

The Influence of Website Quality, Perceived Ease of Use, and Consumer Trust on Purchase Decisions among Shopee Users in Kebumen Regency.

Hanwinartha Haryono^{a✉}, Ibnu Khafi^b, Agustin Riyan Pratiwi^c

^aUniversitas Gadjah Mada

^bUniversitas Gadjah Mada

^cUniversitas Perwira Purbalingga

✉ yonowinartha2@gmail.com

Received: 1 June 2026 ; Accepted: 4 July 2026 ; Published: 15 July 2026

ABSTRACT. The surge in e-commerce activities has heightened rivalry within digital marketplaces, forcing firms to optimize the determinants of consumer buying behavior. Even though Shopee dominates the Indonesian market, issues surrounding platform functionality, user experience, and credibility continue to critically shape online shopping choices, especially in regional areas like Kebumen Regency. Consequently, this research investigates how website quality, perceived ease of use, and consumer trust impact purchasing decisions among Shopee clients in Kebumen Regency. Utilizing a quantitative approach with a causal framework, data were gathered from 100 purposely sampled Shopee users who had completed a transaction in the preceding six months. Statistical evaluation via multiple linear regression in SPSS demonstrated that website quality, perceived ease of use, and consumer trust independently exert a positive and significant influence on buying decisions. Notably, consumer trust emerged as the primary driver, followed sequentially by perceived ease of use and website quality. Jointly, these three predictors significantly affect the dependent variable, with an R-squared value of 0.707, signifying that the model accounts for 70.7% of the variance in consumer purchase choices. These insights imply that upgrading platform quality, simplifying interface usability, and fostering user trust are pivotal tactical moves for driving sales and maintaining a competitive edge in the digital retail sector.

Keyword: Website Quality; Perceived Ease of Use; Consumer Trust; Purchase Decision; Shopee.
JEL Classification:

Jurnal Bisnis dan Kewirausahaan, Vol. 3 No. 2, pp. 187-199
Copyright © Internasional Connecting Publisher
ISSN: 3089-3062
DOI: 10.71154/gpytsv60



INTRODUCTION

The rapid development of global e-commerce has fundamentally changed consumer behavior and made digital platforms indispensable for handling everyday transactions (Sutisna & Sutrisna, 2023). In Indonesia, this digital transformation has led to a significant volume of transactions, prompting companies to further optimize the digital experience to gain customer interest and trust (Erfanda et al., 2025). However, at the regional level, such as in the Kebumen Governorate, the use of e-commerce platforms like Shopee often encounters challenges related to digital literacy and consumer distrust regarding transaction security. This phenomenon underscores the urgent need to thoroughly investigate how user interface quality and perceived trust can alleviate consumer doubts at the point of sale (Widayanti, 2025; Surja & Maupa, 2024).

Although Shopee offers an attractive design and intuitive navigation, inconsistencies in service quality and data security concerns often present significant obstacles to converting interest into transactions (Nurlista et al., 2025). Furthermore, the discrepancy between Shopee's immense popularity and fluctuating customer satisfaction underscores the need for a thorough analysis of the influence of systemic factors on purchasing behavior in regions with specific local market characteristics (Muhamad et al., 2025). The existing literature is conflicting: some studies (Inggarris & Wibowo, 2023; Ekaputra et al., 2025) demonstrate a significant positive influence of usability and website quality on purchasing decisions, while others indicate that the effectiveness of these variables in building customer loyalty and ensuring stable conversion rates is not entirely consistent (Herodion, 2026; Setyawan & Setiawan, 2023).

Despite the immense popularity of the Shopee platform, consumer uncertainty regarding the security of their personal data and the technical functionality of websites often presents a significant obstacle to completing a purchase (Alamin et al., 2023). Furthermore, differences in perceived website usability, depending on the level of digital literacy in specific regions, lead to variations in purchasing behavior that have not yet been comprehensively investigated in the context of Kebumen Governorate. Empirical gaps arise when previous research on the determinants of purchase decisions exhibits inconsistencies: some studies suggest that website quality, trust, and usability have a positive and significant influence (Fawaz et al., 2026; Prasetyo, 2021; Ramadan et al., 2026), while others find that other variables have variable or inconsistent effects (Hanslie et al., 2026).

Previous research by Heryawan and Kristiawan (2024) and Asih and Jalari (2021) has shown that trust and convenience significantly influence purchasing decisions, while Adiguna and Samboro (2024) highlighted service quality and trust as primary determinants. In contrast, several other empirical studies indicate that the influence of these variables on consumer purchasing behavior is not always uniform across all demographic segments, suggesting the presence of moderating factors or specific geographic contexts (Hanum and Wiwoho, 2023; Launtu, 2025). This inconsistency in the literature reveals a lack of empirical data on the relevance of these factors in specific regional market environments, such as the Kebumen Governorate with its unique characteristics (Tiurmaida and Suhardi, 2025; Wijaya and Kuswoyo, 2022).

