

---

**THE INFLUENCE OF PERCEPTIONS OF PRICE, QUALITY OF SERVICE,  
EASE OF USE AND CONSUMER SATISFACTION ON PURCHASING INTEREST  
ONLINE SHOPPING**

**Rizki Tri Afriani<sup>1</sup>**

**Universitas Swadaya Gunung Jati, Cirebon, Indonesia**  
[Rizkiafriani29@gmail.com](mailto:Rizkiafriani29@gmail.com)

**Sunalia Risma Yanti<sup>2</sup>**

**Universitas Swadaya Gunung Jati, Cirebon, Indonesia**  
[sunaliarisma@gmail.com](mailto:sunaliarisma@gmail.com)

**Ratu Diana Hermawati<sup>3</sup>**

**Universitas Swadaya Gunung Jati, Cirebon, Indonesia**  
[ratudianahermawati@gmail.com](mailto:ratudianahermawati@gmail.com)

---



**Abstract**

This research aims to determine the factors that influence interest in online shopping by using independent variables such as price perception, service quality, and ease of use, and using predictor variables, namely consumer satisfaction. This research focuses on consumers who shop online from various platforms by distributing questionnaires via social media with a sample of approximately 150 people using a non-probability sampling technique. Data collection methods use observation and literature study. This research used data processing techniques using the Structural Equation Model (SEM) based on Partial Least Square (PLS) version 3.0.

**Keywords:** Customer Satisfaction, Price Perception, Quality of Service, Convenience Usage, Purchase Intention

## INTRODUCTION

This research has several variables including Price Perception (X1), Service Quality (X2), Ease of Use (X3), and Consumer Satisfaction (X4). This research also aims to find out whether these four variables can influence Purchase Intention (Y) or not. Digital transformation has influenced almost all aspects of human life, including the way we shop. Advances in information and communication technology have opened the door to innovation in the world of commerce, allowing consumers to carry out online transactions easily and efficiently. Smartphones, the internet, and mobile applications have become critical tools in shaping modern consumer behavior, allowing them to explore and shop for products or services from anywhere, including in e-commerce (Siregar, 2022).

E-commerce, the abbreviation for electronic commerce, is a term that refers to trading activities carried out electronically via the Internet (Edwin Kiky Aprianto, 2021). The e-commerce phenomenon has changed the business landscape globally, allowing companies to sell their products or services without geographic boundaries. With the ability to reach a wider market, e-commerce provides a great opportunity for businesses to expand their reach and increase their profitability. E-commerce platforms such as Shopee, Tokopedia, Lazada, Bukalapak, Amazon, Alibaba, and eBay have become major players in the industry, offering a variety of products ranging from consumer goods to digital services (Sodikin, 2021).

Online shopping refers to the process of purchasing products or services over the Internet. This involves various stages, from product search, review, and payment, to delivery of goods to the consumer's location. The ease of accessibility and convenience offered by online shopping has made it a very popular choice among modern consumers (Dhabitah & Nor, 2023). Apart from that, various promotions and discounts that are often offered by e-commerce platforms also become an additional attraction for consumers to be interested in buying online shopping. Online shopping interest in consumers' desires or tendencies to purchase products or services via e-commerce platforms (Utami, 2020).

Factors such as consumer satisfaction, ease of use, competitive prices, and quality of e-commerce platforms play an important role in shaping this purchase intention (Umara et al., 2021). Apart from that, positive experiences in online shopping and recommendations from friends or family can also influence consumer buying interest. Therefore, a deep

understanding of the dynamics of online shopping purchasing interest becomes very important for e-commerce companies in developing effective marketing strategies and retaining their customer base.

## **REVIEW OF LITERATURE**

### **Price Perception**

Price perception is a crucial element that needs to be considered when buying an item or product. If the price imposed by the company is in line with consumers' financial capabilities, then purchasing decisions will tend to be directed toward that product (Rangian et al., 2022). Price perception is an individual's or group's subjective interpretation of the value given to the price of a product or service, which influences their purchasing decisions (Siaputra, 2024). Price perception is consumers' understanding and assessment of the proportion between the price demanded by a product or service and the benefits they obtain from it (Pitino & Susanti, 2024).

