

THE INFLUENCE OF COMPANY REPUTATION AND DIGITAL MARKETING ON PURCHASING DECISIONS IN THE TOKOPEDIA MARKETPLACE BY CIREBON CITY CONSUMERS



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Abstract

The purpose of this study is to analyze the role of company reputation and digital marketing on purchasing decisions of Tokopedia users in Cirebon. The testing method used in this study is Partial Least Square (PLS) based on Structural Equation Modeling (SEM) with primary and quantitative data. The study population is Tokopedia users in Cirebon, with a sample of 70 respondents selected through purposive sampling and online questionnaire distribution. The results of the study conclude that both variables of company reputation and digital marketing have a significant and positive influence on purchasing decisions by the people of Cirebon city on Tokopedia marketplace users. Most Tokopedia users in Cirebon city prefer to access information to assess the reputation of the company they are going to buy from social media and internet search engines as well as the Tokopedia website compared to e-mail when shopping on Tokopedia.

Keywords: Company Reputation, Digital Marketing, Purchasing Decisions, Tokopedia

INTRODUCTION

Entering the year 2025, the era of Society 5.0, the increasingly rapid development of technology makes human life unavoidable from technological developments, this makes humans continue to innovate to create various products/services to fulfill daily needs so that this technological development is able to create economic growth.

One of the contributing factors to economic growth in Indonesia is Micro, Small, and Medium Enterprises (MSMEs). According to data from the Ministry of Cooperatives, Small, and Medium Enterprises (MSMEs) in 2018, MSMEs were able to absorb 97% of the workforce, or 117 million workers, and contribute 61.1% to the national economy (GDP). This means that MSMEs are able to boost the Indonesian economy by more than 50% compared to other factors.(Setiani, Pratiwi, and Komara 2024)

Despite this, challenges to the development of MSMEs persist. In 2019, Indonesia was hit by the coronavirus disease (Covid-19), forcing the government to impose restrictions on people's activities outside the home. This resulted in many workers being forced to lay off. This phenomenon forced the government, businesses, and the public to shift their consumption patterns for goods and services from offline to online, with transactions conducted through the internet to connect sellers and buyers through e-commerce. This was followed by innovations in technological developments to maintain survival.

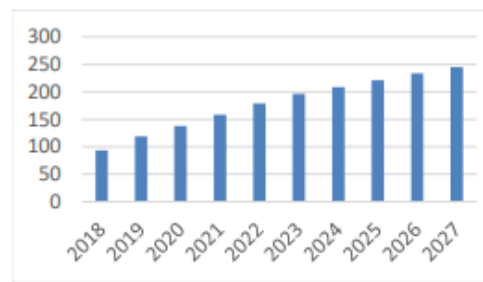


Figure 1.

Number of E-Commerce users in Indonesia 2018 – 2024

Source: databooks

Looking at the data in Figure 1 The number of E-Commerce users in Indonesia in 2018 - 2024 shows that E-Commerce users have increased since 2019 when the Covid 19 Pandemic hit. From this phenomenon, people began to create an online Shopping trend. This is in line with previous research by (ayu & lahmi 2020) which shows that e-commerce began to grow rapidly during the Covid 19 pandemic, increasing by 31% compared to before Covid 19. So people began to use internet media for transactions. One of the e-commerce company models is the Marketplace. The marketplace is an online transaction platform or can be called an online market that brings together sellers and buyers remotely to conduct online buying and selling transactions.(Nur Alam, Dermawan, and Azmi 2023)In Indonesia, in 2021, this marketplace company began to have many types and enthusiasts, including those explained in the data below.

Table 1.
Number of Marketplace Users in Indonesia in 2021

No.	Marketplace	Number of Visitors
1.	Shopee	235.9 million
2.	Tokopedia	100.3 million
3.	Bukalapak	31.27 million
4.	Blibli	24.15 million
5.	Lazada	4.42 million

Source: eDOT, 2025

Looking at the data in Table 1, the Number of Marketplace Users in Indonesia in 2024, shows that Tokopedia ranks second with 100.3 million users. This number is significantly higher than the pre-pandemic number of Tokopedia users, which was 65.9 million monthly website visitors. This indicates that the increase in Tokopedia users among the public has begun to increase after the COVID-19 pandemic.(Adhitia 2022)