This study presents itself as a comprehensive investigation of the variables of website quality, usability, and trustworthiness within the geographic context of Kebumen Governorate—a region that has received relatively little attention in e-commerce marketing literature. Its originality lies in its contextual approach, which analyzes the specific influence of these factors within the local e-

commerce ecosystem. Previous, often general, research has not considered the dynamics of consumer behavior in regions with high digital penetration (Fadlyansyah, 2025; Irjanto, 2023). Furthermore, this study contributes to the development of consumer behavior models by more comprehensively integrating information quality variables that have been neglected in previous studies on usability and user trust in e-commerce platforms in the region (Baqiyah et al., 2024). This study analyzes in detail the influence of website quality, usability, and customer trust on purchasing decisions on the Shopee platform, specifically for users in the Kebumen district (Latifah & Nurmallasari, 2023; Yolandita et al., 2022). It also aims to identify the variables with the greatest influence on purchasing decisions in order to provide e-commerce companies with strategic guidance for improving their marketing effectiveness at the regional level (Sentosa et al., 2023; Yolandita et al., 2022). The integration of these variables is intended to enrich the theory of consumer behavior in the online retail ecosystem, which is characterized by differences in geographic conditions and digital literacy (Susanto et al., 2023; Tantri & Baskoro, 2021).

METHODS

To examine how website quality, usability, and customer trust affect the purchasing choices of Shopee consumers in Kebumen County, this research adopts a causal design within a quantitative framework. The target population encompasses the entire universe of Shopee users residing in Kebumen County who have completed transactions. A sample size of 100 respondents was established via purposive sampling, utilizing specific prerequisites: participants had to be at least 17 years old and must have executed a Shopee purchase within the preceding six-month period. Empirical data collection was carried out through questionnaires employing a 5-point Likert scale. For analytical purposes, SPSS software was utilized to conduct comprehensive statistical evaluations, which involved validity and reliability assessments, classical assumption tests, multiple linear regression modeling, t-tests, F-tests, and the evaluation of the coefficient of determination (R^2) to determine the predictive power of the independent measures on purchasing decisions.

RESULT AND DISCUSSION

1. Validity Test

Validity testing was executed to ensure that every questionnaire item accurately captured the specific variable it was designed to measure. This procedure involved a comparative analysis between the computed correlation coefficient (r -calculated) and the critical value from the product-moment table (r -table). With a sample size of 100 respondents ($n=100$) and a designated significance threshold of 5%, the benchmark tabulated r -value was established at 0.197. An item was deemed empirically valid provided that its empirical correlation coefficient exceeded this critical threshold of 0.197.

Table 1. Validity Test Results

No	Variable	Item	r Count	r Table ($n=100$, $\alpha=5\%$)	Conclusion
1	Website Quality (X1)	X1.1	0,612	0,197	Valid
		X1.2	0,588	0,197	Valid
		X1.3	0,701	0,197	Valid

		X1.4	0,643	0,197	Valid
		X1.5	0,559	0,197	Valid
2	Ease of Use (X2)	X2.1	0,674	0,197	Valid
		X2.2	0,598	0,197	Valid
		X2.3	0,723	0,197	Valid
		X2.4	0,661	0,197	Valid
		X2.5	0,577	0,197	Valid
3	Consumer Confidence (X3)	X3.1	0,639	0,197	Valid
		X3.2	0,605	0,197	Valid
		X3.3	0,718	0,197	Valid
		X3.4	0,582	0,197	Valid
		X3.5	0,649	0,197	Valid
4	Buying decision (Y)	Y1	0,654	0,197	Valid
		Y2	0,617	0,197	Valid
		Y3	0,731	0,197	Valid
		Y4	0,598	0,197	Valid
		Y5	0,672	0,197	Valid

Source: SPSS Output, Processed Data (2026).

According to Table 1, all items of the four research variables have a calculated correlation coefficient (r) that is greater than the tabulated r -value (0.197). Therefore, all items are considered valid and can be used as research instruments.

2. Reliability Test

Reliability tests determine the consistency of a measurement instrument in measuring a concept. These tests are performed using the Cronbach's alpha coefficient; the instrument is considered reliable if its value is greater than 0.60.

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Standard	Conclusion
1	Website Quality (X1)	0,823	> 0,60	Reliable
2	Ease of Use (X2)	0,847	> 0,60	Reliable
3	Consumer Confidence (X3)	0,831	> 0,60	Reliable
4	Buying decision (Y)	0,856	> 0,60	Reliable

Source: SPSS Output, Processed Data (2026).