The influence of price perception ( $X_1$ ) for purchase interest (Y) can be said to be influential because consumers can assess whether the price offered by the seller and the price compared with other parties are reasonable and can be accepted or justified. On the other hand, according to (Sari & Rodhiah, 2020), research found that price perception does not have a significant impact on buying interest. `

### **Service Quality**

According to (Arianto 2021:83), Service Quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company while the client is at the company. (Kotler and Keller 2020: 143) "quality is the completeness of the features of a product or service that can provide satisfaction to a need." According to (Kasmir 2022:47) quality of service is defined as an action or deed.

A person or organization aims to provide satisfaction to customers or employees. Meanwhile, according to (Aria and Atik 2020:16) service quality is an important component that must be considered in providing excellent service quality. Quality: Service quality is a

central point for a company because it influences buying interest and buying interest will arise if the service quality provided is very good.

It can be concluded when consumers feel the quality of service ( $X_2$ ) that they receive from e-commerce platforms and sellers is friendly, responsive, and efficient, this will influence consumers' shopping interest ( $Y$ ) on e-commerce platforms and also towards sellers and can have an effect on forming trust and loyalty and encourage consumers to make further purchases.

### **Ease of Use**

According to (Jogiyanto, 2020) Ease of use is a measure where someone believes that when using a technology, it can be used and does not require a lot of effort but it must be easy to use and easy to operate. Ease of use is defined as the extent to which a person believes that using technology will be free from mental and physical effort. An individual may find a system difficult to use even though the individual believes the system is useful (Davis, 2017). (Sun and Zhang, 2021) identified dimensions of perceived convenience, namely, ease to learn (easy to learn), ease to use (easy to use), clear and understandable (clear and easy to understand), and become skillful (become skilled).

The effect of ease of use ( $X_3$ ) on purchasing interest ( $Y$ ) is very influential for consumers who will shop online. When consumers ( $X_3$ ) feel that the e-commerce platform is easy to use, intuitive, and provides a smooth experience, this ease of use influences their purchase intention ( $Y$ ) positively.

### **Consumer Satisfaction**

According to (Tjiptono 2023) facilities are physical resources that must exist and be provided before a service is offered to consumers. Meanwhile, (Kotler and Keller. 2021) state that consumer or customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing predicted product performance (results) against expected performance (or results). Consumer satisfaction also plays a vital role. (Sudaryono 2019), consumer satisfaction is defined as the overall attitude that consumers show toward goods and services after they obtain and use them.

Consumer Satisfaction ( $X_4$ ) is a very vital thing in making sales, especially in e-commerce platforms. Consumers who feel satisfied play an important role in the transactions

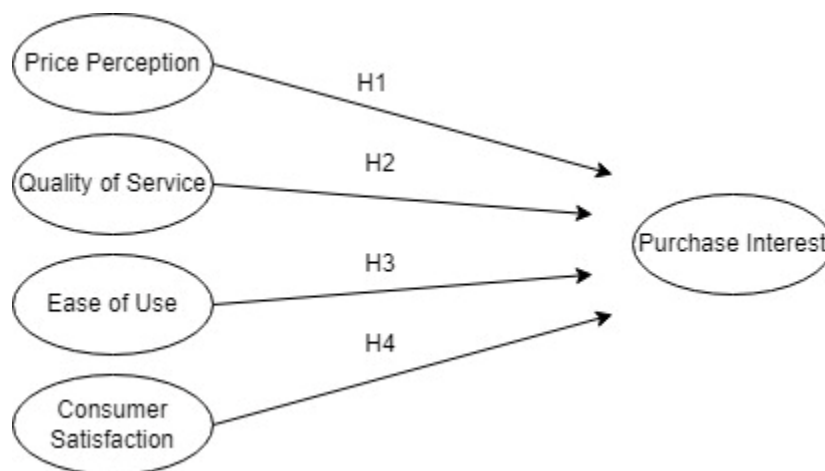
they carry out at that time and in the long term and can also influence purchasing interest (Y) e-commerce platform.

## **RESEARCH METHOD**

This type of research is quantitative research. This research aims to determine the role of consumer satisfaction in the influence of price perceptions, service quality and ease of use, and consumer satisfaction on online shopping interest. The population in this research are consumers who have shopped online at least once. The number of population members is unknown. This research technique uses nonprobability sampling because the number of members of the population is unknown, and purposive sampling is used as the sample determination technique. The sample size is 150 consumers. The data source for this research is primary data, while the type of data is quantitative data, the data was obtained using a questionnaire.

