrum, 2016). Consumers who already have trust in a product or brand will create purchase intentions for that product or brand (Slamet, 2022). Referring to the results of this research, hypothesis 3 is that trust in halal products positively influences online purchasing decisions. There is an influence of promotions on online purchasing decisions (Tolan et al., 2021); sales promotions have a significant effect on purchasing decisions in online shops (Nasution and Kurniawati, 2022); (Pujianto et al., 2023) (Tegowati et al, 2023). Referring to the results of previous studies, hypothesis 4 proposed in this research is: There is a positive influence of online promotions on purchasing decisions.

## Research Objectives

This research aims to determine the influence of price perceptions, halal product trust, after-sales service and online promotions on online purchasing decisions.

## Method

This research is quantitative research, which is analyzed statistically with the aim of testing the hypotheses that have been established. This research design uses a survey approach. Determining the sample size refers to Roscoe's opinion (in Sugiyono, 2010:74) which states that in research that uses correlation analysis or multiple regression, the sample size is at least 10 times the number of research variables. This research has four independent variables and one dependent variable for a total of five variables. So the minimum sample size for this research is  $10 \times 5 = 50$ . The sampling method uses a purposive sampling technique for determining samples with certain considerations (Sugiyono, 2010:68), which are consumers in Surabaya who have purchased online.

The data collected in this research came from questionnaires. The answer choices used in the questionnaire use the Likert method, which consists of five choices: strongly agree/Sangat Setuju (SS = 5), Agree/ Setuju (S = 4), Undecided/ Ragu-ragu (R = 3), Disagree/ Tidak Setuju (TS = 2), and Strongly Disagree/ Sangat Tidak Setuju (STS = 1) (Arikunto, 2010: 284).

## Results and Discussion

### Results

The results of this research were obtained from distributing questionnaires to 50 respondents in Surabaya, namely consumers who had made purchases online. From the calculation results for the validity test in Table 1, the results obtained were that the statements for all dependent and independent variables had a calculated  $r$  value  $> r$  table, so it could be concluded that all questions in this study were declared valid. The following is a description of the results in question:

Table 1. Validity Test

Variable	Item Statement	r count	r table ( $\alpha = 5\%$ )	Description
Price Perception	PH1	0,541	0,230	Valid
	PH2	0,678	0,230	Valid
	PH3	0,382	0,230	Valid
	PH4	0,568	0,230	Valid
	PH5	0,625	0,230	Valid
	PH6	0,476	0,230	Valid
After Sales Service	LPJ1	0,833	0,230	Valid
	LPJ2	0,896	0,230	Valid
	LPJ3	0,832	0,230	Valid

Halal Product Trust	KPH1	0,709	0,230	Valid
	KPH2	0,625	0,230	Valid
	KPH3	0,752	0,230	Valid
	KPH4	0,794	0,230	Valid
	KPH5	0,634	0,230	Valid
Online Promotion	PO1	0,658	0,230	Valid
	PO2	0,865	0,230	Valid
	PO3	0,834	0,230	Valid
	PO4	0,633	0,230	Valid
	PO5	0,692	0,230	Valid
Online Purchase Decisions	KPO1	0,717	0,230	Valid
	KPO2	0,790	0,230	Valid
	KPO3	0,701	0,230	Valid
	KPO4	0,807	0,230	Valid

Source: Output SPSS 26

Based on Table 2, the Cronbach's Alpha value > 0.6 means that all questionnaire questions in the research variables are declared to be reliable.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Description
Price Perception	0,569	Reliabel
After Sales Service	0,803	Reliabel
Halal Product Trust	0,734	Reliabel
Online Promotion	0,792	Reliabel
Online Purchase Decisions	0,748	Reliabel

Source: Output SPSS 26

Table 3: Multiple Linear Regression Test Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.431	2.125		3.027	.004
Price Perception	.139	.099	.201	1.400	.168
After Sales Service	.295	.118	.345	2.503	.016
Halal Product Trust	-.139	.114	-.178	-1.218	.230
Online Promotion	.317	.116	.398	2.736	.009