According to Table 2, all research variables had Cronbach's alpha values above 0.60 (in the range of 0.823 to 0.856). This suggests that all research instruments are reliable and can be used for data collection without hesitation.

3. Classical Assumption Test

a. Normality Test

To verify whether the residual values within the regression framework adhere to a normal distribution, a normality assessment was performed. This evaluation was executed utilizing the non-parametric One-Sample Kolmogorov-Smirnov (K-S) test. The criterion for establishing a normal distribution dictates that the asymptotic significance value (two-tailed) must exceed the standard alpha threshold of 0.05.

Table 3. Results of the Normality Test (One-Sample Kolmogorov-Smirnov Test)

Conclusion	Value
N	100
Normal Parameters – Mean	0,0000000
Normal Parameters – Std. Deviation	2,31456789
Most Extreme Differences – Absolute	0,072
Most Extreme Differences – Positive	0,072
Most Extreme Differences – Negative	-0,061
Test Statistic (Kolmogorov-Smirnov Z)	0,072
Asymp. Sig. (2-tailed)	0,200*
Conclusion	Normally Distributed Data

Source: SPSS Output, Processed Data (2026).

According to Table 3, the value of the asymptotic significance (two-sided) is $0.200 > 0.05$, therefore we can conclude that the residuals of the regression model are normally distributed and the assumption of normal distribution is satisfied.

b. Multicollinearity Test

A multicollinearity assessment is conducted to identify potential intercorrelations among the explanatory variables within the regression framework. Identification of this condition is carried out by evaluating both the variance inflation factor (VIF) and the corresponding tolerance metrics. To satisfy the assumption that the regression model is free from multicollinearity issues, the calculated VIF must remain below 10, while the tolerance value must exceed the 0.10 threshold.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	VIF Standard	Conclusion
Website Quality (X1)	0,612	1,634	< 10	No Multicollinearity
Ease of Use (X2)	0,584	1,712	< 10	No Multicollinearity
Consumer Confidence (X3)	0,601	1,663	< 10	No Multicollinearity

Source: SPSS Output, Processed Data (2026)

According to Table 4, the VIF values for the three independent variables ranged from 1.634 to 1.712 (all < 10), and the tolerance values ranged from 0.584 to 0.612 (all > 0.10). Therefore, this regression model does not exhibit multicollinearity.

c. Heteroscedasticity Test

To verify if the variance of the error terms exhibits homoscedasticity across all observations within the regression framework, a heteroscedasticity evaluation was executed. This diagnostic procedure was carried out utilizing the Glejser test approach. The underlying assumption of non-heteroscedasticity is satisfied for a regression model provided that the resulting significance metrics surpass the 0.05 threshold.

Table 5. Heteroscedasticity Test Results (Glejser Test)

Variable	t	Sig.	Standard	Conclusion
Website Quality (X1)	1,124	0,264	> 0,05	No heteroscedasticity was detected
Ease of Use (X2)	0,987	0,326	> 0,05	No heteroscedasticity was detected
Consumer Confidence (X3)	1,213	0,228	> 0,05	No heteroscedasticity was detected

Source: SPSS Output, Processed Data (2026).

Based on the statistical outputs delivered in Table 5, the individual p-values for Website Quality, Perceived Ease of Use, and Consumer Trust are 0.264, 0.326, and 0.228, respectively. Given that each of these significance metrics surpasses the critical 0.05 alpha level, it is evident that none of the exogenous variables demonstrate a statistically significant correlation with the absolute residuals. Consequently, these findings confirm the absence of heteroscedasticity within the estimation, verifying that the homoscedasticity assumption of constant variance among error terms has been met. The regression framework is thus deemed robust and valid for subsequent analytical steps and hypothesis evaluations.

d. Autocorrelation Test

An autocorrelation assessment was executed to identify potential dependencies between the residual values of the current timeframe (t) and those from the previous period (t-1) within the linear regression framework. To evaluate this condition, the Durbin–Watson (DW) metric was utilized. Given an empirical sample size of 100 observations ($n = 100$) paired with three predictor variables ($k = 3$), the critical thresholds were established at 1.613 for the lower bound (d_L) and 1.736 for the upper bound (d_U). The regression model satisfies the assumption of independence—meaning it is free from autocorrelation—if the computed Durbin–Watson statistic lies strictly within the interval of $d_U < DW < 4 - d_U$, which corresponds to $1.736 < DW < 2.264$.