This research uses data analysis using SmartPLS software. The variables in this research are Consumer Satisfaction as a predictor variable and Price Perception ( $X_1$ ), Service Quality ( $X_2$ ), Ease of Use ( $X_3$ ), and Consumer Satisfaction ( $X_4$ ) as the independent variable Purchase Interest (Y) Online Shopping as the dependent variable.

PLS (Partial Least Square) is a variance-based Structural Equation (SEM) analysis that can test measurement models and structural models simultaneously. The measurement model is used to test validity and reliability, while the structural model is used to test causality. PLS (Partial Least Square) is an analysis that is soft modeling because it does not assume the data must be measured on a certain scale. The research framework is displayed in Figure 1.



**Figure 1**  
**Research Framework**

In this research, price perceptions, service quality, ease of use, and consumer satisfaction influence online shopping interest. Therefore, Table 1 shows the definition of operational variables to measure the relationship between these variables.

**Table 1**  
**Definition of Operational Variable**

Variable	Indicator	Reference
<b>Consumer Satisfaction</b>	1. Matching Expectation	Kawatak et al., 2023
	2. Interest in Returning	
	3. Willingness to Recommend	
<b>Price Perception</b>	1. Affordability	Claudia Sidabalok & Sugiyanto, 2023
	2. Price match with product quality	
	3. Price matches with benefits	
	4. Prices according to capabilities or price competitiveness	
<b>Quality Service</b>	1. Physical Evidence (Tangible)	Kawatak et al., 2023
	2. Reliability	
	3. Responsiveness	
	4. Certainty (Assurance Empathy)	
<b>Ease of Use</b>	1. Product Choice	Dimas et al., 2023
	2. Brand Choice	
	3. Seller's Choice	
	4. Time of Purchase	
	5. Purchase Amount	
	6. Payment Method	
<b>Purchase Intent</b>	1. Transactional Interest	

Variable	Indicator	Reference
	2. Referential Interest	Dwiputri & Syahputra, 2023
	3. Preferential Interest	
	4. Exoiratory Interest	

## RESULTS AND DISCUSSION

Convergent Validity Test According to Chin in (Ghozali, 2015), an indicator is said to have good results if its value is greater than 0.70. Meanwhile, a loading factor of 0.50 to 0.60 can be considered sufficient. Based on these criteria, the research results obtained loading factor results greater than 0.70. To see discriminant validity is to look at the square root of average variance extracted (AVE), in this research the value results square root of average variance extracted are 0.653, 0.696, 0.594, 0.626, and 0.672. These values are greater than the correlation of each construct and meet the criteria for discriminant validity.

Based on the reliability test, the results obtained for all variables are declared reliable because of the value of Cronbach's Alpha greater than 0.70. And in this study 0.941, 0.912, 0.95, 0.914, and 0.837 test result's composite reliability shows that all latent variable values have values Cronbach's alpha, rho\_A, and composite reliability  $\geq 0.70$ .

Thus, all constructs have acceptable reliability.

**Table 2**  
**Validity and Reliability**

Variables	Items	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE	Interpretation
Price Perception	X1.1	0,785	0,837	0,891	0,672	Valid
	X1.2	0,838				Valid
	X1.3	0,850				Valid
	X1.4	0,805				Valid
Quality of Service	X2.1	0,778	0,951	0,956	0,594	Valid
	X2.2	0,748				Valid
	X2.3	0,704				Valid
	X2.4	0,744				Valid
	X2.5	0,806				Valid
	X2.6	0,721				Valid
	X2.7	0,800				Valid
	X2.8	0,797				Valid
	X2.9	0,789				Valid
	X2.10	0,792				Valid