Source: Output SPSS 26

Based on the results of data testing in table 7 above, the following multiple linear regression equation can be obtained: **KPO = 6.431 + 0.139 PH + 0.295 LPJ + -0.139 KPH + 0.317 PO + e**. The results of the regression equation can be described as follows:

1. Constant ( $\alpha$ )





The constant value ( $\alpha$ ) is known to be 6.431. This shows that if the variables price perception, after sales service, halal product trust, and online promotion = 0 then the predicted value of online purchasing decisions as the dependent variable is 6.431.

2. Regression coefficient for price perception is 0.139

The regression coefficient value on the price perception variable is known to be 0.139. This value shows positive results, which means that price perception has a unidirectional relationship with online purchasing decisions. This indicates that if the perceived price value increases, this will be followed by an increase in online purchasing decisions.

3. After Sales Service Regression Coefficient is 0.295

The regression coefficient value for the after-sales variable is known to be 0.295. This value shows positive results, which means that after-sales service has a unidirectional relationship with online purchasing decisions. This indicates that if the value of after-sales service increases, this will be followed by an increase in online purchasing decisions.

4. Halal Product Trust Coefficient is -0.139

The regression coefficient value for the halal product trust variable is known to be -0.139. This value shows a negative result, which means that if an increase in trust in halal products by one unit will result in a decrease in online purchasing decisions by 0.139 units, assuming other variables are constant.

5. Online Promotion Coefficient of 0.317

The regression coefficient value for the online promotion variable is known to be 0.317. This value shows positive results, which means that online promotions have a unidirectional relationship with online purchasing decisions. This indicates that if the value of online promotions increases, it will be followed by an increase in online purchasing decisions.

The t test aims to analyze how much influence each independent variable has on the dependent variable. In this hypothesis analysis, a significance level of 0.05 ( $\alpha = 5\%$ ) is used. The condition for decision making is significance  $> 0.05$  then the hypothesis is rejected (the regression coefficient is not significant) and if the significance value  $< 0.05$  then the hypothesis is accepted. The t test results are presented in table 4 below:

Table 4. T Test Results

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	6.431	2.125		3.027
	Price Perception	.139	.099	.201	1.400
	After Sales Service	.295	.118	.345	2.503
	Halal Product Trust	-.139	.114	-.178	-1.218
	Online Promotion	.317	.116	.398	2.736

Based on the t test results presented in table 4 above, it can be described as follows: Hypothesis 1 of this study states that price perceptions have a significant positive effect on online purchasing decisions. From the calculation results presented in table 9, the calculated t value of the price perception variable is 1.400 with a significant value of 0.168  $> 0.05$ , which



indicates that the price perception variable has no effect on online purchasing decisions. So it can be concluded that H1 proposed in this research is rejected/not accepted as true. H2 in this research states that after-sales service has a significant positive effect on online purchasing decisions. Table 9 presents data that the calculated t value of the after sales service variable is 2.503 with a significant value of  $0.016 < 0.05$  which shows that the after sales service variable has a positive and significant effect on online purchasing decisions. So it can be concluded that H2 is accepted.

Hypothesis 3 states that halal product trust has a significant positive effect on online purchasing decisions. The calculations in table 9 state that the calculated t value of the halal product trust variable is -1.218 with a significant value of  $0.230 > 0.05$ , which indicates that the halal product trust variable has no effect on online purchasing decisions. So it can be concluded that H3 (rejected/not accepted as true). Hypothesis 4 states that online promotions have a significant positive effect on online purchasing decisions. The calculations in table 9 show that the calculated t value of the online promotion trust variable is 2.736 with a significant value of  $0.009 < 0.05$  which shows that the online promotion variable has an influence on online purchasing decisions. So it can be concluded that H4 is accepted as true.