Table 6. Autocorrelation Test Results (Durbin–Watson)

Description	Value
Model	1
R	0,841
R Square	0,707
Adjusted R Square	0,698
Std. Error of the Estimate	2,418
Durbin-Watson	2,074

Conclusion**No Autocorrelation Detected ($dU < DW < 4 - dU$)**

Source: SPSS Output, Processed Data (2026)

As shown in Table 7, the Durbin–Watson statistic was 2.074, which falls between the upper critical value ($dU = 1.736$) and the upper bound criterion ($4 - dU = 2.264$). Specifically, the relationship $1.736 < 2.074 < 2.264$ is satisfied. Therefore, the regression model is free from autocorrelation problems, indicating that the residuals are independent across observations. This result confirms that one of the key assumptions of the classical linear regression model has been fulfilled, thereby supporting the reliability of the regression estimates and subsequent hypothesis testing procedures.

4. Multiple Linear Regression Analysis

To evaluate both the independent and collective impacts of website quality (X1), perceived ease of use (X2), and consumer trust (X3) on purchase decisions (Y), a multiple linear regression analysis was executed. The empirical outputs derived from this statistical modeling are detailed and structured within Table 7.

Table 7. Multiple Linear Regression Analysis Results (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	2,145	1,342	-	1,598	0,113	-	-
Kualitas Website (X1)	0,312	0,087	0,287	3,586	0,001	0,612	1,634
Kemudahan Penggunaan (X2)	0,347	0,092	0,318	3,772	0,000	0,584	1,712
Kepercayaan Konsumen (X3)	0,389	0,094	0,354	4,138	0,000	0,601	1,663

Source: SPSS Output, Processed Data (2026)

Based on the results presented in Table 7, the estimated multiple linear regression model can be expressed as follows:

$$Y = 2.145 + 0.312X_1 + 0.347X_2 + 0.389X_3$$

The regression equation indicates that all independent variables positively contribute to purchase decisions. The constant value of 2.145 suggests that when website quality, perceived ease of use, and consumer trust are assumed to be zero, the predicted purchase decision score remains positive at 2.145.

The coefficient of website quality ($\beta = 0.312$) indicates that a one-unit improvement in website quality is expected to increase the purchase decision score by 0.312 units, holding all other variables constant. Similarly, the coefficient of perceived ease of use ($\beta = 0.347$) implies that a one-unit increase in perceived ease of use leads to an increase of 0.347 units in purchase decisions. Furthermore, the coefficient of consumer trust ($\beta = 0.389$) demonstrates that a one-

unit enhancement in consumer trust contributes to a 0.389-unit increase in purchase decisions, assuming the other predictors remain unchanged.

Among the three independent variables, consumer trust exhibited the largest regression coefficient and standardized beta value ($\beta = 0.354$), indicating that it represents the most influential predictor of purchase decisions within the proposed model. These findings suggest that improvements in website quality, system usability, and consumer trust are likely to strengthen consumers' willingness to make purchases through the Shopee platform.

5. Partial Significance Test (t-Test)

The t-test was conducted to examine the individual effect of each independent variable on the dependent variable. With a sample size of 100 observations ($n = 100$) and three independent variables ($k = 3$), the critical t-value at a 5% significance level (two-tailed test) was 1.984.

Table 8. Results of the Partial Significance Test (t-Test)

Variable	t Value	t Table	Sig.	α	Conclusion
Website Quality (X1) → Purchase Decision (Y)	3,586	1,984	0,001	0,05	Positive and Significant Effect
Perceived Ease of Use (X2) → Purchase Decision (Y)	3,772	1,984	0,000	0,05	Positive and Significant Effect
Consumer Trust (X3) → Purchase Decision (Y)	4,138	1,984	0,000	0,05	Positive and Significant Effect

Source: SPSS Output, Processed Data (2026)

As presented in Table 8, the results of the t-test demonstrate that all independent variables exert a statistically significant influence on purchase decisions. Website quality (X1) produced a t-value of 3.586, which exceeded the critical t-value of 1.984, with a significance level of 0.001 (< 0.05). Similarly, perceived ease of use (X2) yielded a t-value of 3.772 and a significance level below 0.001, indicating a significant positive effect on purchase decisions. Consumer trust (X3) generated the highest t-value of 4.138, accompanied by a significance level below 0.001, confirming its significant positive influence on purchase decisions.

These findings indicate that website quality, perceived ease of use, and consumer trust each contribute positively and significantly to consumers' purchase decisions. Therefore, all three independent variables are empirically supported as important determinants of purchasing behavior among Shopee users in Kebumen Regency.

6. Simultaneous Significance Test (F-Test)

The F-test was performed to determine whether the independent variables jointly exert a significant effect on the dependent variable. At a significance level of 5%, with degrees of freedom of $df_1 = 3$ and $df_2 = 96$, the critical F-value was 2.70.