	X2.11	0,836				Valid
	X2.12	0,722				Valid
	X2.13	0,818				Valid
	X2.14	0,732				Valid
	X2.15	0,758				Valid
User Convenience	X3.1	0,821	0,941	0,949	0,653	Valid
	X3.2	0,798				Valid
	X3.3	0,815				Valid
	X3.4	0,801				Valid
	X3.5	0,768				Valid
	X3.6	0,832				Valid
	X3.7	0,852				Valid
	X3.8	0,816				Valid
	X3.9	0,789				Valid
	X3.10	0,784				Valid
Consumer Satisfaction	X4.1	0,849	0,912	0,932	0,696	Valid
	X4.2	0,862				Valid
	X4.3	0,868				Valid
	X4.4	0,815				Valid
	X4.5	0,840				Valid
	X4.6	0,769				Valid
Purchase Interest	Y1.1	0,859	0,914	0,930	0,626	Valid
	Y1.2	0,749				Valid
	Y1.3	0,725				Valid
	Y1.4	0,737				Valid
	Y1.5	0,853				Valid
	Y1.6	0,789				Valid
	Y1.7	0,837				Valid
	Y1.8	0,771				Valid

**Table 3**  
**R Square**

	R Square	R Square Adjusted
Purchase Interest	0,715	0,707

In Table 3, it can be obtained that the model of the role of consumer satisfaction in the influence of price perception, service quality, and ease of use on online shopping buying interest gives an R-square value of 0.715 or 71.5%. While 28.5% was explained by other variables outside the research. Because the R-square is  $0.715 > 0.65$ , this research model is declared good.

**Table 4**  
**Fornell-Lacker Criterion**

	<b>Ease of Use (X3)</b>	<b>Consumer Satisfaction (X4)</b>	<b>Quality of Service (X2)</b>	<b>Purchase Interest (Y)</b>	<b>Price Perception (X1)</b>
<b>Ease of Use (X3)</b>	0,808				
<b>Consumer Satisfaction (X4)</b>	0,787	0,834			
<b>Quality of Service (X2)</b>	0,805	0,868	0,771		
<b>Purchase Interest (Y)</b>	0,802	0,775	0,790	0,791	
<b>Price Perception (X1)</b>	0,655	0,673	0,741	0,649	0,820

The FL criterion values shown in Table 4 serve as an important indicator in assessing model fit. This criterion is crucial for evaluating the quality of the model, especially in terms of its ability to accurately represent the relationships between the variables studied. The values presented in Table 4 provide insight into the overall fit of the structural equation model.

**Table 5**  
**Cross Loading**

	<b>Ease of Use</b>	<b>Consumer Satisfaction</b>	<b>Quality of Service</b>	<b>Purchase Interest</b>	<b>Price Perception</b>
<b>X1.1</b>	0,471	0,493	0,518	0,479	0,785
<b>X1.2</b>	0,503	0,561	0,647	0,550	0,838
<b>X1.3</b>	0,598	0,516	0,626	0,566	0,850
<b>X1.4</b>	0,571	0,628	0,628	0,530	0,805
<b>X2.1</b>	0,691	0,688	0,778	0,641	0,623
<b>X2.10</b>	0,631	0,651	0,792	0,641	0,568
<b>X2.11</b>	0,662	0,759	0,836	0,649	0,607
<b>X2.12</b>	0,545	0,577	0,722	0,538	0,515
<b>X2.13</b>	0,599	0,711	0,818	0,572	0,551
<b>X2.14</b>	0,500	0,622	0,732	0,587	0,487
<b>X2.15</b>	0,660	0,666	0,758	0,630	0,527
<b>X2.2</b>	0,691	0,662	0,748	0,604	0,570
<b>X2.3</b>	0,678	0,617	0,704	0,613	0,609
<b>X2.4</b>	0,581	0,628	0,744	0,536	0,558
<b>X2.5</b>	0,612	0,696	0,806	0,618	0,573

X2.6	0,552	0,685	0,721	0,579	0,497
X2.7	0,539	0,659	0,800	0,601	0,551
X2.8	0,750	0,707	0,797	0,673	0,622
X2.9	0,590	0,679	0,789	0,630	0,689
X3.1	0,821	0,611	0,628	0,646	0,554
X3.10	0,784	0,589	0,576	0,643	0,502
X3.2	0,798	0,660	0,597	0,622	0,516
X3.3	0,815	0,622	0,669	0,666	0,605
X3.4	0,801	0,636	0,681	0,618	0,538
X3.5	0,768	0,654	0,685	0,651	0,554
X3.6	0,832	0,695	0,740	0,718	0,569
X3.7	0,852	0,690	0,668	0,721	0,519
X3.8	0,816	0,619	0,632	0,611	0,425
X3.9	0,789	0,565	0,614	0,560	0,504
X4.1	0,641	0,849	0,741	0,650	0,638
X4.2	0,690	0,862	0,761	0,643	0,612
X4.3	0,642	0,868	0,741	0,661	0,610
X4.4	0,560	0,815	0,684	0,531	0,479
X4.5	0,687	0,840	0,714	0,667	0,492
X4.6	0,705	0,769	0,698	0,710	0,527
Y1.1	0,723	0,715	0,715	0,859	0,579
Y1.2	0,664	0,654	0,594	0,749	0,519
Y1.3	0,517	0,562	0,616	0,725	0,525
Y1.4	0,538	0,524	0,601	0,737	0,499
Y1.5	0,671	0,656	0,658	0,853	0,518
Y1.6	0,686	0,631	0,640	0,789	0,543
Y1.7	0,602	0,581	0,610	0,837	0,516
Y1.8	0,644	0,554	0,553	0,771	0,403