Tokopedia, the first marketplace in Indonesia, was founded in 2009 and has become a role model for other marketplaces and e-commerce platforms, connecting producers and consumers for online transactions. Tokopedia's advantage lies in the ease of its services, making it a popular choice for online shopping from the pandemic through to the present. Furthermore, Tokopedia is one of the fastest-growing marketplace companies in Indonesia.(Tokopedia 2023)

This could be due to the increase in Marketplace users in Indonesia, as business owners are beginning to understand and comprehend the application of digital marketing strategies in the Society 5.0 era. According to a 2020 survey by ascend 2,(Clarisa 2020) Regarding digital marketing strategies, it shows that there are 2 strategies that generate the most visitors or users, including the first through Search Engine Optimization at 49% of users, the second through Social media/blog posting at 47% of visitors or users.

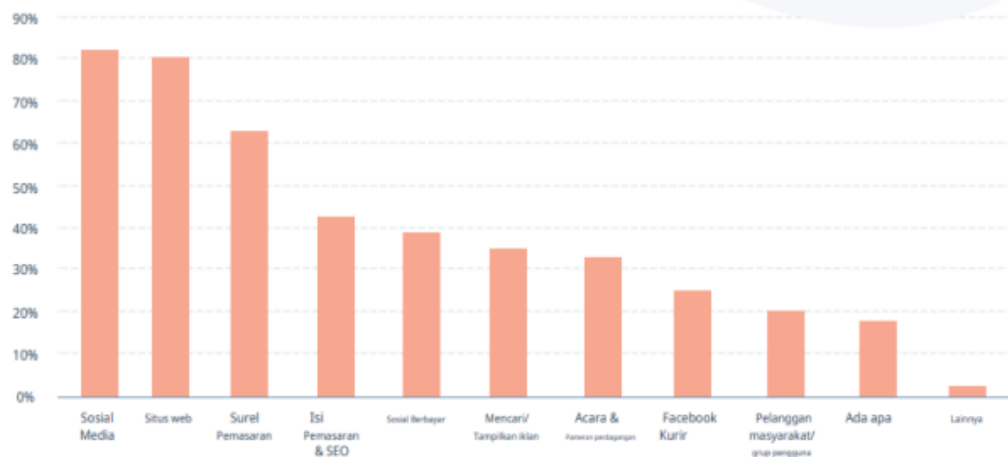


Figure 3.
Number of Marketing Channel Users in Indonesia in 2023

Source: Hubspot – we are social

In Indonesia, the most widely used digital marketing strategy is through strategies that utilize social media because as many as 202.6 million and 170 million of the 73.7% and 61.8% of the population are internet users and active social media users in Indonesia with an average of spending 8 hours 52 minutes using the internet and 3 hours 41 minutes using social media every day.(Siti Rohma, et al., 2024)This has led businesses to utilize social media to sell their products through digital marketing strategies. This includes direct interaction with customers, resolving customer complaints, seeking customer feedback, building customer communities, and creatively posting new product announcements. This strategy aims to attract more consumers and positively impact consumer purchasing decisions in the marketplace for the promoted products/services. This aligns with research.(Ani, 2023)which states that digital marketing can have a positive and significant influence on purchasing decisions in the marketplace.

According to Debora in Arsyalan et al (2019), it is the Company's reputation that is able to influence consumer purchasing decisions in the marketplace, the influence of the company's reputation can also be a consideration for consumers when making purchasing decisions, they will compare two options by looking at the company's background regarding the goods/services offered, whether the product quality is good, the price is affordable and so on which has different advantages from other companies. This is in line with previous research.(Dasser, Dotulong, and Loindong 2024) states that corporate reputation can have a positive and significant influence on purchasing decisions in the marketplace. Therefore, corporate reputation plays a crucial role in projecting a positive image in the public eye, thus influencing consumer purchasing decisions.

This is the reason why researchers use Tokopedia as a research object because apart from being a marketplace with the largest number of users in Indonesia, Tokopedia also has a good reputation as an e-commerce platform which is assessed by the public starting from the background of each store, its services and the features available on Tokopedia.