Table 9. Results of the Simultaneous Significance Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.429,847	3	476,616	81,543	0,000b
Residual	562,513	96	5,859	-	-
Total	1.992,360	99	-	-	-
Conclusion		F Hitung > F Tabel (81,543 > 2,70), Sig. 0,000 < 0,05			

Source: SPSS Output, Processed Data (2026)

As shown in Table 9, the calculated F-value of 81.543 substantially exceeds the critical F-value of 2.70. Furthermore, the significance level is below 0.001, which is considerably lower than the established threshold of 0.05. These results indicate that the regression model is statistically significant as a whole.

Consequently, the empirical evidence demonstrates that website quality, perceived ease of use, and consumer trust jointly exert a positive and statistically significant impact on the purchasing decisions of Shopee consumers in Kebumen Regency. These insights indicate that the collective integration of these predictors plays a pivotal role in clarifying online buying behavior within the digital retail ecosystem. Furthermore, the overall significance of the statistical model substantiates that the conceptual framework holds substantial explanatory power for forecasting consumer choices. This simultaneous effect validates the proposed research framework and reconfirms the critical relevance of these factors in driving online consumer dynamics.

7. Coefficient of Determination (R^2)

The coefficient of determination (R^2) was employed to assess the extent to which the independent variables explain the variation in the dependent variable. This statistic reflects the explanatory power of the regression model in predicting purchase decisions.

Table 10. Coefficient of Determination Results (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,841a	0,707	0,698	2,418

Source: SPSS Output, Processed Data (2026)

As presented in Table 10, the coefficient of determination (R^2) is 0.707, indicating that 70.7% of the variance in purchase decisions can be explained by the combined effects of website quality, perceived ease of use, and consumer trust. This result demonstrates that the proposed regression model possesses substantial explanatory capability in predicting consumers' purchasing decisions on the Shopee platform.

Furthermore, the adjusted R^2 value of 0.698 suggests that the model retains a high level of explanatory power even after accounting for the number of predictors included in the analysis. The remaining 29.3% of the variance in purchase decisions is likely influenced by other factors not incorporated into the present study, such as pricing strategies, promotional activities, product quality, brand image, service quality, and other contextual determinants.

Overall, these findings indicate that website quality, perceived ease of use, and consumer trust represent key predictors of purchase decisions and collectively provide a strong foundation for understanding consumer behavior in the context of e-commerce transactions.

CONCLUSION

In light of the empirical findings, this study concludes that purchase decisions among Shopee users in Kebumen Regency are positively and significantly shaped by website quality, perceived ease of use, and consumer trust. From a partial analytical perspective, each independent metric yields a significant contribution to the dependent variable, with consumer trust standing out as the most dominant determinant ahead of platform quality and usability. Furthermore, the simultaneous analysis confirms that these three predictors collectively exert a meaningful impact on consumer buying choices. The computed coefficient of determination (R^2) of 0.707 demonstrates that the proposed model accounts for 70.7% of the variance in purchase decisions, whereas the remaining 29.3% is dictated by external variables omitted from this research. Ultimately, these insights underscore the necessity of optimizing digital interfaces, enhancing systemic usability, and solidifying user trust to stimulate online transaction behavior.

Several constraints inherently limit the scope of this investigation. Primarily, because the sample was drawn exclusively from Shopee users residing within Kebumen Regency, the generalizability of these insights to broader geographical regions with contrasting demographic and socio-economic profiles may be constrained. Furthermore, the adoption of a cross-sectional approach means consumer attitudes and buying behavior were documented merely at one specific juncture. Lastly, the predictive framework was confined to only three independent metrics, leaving out other potentially significant determinants such as pricing strategies, promotional activities, product standards, brand equity, digital security measures, and electronic service quality that could simultaneously shape consumer transaction choices.

From a managerial perspective, the empirical outcomes indicate that Shopee must strategically prioritize the consolidation of consumer trust. This objective can be achieved by fortifying transaction security frameworks, safeguarding user data privacy, and ensuring the transparency of product details. Furthermore, iterative upgrades to platform architecture are vital; this includes developing aesthetically engaging interfaces, optimizing system responsiveness, and maintaining data accuracy. To lower transaction barriers, Shopee should also concentrate on maximizing system usability by streamlining the navigation, checkout, payment gateways, and shipment tracking features, thereby delivering a friction-free user experience that stimulates heightened purchase intent and conversion rates.

To enhance the generalizability of the empirical insights, subsequent investigations should broaden the geographic scope and significantly enlarge the participant sample size. Future scholars are encouraged to integrate a wider array of constructs such as price perception, marketing promotions, electronic service quality, payment security, brand equity, consumer satisfaction, and loyalty configuring them as independent, mediating, or moderating metrics within the structural framework. Moreover, utilizing sophisticated statistical methodologies, specifically Structural Equation Modeling (SEM), alongside longitudinal investigative designs, could yield profounder insights into the dynamic determinants driving consumer purchasing behavior within the digital marketplace.