Variables X1, X2, and X3, X4 as shown in Table 5, are considered valid because of the superior values of each indicator in these variables when compared to variable Y. The same validation applies to variable Y, as each indicator in variable Y shows higher values compared to variables X1, X2, X3, and X4.

**Table 6**  
**Heterotrait Monotrait Ratio (HTMT)**

	Ease of Use	Customer Satisfaction	Quality of Service	Purchase Interest	Price Perception
Ease of Use					

<b>Customer Satisfaction</b>	0,844				
<b>Quality of Service</b>	0,848	0,930			
<b>Purchase Interest</b>	0,858	0,841	0,845		
<b>Price Perception</b>	0,735	0,764	0,826	0,740	

Table 6, which shows the HTMT value below the threshold of 0.9 (XX), indicates a good situation of discrimination validity. This shows that the constructs being studied—particularly those related to Price Perception, Quality of Service, Ease of Use, and Buying Interest—are quite different from each other. Because the validity of discrimination is an important element in modeling structural equations, these results provide confidence that the measurement model accurately reflects the theoretical differences between constructs.

**Table 7**  
**Hypotheses Testing**

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Explanation
H1: X1 ->Y	0,475	0,084	0,094	3,791	0,001	significant
H2: X2 -> Y	0,327	0,209	0,147	2,545	0,000	significant
H3: X3 ->Y	0,407	0,406	0,114	3,576	0,000	significant
H4: X4 -> Y	0,208	0,217	0,143	6,453	0,001	significant

This study uses a two-sided test with an error rate of 5% to test the hypothesis. In the two-sided test, the null hypothesis states that there is no difference or relationship between variables, while the alternative hypothesis states the opposite. An error rate of 5% indicates that the probability of type I error occurring is 5%. The critical value of the double-sided test with an error rate of 5% is 1.96, used to determine whether we can reject the null hypothesis based on the difference between the sample value and the population mean. The results of hypothesis testing show that the p-value of each variable is less than 0.05 which indicates statistical significance. The variables of price perception, service quality, user convenience, and consumer satisfaction have a significant influence on consumer buying interest. From this research, findings can be obtained that will be useful to add insight for researchers and practitioners.

Based on the table above, it is known that the t-statistical value of the Price Perception variable on Buying Interest is  $3.791 > t\text{-table} (1.96)$ , with an influence of 0.475 and P-values of  $0.001 < 0.05$ . So, it can be concluded that the influence of Price Perception on Buying Interest has a positive and significant effect. H1: Price Perception has a significant effect on Buying Interest is accepted.

The t-statistical value of the Service Quality variable on Buying Interest was  $2.545 > t\text{-table} (1.96)$ , with an influence of 0.327 and P-values of  $0.000 < 0.05$ . So it can be concluded that there is a positive and significant influence of Service Quality on Buying Interest. So H2: Service Quality has a significant effect on Buying Interest accepted.

The t-statistical value of the Ease of Use variable on Buying Interest was  $3.576 > t\text{-table} (1.96)$ , with an influence of 0.407 and P-values of  $0.000 < 0.05$ . So it can be concluded that there is a positive and significant influence of Service Quality on Buying Interest. H3: Ease of Use has a significant effect on Buying Interest accepted.

The t-statistical value of the Consumer Satisfaction variable on Buying Interest was  $6.453 > t\text{-table} (1.96)$ , with an influence of 0.208 and P-values of  $0.001 < 0.05$ . So it can be concluded that the influence of Consumer Satisfaction on Buying Interest is positive and significant. So, H7: Consumer Satisfaction has a significant effect on Buying Interest is accepted.