REVIEW OF LITERATURE

The Influence of Company Reputation on Purchasing Decisions

According to Doney and Cannon in(Panggalo 2020)Company Reputation is the relationship between the company's history and the company's activities obtained from customers regarding one of them how the quality of working relationships so that with information on the company's history, customers trust their decisions. According to Aisyah & Engriani (2019) Company reputation is a concept of customer assessment of the company assessed directly by customer experience when interacting directly with the company so that customers are able to provide good and bad assessments of the company so that if the company has a good background it will create long-term benefits and vice versa if the assessment obtained by the company is bad, it will harm the company and will create a bad reputation. That is why this company's reputation is able to be one of the things that influences consumers when deciding on purchasing decisions, whether this company is worthy of being chosen or not.

Purchasing decisions are a process of evaluating which one of two or more options is worth choosing, and it is in this process that alternative behavior and knowledge about the options to be chosen are combined. According to (Tjiptono, 2014:21) in(Gunarsih, Kalangi, and Tamengkel 2021)The purchasing decision is the stage in the consumer process where

they begin to identify their problem and seek information about a particular product or brand to evaluate how well it solves their needs. This purchasing decision is the final stage in which consumers choose the product they will actually purchase.

This is in line with research (Herwin and Abadi 2018) and (Afandi, et al 2019) states that a company's reputation can have a significant and positive influence on consumer purchasing decisions in the marketplace. Most buyers will look for a store/company that sells their products to have good reviews, affordable prices, and good quality. Based on this description, the hypothesis is formulated as follows:

H1: Company reputation has a positive and significant influence on purchasing decisions.

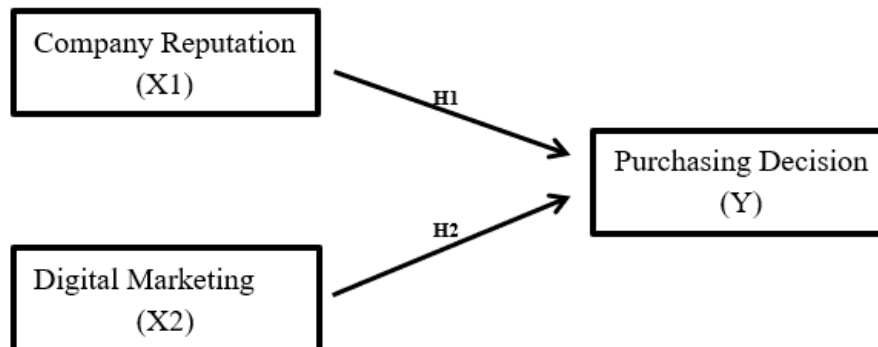
The Influence of Digital Marketing on Purchasing Decisions

Digital Marketing is a marketing strategy related to the internet through digital media such as social media so that this can make it easier for consumers to find the products they want. According to (Chakti, 2019), Digital marketing is a strategy that can generate greater profits because it's connected to the internet, making it the most effective marketing strategy compared to other marketing strategies. This is why businesses are turning to digital marketing strategies to keep up with current trends and keep up with the development of digital technology. In today's digital era, consumers can easily find detailed information about the products or services they want. Therefore, digital marketing can facilitate consumer purchasing decisions, especially in the marketplace.

This is in line with previous research by (Putri and Marlien 2022) which states that digital marketing has a positive and significant influence on online purchasing decisions by consumers in choosing the goods or services they want based on what they know through digital media. Based on this description, the hypothesis is formulated as follows:

H2: Digital Marketing has a positive and significant influence on purchasing decisions.

Theoretical Framework



RESEARCH METHOD

Population and Sample

Population is a generalization of certain subjects or objects selected by researchers by selecting samples accompanied by special criteria for determining conclusions. Therefore, samples are defined as part of the characteristics possessed by the population. (Hilmawati and Kusumaningtias 2021). For this reason, the population used in this study is Tokopedia users in the city of Cirebon with the calculation of the Lameshow formula, a purposive sampling technique, using the Non-Probability Sampling method. Purposive Sampling is a sampling technique with certain considerations based on certain

considerations or criteria that have been formulated in advance by the researcher. (Sugiyono, 2019) With the following sample criteria:

1. Minimum age 17 years
2. Have the Tokopedia application installed on your cellphone
3. Have you ever made an online shopping purchase on Tokopedia?
4. Domiciled in Cirebon City

So, a sample of 70 Tokopedia consumer users in Cirebon City was obtained.