References

- Adiguna, K. C., & Samboro, J. (2024). PENGARUH KUALITAS LAYANAN DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE SHOPEE. *Jurnal Aplikasi Bisnis*, 10(2), 429–433. <https://doi.org/10.33795/jab.v10i2.5446>

- Alamin, Z., Missouri, R., Sutriawan, S., Fathir, F., & Khairunnas, K. (2023). Perkembangan E-commerce: Analisis Dominasi Shopee sebagai Primadona Marketplace di Indonesia. *J-ES4 (Jurnal Ekonomi Syariah)*, 6(2), 120–131. <https://doi.org/10.52266/jesa.v6i2.2484>
- Aprileny, I., Apriani, F. Y., & Emarawati, J. A. (2024). Pengaruh Kemudahan Transaksi Dan Kualitas Web Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen (Studi Kasus Pengguna Web Tokopedia Di Jakarta Timur). *IKRAITH-EKONOMIKA*, 7(3), 124–135. <https://doi.org/10.37817/ikraith-ekonomika.v7i3.4258>
- Asih, K. D. C., & Jalari, M. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Belanja Online Melalui E-Commerce Shopee (Studi Empiris pengguna e-commerce shopee di Boyolali). *JEBDEKER Jurnal Ekonomi Manajemen Akuntansi Bisnis Digital Ekonomi Kreatif Entrepreneur*, 1(2), 50–59. <https://doi.org/10.56456/jebdeker.v1i2.65>
- Baqiyah, S. N., Jesika, S., Juniarsih, D., & Nasir, M. (2024). PENGARUH KEPERCAYAAN, KEMUDAHAN DAN KUALITAS INFORMASI TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE DI APLIKASI SHOPEE MAHASISWA FAKULTAS ADMINISTRASI IAKSS MUARA BUNGO. *Jurnal Administrasi Sosial Dan Humaniora*, 8(1), 1–1. <https://doi.org/10.56957/jsr.v8i1.286>
- Ekaputra, A., Hersusetiyati, H., & Ruslin, N. (2025). Dampak Persepsi Kemudahan dan Kualitas Situs Web terhadap Keinginan Konsumen untuk Membeli di Tokopedia di Universitas Sangga Buana YPKP Bandung. *Jurnal Digital Bisnis Modal Manusia Marketing Entrepreneurship Finance & Strategi Bisnis (DImmensi)*, 5(2), 52–56. <https://doi.org/10.32897/dimmensi.v5i2.4567>
- Erfanda, J. B., Marsel, M., Permana, M. S., & Jayanti, W. E. (2025). HUBUNGAN KUALITAS WEBSITE E-COMMERSE DENGAN MINAT BELI KONSUMEN. *Journal of Development Economics and Digitalization Tourism Economics*, 2(2), 205–215. <https://doi.org/10.70248/jdedte.v2i2.1790>
- Fadlyansyah, C. A. (2025). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN SMARTPHONE POCO SECARA ONLINE DI E COMMERCE SHOPEE.
- Fawaz, M. D., Putra, M. A. T., & Permadi, I. (2026). PENGARUH KEMUDAHAN PENGGUNAAN DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE PADA E-COMMERCE SHOPEE. *Indonesian Journal of Social Science and Education (IJOSSE)*, 2(1), 136–146. <https://doi.org/10.62567/ijosse.v2i1.1602>
- Felix, A., & Rembulan, G. D. (2023). Analysis of Key Factors for Improved Customer Experience, Engagement, and Loyalty in the E-Commerce Industry in Indonesia. *Aptisi Transactions On Technopreneurship (ATT)*, 5, 196–208. <https://doi.org/10.34306/att.v5i2sp.350>
- Hanslie, S., Jainab, A., & Rianto, T. (2026). PENGARUH PERSEPSI HARGA DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PADA PENGGUNA SHOPEE DI KOTA SUKABUMI. *Indonesian Journal of Social Science and Education (IJOSSE)*, 2(1), 457–470. <https://doi.org/10.62567/ijosse.v2i1.1988>
- Hanum, H., & Wiwoho, G. (2023). Pengaruh Kepercayaan Konsumen, Kemudahan Penggunaan, dan Keamanan Transaksi Terhadap Keputusan Pembelian Online. *Jurnal Ilmiah Mahasiswa Manajemen Bisnis dan Akuntansi (JIMMBA)*, 5(4), 465–480. <https://doi.org/10.32639/jimmba.v5i4.478>
- Herodion, I. J. (2026). ANALISA PENGARUH KUALITAS WEBSITE SHOPEE PADA KEPUASAN PENGGUNA MENGGUNAKAN METODE WEBQUAL 4.0. *Rabit Jurnal Teknologi Dan Sistem Informasi Univrab*, 11(1), 157–173. <https://doi.org/10.36341/rabit.v11i1.6819>
- Heryawan, K. C., & Kristiawan, A. (2024). PERANAN KEPERCAYAAN, KEMUDAHAN, DAN KUALITAS INFORMASI PADA KEPUTUSAN PEMBELIAN MELALUI E-COMMERCE SHOPEE MAHASISWA KOTA BANDUNG. *JMBI UNSRAT (Jurnal*

- Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*), 11(1), 579–593. <https://doi.org/10.35794/jmbi.v11i1.54240>
- HIKMAH, T. (2022). PENGARUH KEPERCAYAAN, KEMUDAHAN DAN KUALITAS INFORMASI TERHADAP KEPUTUSAN PEMBELIAN DI SITUS BELANJA ONLINE SHOPEE PADA MAHASISWA PROGRAM STUDI MANAJEMEN BISNIS SYARIAH. In *Repository LAIN Palopo*.
- Inggaris, A. F., & Wibowo, S. (2023). Analysis of The Influence of Information Quality, Ease of Use, and Trust on Online Purchase Decisions on Shopee (Research On Users Of The Shopee E-Commerce Platform At Muhammadiyah University Yogyakarta). *Journal of Business Management and Islamic Banking*, 293–304. <https://doi.org/10.14421/jbmib.v2i3.2095>
- Irijanto, B. (2023). Pengaruh Kepercayaan, Kemudahan, Dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online Di Situs Shopee.co.id Pada Konsumen Di Kabupaten Sleman. *Maslahat Jurnal Manajemen Dan Ekonomi Syariah*, 1(3), 174–190. <https://doi.org/10.59059/maslahat.v1i3.262>
- Latifah, L., & Nurmalsari, N. (2023). PENGARUH KEMUDAHAN PENGGUNAAN, KEPERCAYAAN, DAN KUALITAS INFORMASI APLIKASI E-COMMERCE SHOPEE TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Ekonomi Integra*, 13(1), 52–52. <https://doi.org/10.51195/iga.v13i1.254>
- Launtu, A. (2025). Perilaku Konsumen dalam Menggunakan Marketplace Lokal pada Pengguna Shopee dan Tokopedia di Indonesia. *JURNAL ECONOMINA*, 4(11), 388–395. <https://doi.org/10.55681/economina.v4i11.1792>
- Muhamad, Istiqomawati, R., & Widiyastuti, A. (2025). *Analisis Pengalaman Pengguna terhadap Perilaku Konsumen dalam Online Shopping pada Marketplace Shopee di Sulawesi Selatan*.
- Mursalin, A. A., & Seprianti, E. P. (2025). PENGARUH E-SERVICE QUALITY, KUALITAS PRODUK DAN KUALITAS WEBSITE TERHADAP E-SATISFACTION YANG BERPENGARUH TERHADAP E-LOYALTY (PENGGUNA E-COMMERCE C2C SHOPEE DI BENGKULU). In *University of Bengkulu Scholar Repository (University of Bengkulu)*. University of Bengkulu.
- Nurlista, D., Murni, M., & Pristiwa, N. (2025). Pengaruh Tampilan Web dan Harga terhadap Keputusan Pembelian pada E-Commerce Shopee di Indonesia dengan Kepercayaan sebagai Variabel Intervening. *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis*, 5(1), 164–180. <https://doi.org/10.55606/jupsim.v5i1.6025>
- Pautina, Y. B., Ismail, Y. L., & Abdussamad, Z. K. (2022). PENGARUH KEPERCAYAAN DAN KEMUDAHAN TERHADAP KEPUTUSAN PEMBELIAN PADA APLIKASI BELANJA ONLINE SHOPEE (Studi pada Mahasiswa Manajemen Fakultas Ekonomi Universitas Negeri Gorontalo). *JURNAL MANAJEMEN & ORGANISASI REVIEW (MANOR)*, 4(1), 27–38. <https://doi.org/10.47354/mjo.v4i1.358>
- Prasetyo, H. E. (2021). Keputusan Pembelian dalam E-Commerce Shopee di Kecamatan Gunungpati Semarang. *Serat Acitya*, 10(1), 1–1. <https://doi.org/10.56444/sa.v10i1.2097>
- Pratiwi, V. A., Mirahwati, I., Fitralisma, G., & Nawawi, R. (2025). Factors Influencing E-Commerce Purchase Decisions in Rural Areas. *Journal of Multidisciplinary Research and Development*, 2(1), 93–101. <https://doi.org/10.56916/jmr.d.v2i1.982>
- Ramadan, S., Riyo, S., & Riswandi, R. (2026). PENGARUH KEPERCAYAAN, KEAMANAN, DAN KEMUDAHAN TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE SHOPEE DI KOTA SUKABUMI. *Indonesian Journal of Social Science and Education (IJOSSE)*, 2(1), 147–165. <https://doi.org/10.62567/ijosse.v2i1.1600>
- Sentosa, H. P., Latief, F., & Agunawan, A. (2023). Pengaruh Kepercayaan Dan Kemudahan Terhadap Keputusan Pembelian Marketplace E-Commerce Shopee. *Nobel Management Review*, 4(1), 105–117. <https://doi.org/10.37476/nmar.v4i1.3881>
- Setyawan, A. A., & Setiawan, A. (2023). ANALISIS KUALITAS WEBSITE E-COMMERCE SHOPEE TERHADAP KEPUASAN PENGGUNA MENGGUNAKAN METODE