The t-statistical value of the Ease of Use Consumer Satisfaction Role variable on Buying Interest was  $7.159 > t\text{-table} (1.96)$ , with an influence of 0.051 and P-values of  $0.002 < 0.05$ . So it can be concluded that the Role of Consumer Satisfaction mediates Ease of Use to Buying Interest. So H10: The role of Consumer Satisfaction in mediating Ease of Use to Buying Interest is accepted.

## CONCLUSION

It can be concluded that the results of the study are significant related to the influence of variables on Buying Interest. First, Price Perception has a positive and significant influence on Buying Interest with t-statistical values of 3.791 (greater than t-table 1.96) and P-values of 0.001 (less than 0.05), so the H1 hypothesis is accepted. Second, Service Quality also had a significant effect on Buying Interest, with t-statistic values of 2.545 and P-values of 0.000,

causing the H2 hypothesis to be accepted. Third, Ease of Use is proven to have a positive and significant influence on Buying Interest with t-statistic values of 3.576 and P-values of 0.000, so that the H3 hypothesis is accepted. Consumer satisfaction had a significant effect on Buying Interest (t-statistic 7.453 and P-values 0.002), Accepting the H4 hypothesis. Finally, price perception, service quality, ease of use and consumer satisfaction have a significant effect on consumers who shop online according to the results of the above research.

Based on these findings, it is important for online sellers to pay attention to price perception, service quality, ease of use, and also consumer satisfaction. Of all these variables, if online sellers can meet it, consumers will give consumer loyalty in shopping online on the platform and online tool that they use.

## REFERENCES

- Ahmad Afan Zain. (2022). The Effect of Service Quality on Consumer Satisfaction. *Al-Maqashid: Journal of Economics and Islamic Business*, 2(2), 47–54. <https://doi.org/10.55352/maqashid.v2i2.269>
- Aisyah, A. S., Mulyatini, N., & Yulia, L. (2022). The Effect Of Online Shopping Trust And Purchase Experience On Buying Interest On Tokopedia (A Study at the Faculty of Economics, Galuh Ciamis University). *Business Management and Enter*, 4, 102–110.
- Anam, C. (2024). Commerce Platforms in the Digital Era, Analysis of Factors Influencing Consumer Purchase Decisions on E-Commerce Platforms in the Digital Era. *Management Studies and Entrepreneurship Journal*, 5(1), 783–791.
- Andra, A. A., & Soesanto, H. (2021). The Effect of Service Quality, Price Perception, and Satisfaction on Repurchase Interest with Store Image as an Intervening Variable. *Syntax Literate ; Jurnal Ilmiah Indonesia*, 6(6). <https://doi.org/10.36418/syntax-literate.v6i6.3099>
- Andreana, I. K. A., Kusuma, I. G. N. A. G. E. T. K., & Jodi, I. W. G. A. S. (2022). The Effect of Price Perception and Product Innovation on the Interest in Purchasing Padas Stone Carving Reliefs at Ncasa Stone Curving Gianyar. *Jurnal Emas*, 3(9).
- Anggraeni, I., & Putri, K. Y. S. (2022). The Influence of Endorser Communication On Instagram Media on Brand Awareness. *Jurnal Common*, 6(1). <https://doi.org/10.34010/common.v6i1.7059>
- Azizah, A., & Yulipianti, S. S. (2024). The Effect Of Service Quality On Patient Satisfaction (A Study On Patients Of The Dental Polyclinic Of The Cipanas Garut Health Center). *Prismakom*, 22(1), 25–32.