## Discussion

Several calculation feels far away and requires a long delivery time, consumers will reconsider before buying. Price perception does not influence purchasing decisions for several reasons: 1) prices for similar products in online shops are almost the same. For example, shop A sells clothes for IDR 98,000, online shop B sells clothes for IDR 99,000. With prices being relatively the same, price is not the main reference when buying products online. 2) price perception has no effect on online purchasing decisions, this is also due to consumers who buy online including shipping costs (postage) in their total shopping. So even though the price of the goods is cheap but the postage is expensive, it will be compared first with a price that is slightly more expensive but the postage is cheaper. This combination of price of goods plus postage then becomes something that consumers think about before deciding to buy. 3) the distance between consumers who order goods and the goods provider in the online shop. Even though the price is cheap, if it feels far away and requires a long delivery time, consumers will reconsider before buying.

After-sales service in this research states that it influences online purchasing decisions. Of course, good service can have an impact on creating good relationships with customers. After-sales service is considered an important factor in consumers purchasing a product and voluntarily recommending it to others. In the case of online purchases, good after-sales service will be written in the customer review column. In this column, consumers can write down their experiences shopping online and also provide recommendations for other consumers who want to buy at the online shop.

Then consumer trust in the product has no effect on purchasing decisions. This is in accordance with Djabatola and Hilal (2023) research that trust has no effect on decision making. The large number of sellers offering products in online stores makes consumers want to try buying at other stores. Just by sliding/scrolling your cellphone up or down, the desired items will easily appear on the homepage. Based on further observations in the field, it was found



that often goods ordered online do not match the photos displayed, which makes consumers disappointed when the goods are received. This causes consumer confidence to decline. Elwalda and Lu (in Nadeak, et al., 2023) explain that online purchases are riskier and more uncertain than purchases made offline, because online purchases are not made face to face so consumers cannot get complete information about the product they want to buy.

Online promotions in this study stated that they had an influence on online purchasing decisions. Online promotions on social media do look more attractive than offline promotions. With the help of sophisticated technology, products sold online can be packaged in attractive promotions that can influence purchasing decisions. Consumers are currently also enjoying shopping via live streaming on Facebook, Instagram, TikTok and other online stores. These consumers will happily watch live streaming for hours to see the products on offer that are their target. Usually, online stores will provide prior notification before carrying out live streaming, including what products will be sold, so that once it starts, consumers are ready to buy. It is a satisfaction in itself when you succeed in getting the products you are looking for through live streaming and competing with other consumers who can reach hundreds or even thousands.

## **Conclusion**

The results of this research state that the price perception variable has no effect on purchasing decisions. This is because the prices for similar products in online shops are almost the same. Consumers who buy online also include shipping costs (ongkir) in their total shopping. So even though the price of the goods is cheap but the postage is expensive, it will be compared first with a price that is slightly more expensive but the postage is cheaper. This combination of price of goods plus postage then becomes something that consumers think about before deciding to buy. distance traveled between consumers who order goods and goods providers in online stores. Even though the price is cheap, if it feels far away and requires a long delivery time, consumers will reconsider before buying.

Consumer trust has no influence on purchasing decisions. Consumers may trust a shop that has satisfied the consumer, but this does not guarantee that the consumer will buy again at that place. Online promotions in this study stated that they had an influence on online purchasing decisions. Online promotions on social media do look more attractive than offline promotions. With the help of sophisticated technology, products sold online can be packaged in attractive promotions that can influence purchasing decisions. After-sales service in this research also states that it influences online purchasing decisions. After-sales service is considered an important factor in consumers purchasing a product and voluntarily recommending it to others.

In the future, it is hoped that further research can be carried out regarding the results of variables that have no effect, so that we can find out in more detail the causes of the lack of influence. It is also hoped that it can add other related variables, including economic conditions and characteristics of online shoppers. These variables can be developed further for research.





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