- WEBQUAL 4.0. *INFOKOM (Informatika & Komputer)*, 11(1), 1–18. <https://doi.org/10.56689/infokom.v11i1.1051>
- Surja, S. S., & Maupa, H. (2024). Pengaruh web quality dan trust terhadap minat beli (Studi e-commerce site dan online marketplace di Jakarta). *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 8(2), 367–377. <https://doi.org/10.24912/jmbk.v8i2.29667>
- Suroso, I., & Ramandha, T. G. (2025). KP Pengaruh Promosi, Kemudahan Penggunaan dan Kepercayaan Konsumen terhadap Keputusan Pembelian pada Tokopedia di Kabupaten Kudus. *JUMBIWIRA Jurnal Manajemen Bisnis Kewirausahaan*, 4(3), 237–257. <https://doi.org/10.56910/jumbiwira.v4i3.3218>
- Susanto, D., Fadhillah, M., & Udayana, I. (2023). Pengaruh Persepsi Keamanan, Kualitas Informasi Dan Kepercayaan Terhadap Keputusan Pembelian Online (Study Kasus Pada Konsumen Shopee Di Yogyakarta). *Jurnal Manajemen DIVERSIFIKASI*, 3(2), 279–287. <https://doi.org/10.24127/diversifikasi.v3i2.3911>
- Sutisna, N., & Sutrisna. (2023). Implementasikan Sistem Informasi dalam Mendukung Perilaku Pembelian Terhadap Keputusan Pembelian E-Commerce. *Jurnal Mentari Manajemen Pendidikan Dan Teknologi Informasi*, 2(1), 20–30. <https://doi.org/10.33050/mentari.v2i1.343>
- Tantri, S., N. A., & Baskoro, E. (2021). Analisis Faktor- Faktor Yang Mempengaruhi Keputusan Pembelian Pada Toko Online Shopee (Studi Kasus Pada Masyarakat Di Kelurahan Trimurjo Lampung Tengah). *Jurnal Manajemen DIVERSIFIKASI*, 1(4), 796–808. <https://doi.org/10.24127/diversifikasi.v1i4.795>
- Tiurmaida, Y. A., & Suhardi, S. (2025). Pengaruh Kepercayaan, Keamanan dan Kemudahan terhadap Keputusan Pembelian pada E-commerce Shopee di Kota Batam. *AKADEMIK Jurnal Mahasiswa Ekonomi & Bisnis*, 5(3), 1656–1667. <https://doi.org/10.37481/jmeh.v5i3.1604>
- Widayanti, I. (2025). Keputusan Pembelian Konsumen Shopee: Dampak Kualitas Website, Kepercayaan, dan E-Service Quality. *Journal of Organizational Performance and Analysis*, 1(2), 81–97. <https://doi.org/10.64845/optimanus.v1i2.80>
- Wijaya, G. E., & Kuswoyo, C. (2022). Pengaruh kemenarikan desain website dan kepercayaan konsumen terhadap keputusan pembelian konsumen Shopee. *Jurnal Inspirasi Bisnis Dan Manajemen*, 6(1), 115–115. <https://doi.org/10.33603/jibm.v6i1.6468>
- Yolandita, C., Nursanta, E., Widiyarsih, W., & Masitoh, S. (2022a). Analisis Pengaruh Daya Tarik Iklan, Kualitas Informasi, Kemudahan dan Kepercayaan Terhadap Keputusan Pembelian Marketplace Shopee. *Jurnal Sosial Teknologi*, 2(6), 479–486. <https://doi.org/10.59188/jurnalsostech.v2i6.343>
- Yolandita, C., Nursanta, E., Widiyarsih, W., & Masitoh, S. (2022b). Analisis Pengaruh Daya Tarik Iklan, Kualitas Informasi, Kemudahan dan Kepercayaan Terhadap Keputusan Pembelian Marketplace Shopee. *Jurnal Sosial Teknologi*, 2(6), 479–486. <https://doi.org/10.36418/jurnalsostech.v2i6.343>