- Bertus, A., Elvi, F., & Sabela, F. N. (2023). Analysis Of Factors That Affect Consumer Buying Interest To Shop Online (Study On Students Of Keling Kumang Sekadau Institute Of Technology). *Jurnal Ekonomi Integra*, 13(2), 351. [htt://journal.stieip.ac.id/index.php/iga](http://journal.stieip.ac.id/index.php/iga)
- Claudia Sidabalok, C., & Sugiyanto. (2023). The Influence of Product Quality, Promotion and Price Perception on Clothing Purchase Decisions at Outfitbycimoi. *Scientific Educational Vehicle*, 9(25), 209–226.
- Defitri, A. H. (2024). Analysis Of Financial Literacy, Perception Of Fintech Ease. *Seminar Nasional Manajemen Bisnis*, 2, 567–576.
- Dewi, R. (2019). The influence of product quality, brand image and celebrity endorser on smartphone purchase decisions through buying interest as an intervening variable. *Jurnal Administrasi Bisnis Fisipol Unmul*, 7(4), 409. <https://doi.org/10.54144/jadbis.v7i4.2862>
- Dhabitah, J., & Nor, K. A. M. (2023). Analysis of Tiktok Commercial License Revocation: Indonesia's Digital Economy Recommendations. *Jurnal Magister Ekonomi Syariah*, Query date: 2024-01-29 13:45:17. <https://doi.org/10.14421/jmes.2023.022-03>
- Dimas, M., Naufal, D., Nalurita, S., & Unsurya, D. M. (2023). The Influence of Promotion and Ease of Use of Applications on Shopeefood Purchase Decisions in Students of Marshal Suryadarma University of Aerospace Jakarta. *Jurnal Ilmiah M-Progress*, 13(1), 23–34. <https://doi.org/10.35968/m-pu.v13i1.1022>
- Dwiputri, A. L., & Syahputra, S. (2023). Buying skincare: The role of electronic word of mouth on Tiktok. *Jurnal Manajemen Maranatha*, 22(2), 217–226. <https://doi.org/10.28932/jmm.v22i2.6399>
- Edwin Kiky Aprianto, N. (2021). The Role of Information and Communication Technology in Business. *International Journal Administration, Business and Organization (IJABO)* |, 2(1), 1–7. <https://id.wikipedia.org/>
- Ghozali, I. (2015). Partial Least Squares , Smart PLS 3.0. In *Partial Least Squares , Konsep, Tehnik Dan Aplikasi Menggunakan Program Smart PLS 3.0*.
- Hermansyah, T., & Qolbi, N. (2023). The Effect of Cod (Cash on Delivery) Payments on Buying Interest in Shopee E-Commerce. *AL-AMAL*, 2(1), 35–42.
- Imron, I. (2019). Analysis of the Influence of Product Quality on Consumer Satisfaction Using Quantitative Methods on CV. Meubele Berkah Tangerang. *Indonesian Journal on Software Engineering*, 5(1), 19–28.
- Issn, P., Cangkir, D., Coffee, P., & Purwakarta, K. (2024). *Jurnal Ekonomi dan Bisnis* , Vol . 13 No . 1 Maret 2024 E – ISSN The Influence of Servicecsape and Service Quality on Consumer Satisfaction. 13(1).

- Kawatak, S. Y., Samuel, O. W., & Soputan, M. (2023). Perception of Guest Satisfaction with the Service Quality of Paradise Hotel Golf and Resort Likupang. *Jurnal Manajemen Perhotelan*, 9(1), 1–8. <https://doi.org/10.9744/jmp.9.1.1-8>
- Kristinawati, A., & Keni, K. (2021). The Influence of Brand Image, Perceived Quality, and eWOM on Car Purchase Intention in Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(5). <https://doi.org/10.24912/jmbk.v5i5.13305>
- Mariana, L. (2024). The Impact of Service Quality on Purchase Intent and Consumer Satisfaction: An Analysis. *Jurnal Ilmiah Bisnis, Manajemen Dan Akuntansi*, 4(1), 19–27.
- Maristania Syafira Prameswari, Dr. Maspiyah, M. K. (2018). Factors that affect consumer interest in Body Spa with Green Tea Cosmetics at Alesya Salon and Spa Maristania Syafira Prameswari. *E-Journal*, 07(3), 102–111.
- Nadya Rizki Mirella, N., Nurlela, R., Erviana, H., & Herman Farrel, M. (2022). Influencing factors: customer satisfaction and purchasing interest: product quality, and price perception (marketing management review literature). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 350–363. <https://doi.org/10.38035/jmpis.v3i1.880>
- Nugraha, A. I., Prabawa, S. A., Manajemen, J., & Bengkulu, U. (2024). *Financial literacy, ease of use, and benefits of using the quick response code Indonesian standard (qris)*. 7.
- Pitino, Y., & Susanti, N. (2024). *The Influence of Price Perception, Brand Image and Promotion on Purchase Decisions for Belikopi Products at Merr Pandugo Surabaya*. 3(2), 131–142.
- Pristikawati, V., & Oktariyanda, T. A. (2024). Quality Of Public Services In The Field Of Population Administration At The Manyar Sabarangan Village Office, Mulyorejo District, Kota Surabaya. *Revista Brasileira de Linguística Aplicada*, 5(1), 1689–1699. <https://revistas.ufrj.br/index.php/rce/article/download/1659/1508%0Ahttp://hipatiapress.com/hpjournals/index.php/qre/article/view/1348%5Cnhttp://www.tandfonline.com/doi/abs/10.1080/09500799708666915%5Cnhttps://mckinseyonsociety.com/downloads/reports/Educa>
- Rafiah, K. K. (2019). Analysis of the Influence of Customer Satisfaction and Customer Trust on Customer Loyalty in Shopping through E-commerce in Indonesia. *Al Tijarah*, 5(1), 46. <https://doi.org/10.21111/tijarah.v5i1.3621>
- Rahmawati, Z., & Tjahjaningsih, E. (2024). The influence of perception of risk, ease of use, and trust on satisfaction and its impact on repurchase intention (study on shopee application users in semarang city). *Journal of Economic, Business and Accounting*, 7.
- Rangian, M. C., Wenas, R. S., & Lintong, D. C. A. (2022). Analysis Of The Influence Of Product Quality, Price Perception, And Brand Ambassador On Consumer Purchase