Method of Collecting Data

Data collection was conducted by distributing questionnaires to Tokopedia users in Cirebon city, resulting in 70 respondents who met the criteria. Respondents' opinions were measured using the Likert Scale, which is a common measurement used in calculating research questionnaires with intervals of 1-5: Strongly Agree (SS) = 5, Agree (S) = 4, Undecided (R) = 3, Disagree (TS) = 2, and Strongly Disagree (STS) = 1.(Sugiyono. 2019).

The following is the classification of variables and measurement of variables using the Likert scale:

Variables	Variable Definition	Indicator	Scale
Company Reputation (X1) According to Selnes in (Dasser, Dotulong, and Loindong 2024)	Company reputation is a good and positive image that a company gets because it is able to create good ideas, strategies or innovations in fulfilling consumer needs and desires, so this is what makes the company have more advantages compared to other companies.	Good name	Likert
		Competitor Reputation	Likert
		Widely Known,	Likert
		Ease of Memorization	Likert
Digital Marketing (X2) (Aryani 2021)	Digital Marketing is a digital/online marketing strategy that in its implementation is related to the use of the Internet and interactive technology to connect consumers with companies with the aim of making products/services known to many people and increasing sales.	Accessibility	Likert
		Interactivity	Likert
		Credibility (Trust)	Likert
		Irritation	Likert
		Informativeness	Likert
Purchase Decision (Y) According to Kotler and Armstrong in(Oktavania 2019)	Purchasing decisions are consumer decisions in solving their problems after searching for information about brands or products that can fulfill their desired needs, which will result in a purchasing decision.	Product Selection	Likert
		Brand selection	Likert
		Purchase Time	Likert
		Purchase Amount	Likert
		Payment method	

Data Analysis Techniques

The variables in this study are 2 dependent variables and 1 independent variable in the form of Company Reputation (X1), Digital Marketing (X2) and Purchasing Decision (Y). Therefore, this study uses an associative quantitative approach with primary data that

asks about the relationship between two or more variables.(Sugiyono. 2019)The method used is based on Partial Least Square (PLS) with Structural Equation Modeling (SEM) techniques through Smart PLS version 4.1.0.9. According to(Hair, JF, M. Sarstedt, L. Hopkins and Kuppelwieser. 2014)SEM is a statistical technique that analyzes the relationship pattern between dependent and independent variables directly through model coefficients with a sample size of 100 to 150.(Sarstedt 2019):

RESULTS AND DISCUSSION

Below are the characteristics of the respondent profiles from the study of 70 respondents, using a questionnaire in the form of a Google Form distributed via social media and WhatsApp groups.

Table 1
Respondent Profile

No	Information	Percentage %	
1.	Gender	Man	37.5%
		Woman	62.5%
2.	Age	17 -20	-
		21-30	75%
		31-40	12.5%
		>40	12%
3.	Education	Elementary- Middle School	-
		High School/Vocational School	12.5%
		D3	12.5%
		S1/D4	62.5%
		S2	12.5%

Based on table 1 above, it shows that the respondents who use Tokopedia for online shopping are men.37.5%and women 62.5%. This shows that most of the Tokopedia marketplace users, especially consumers in Cirebon city, are women, because by shopping online they can easily save time and get more offers ranging from prices and product choices that suit their needs and preferences. Meanwhile, the age characteristics with the most responses of 75%, are at the age of 17-25 years, then respondents aged 26-35 years as much as 17.5%. This shows that most Tokopedia users in Cirebon city are young with educational levels in the range of S1/D4 62.5%, S2 12.5%, D3 12.5% and high school/vocational school education of 12.5%.

Evaluation of Measurement Model (Outer Model)

The measurement model evaluation consists of Convergent Validity and Composite Reliability. Reflective measurements consist of loading factors, composite reliability, and Cronbach's alpha. A variable's reflective measure is considered high if its value is >0.70 and its Average Variance Extracted (AVE) value is >0.50. The following is a table of outer loadings resulting from data processing using SmartPLS:

Table 1.
Outer Loadings

Variables	Indicator	Outer Loading	Information
Company Reputation	RP2	0.721	Valid
	RP3	0.780	Valid
	RP4	0.763	Valid
	RP5	0.736	Valid
Digital Marketing	DM1	0.755	Valid
	DM10	0.722	Valid
	DM8	0.748	Valid
	DM9	0.743	Valid
Buying decision	KP2	0.789	Valid
	KP3	0.806	Valid
	KP4	0.890	Valid
	KP5	0.885	Valid
	KP6	0.773	Valid
	KP7	0.775	Valid
	KP8	0.739	Valid
	KP9	0.855	Valid

Source: Primary Data Processed (2025)

Based on the test results in table 1, the outer loading value in all statement item variables is > 0.70 , this indicates that all indicators are stated to have convergent validity, meaning they can be used in research effectively.