- Decisions On Ms Glow Skincare Products In Tomohon City. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3).  
<https://doi.org/10.35794/emba.v10i3.41948>
- Rismaya, T., Muslim, U. B., & Shiddieqy, H. A. (2022). Analysis Of The Influence Of Promotion, Trust, Price, And Service Quality On Buying Interest In E-Commerce Is Reviewed From A Sharia Perspective (A Study On Shopee Users). *Sahid Business Journal*, 1(01). <https://doi.org/10.56406/sahidbusinessjournal.v1i01.12>
- Rizeki, D. N. (2022). *A Deeper Look at What Marketing Communication Is*. Majoo.Id.
- Sari, C., & Rodhiah, R. (2020). The Influence of Trust, Price Perception, and Operational Performance on Lazada Customers' Buying Interest. *Jurnal Manajerial Dan Kewirausahaan*, 2(4), 897. <https://doi.org/10.24912/jmk.v2i4.9869>
- Shavitri, A. (2020). Analysis of Online Shopping Behavior among Students (Case Study on FEB UMP Purwokerto Students). *Skripsi, IAIN Ponorogo*.
- Siaputra, H. (2024). *The Influence of Food Quality, Service Quality and Price Perception on Repurchase Interest in XYZ Surabaya Restaurant*. 10(1), 13–23.
- Suriadi, Sulistyio Budi Utomo, Rendro Laksmono, Rudi Kurniawan, & Loso Judijanto. (2024). The Influence of Marketing Communication, Price and Service Quality on Consumer Satisfaction. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 10(1), 507–513. <https://doi.org/10.35870/jemsi.v10i1.1940>
- Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1), 1–17. Retrieved from <https://e-journal.bustanul-ulum.id/in>
- Umara, B., Suryadi, D., Isnaeni, S., Yulianti, G., & Tumini, Y. (2021). The Role of Satisfaction in Mediating the Influence of Post-Purchase Value Perception on Users' Buying Interest Vending Machine Blue Mart. *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 2(01), 47–58. <https://doi.org/10.37366/ekomabis.v2i01.148>
- Utami, A. R. H. (2020). The Influence of Perception of Convenience, Trust, Security and Risk Perception on Interest in Using E-Commerce. *Prisma (Platform Riset Mahasiswa Akuntansi)*, 01, 79–93.
- Wicaksana, W. (2020). The Importance Of Customer Satisfaction In A Business. *Journal Of Education And Social Sciences Management*, 1(1). <https://doi.org/10.38035/jmpis.v1i1.265>
- Yudhanto, B., Waloejo, H. D., & Farida, N. (2022). The Effect of Service Quality on Consumer Loyalty through Consumer Satisfaction as an Intervening Variable (Study on Susuku Café Ungaran Consumers). *Jurnal Ilmu Administrasi Bisnis*, 11(2). <https://doi.org/10.14710/jiab.2022.34203>