Discriminant Validity

Evaluation of the measurement model Discriminant validity has several parameters that can be used to determine the size of a construct's ability to differentiate other constructs based on empirical standards. In this discriminant validity test, the researcher used the Fornell-Lacker parameter where the root value of $AVE > \text{Correlation between the construct and other constructs}$ (Haryono, 2016: 383)

Table 2.
Fornell-Larcker

	Digital Marketing	Buying Decision	Company Reputation
Digital Marketing	0.719		
Buying Decision	0.687	0.836	
Company Reputation	0.615	0.672	0.767

Source: Primary Data Processed (2025)

Based on Table 2, the test results above show that all constructs have an AVE root greater than the correlation between other variables, indicating that the discriminant validity of all variables is met. Then, to measure the value of discriminant validity, cross-loading can be used. Where, the measure of discriminant validity can be met if the indicators in each construct do not have a high correlation with other constructs and the cross-loading value must be greater for the latent variable itself compared to other latent variables.

Table 3.
Cross Loading

Indicator	Digital Marketing	Buying decision	Company Reputation	Information
DM1	0.755	0.552	0.573	Valid
DM10	0.722	0.448	0.456	
DM11	0.685	0.390	0.386	
DM12	0.602	0.482	0.393	
DM2	0.651	0.572	0.548	
DM3	0.677	0.573	0.634	
DM4	0.400	0.316	0.243	
DM5	0.506	0.327	0.251	
DM6	0.355	0.254	0.181	
DM7	0.289	0.065	0.111	Valid
DM8	0.748	0.474	0.408	
DM9	0.743	0.487	0.492	
KP1	0.478	0.576	0.380	
KP10	0.373	0.571	0.413	
KP2	0.525	0.789	0.658	
KP3	0.650	0.806	0.692	
KP4	0.596	0.890	0.729	
KP5	0.613	0.885	0.759	
KP6	0.517	0.773	0.727	Valid
KP7	0.483	0.775	0.613	
KP8	0.611	0.739	0.635	
KP9	0.548	0.855	0.678	
RP1	0.268	0.474	0.514	
RP2	0.365	0.646	0.721	
RP3	0.588	0.713	0.780	
RP4	0.621	0.591	0.763	
RP5	0.483	0.536	0.736	
RP6	0.438	0.287	0.450	

Source: Primary Data Processed (2025)

Based on Table 3, all indicators meet the discriminant validity criteria, as shown by the Cross-Loading value for each indicator having a higher correlation with its own construct compared to other constructs.

Validity and Reliability Test

Validity testing is the process of measuring the extent to which an instrument can measure the intended item, while reliability testing is the process of determining how stable and consistent a measurement instrument is in measuring what it is intended to measure. Validity and reliability testing aims to ensure that the measurement results are reliable, accurate, and relevant. In this measurement, variables are considered to have a high correlation if they have a composite reliability value and Cronbach's alpha value > 0.70 , and an Average Variance Extracted (AVE) value > 0.50 (Savitri et al., 2021:34)

Table 4.
Cronbach's alpha, Composite reliability (rho_c)

Variables	Cronbach's Alpha	Composite Reliability	Composite Reliability	AVE	Information
Digital Marketing	0.841	0.866	0.872	0.579	Valid & Reliable
Buying decision	0.918	0.930	0.933	0.588	Valid & Reliable
Company Reputation	0.747	0.781	0.826	0.551	Valid & Reliable

Source: Primary Data Processed (2025)

From the results of data processing in table 4, it shows that Cronbach's Alpha and Composite Reliability for each variable >0.70, this means that Each variable has been reliable with the Average Variance Extracted (AVE) value of all reflective constructs being greater than 0.50 so that all measures are stated to have met convergent validity and are in the good category.

Structural Model Evaluation Results (Inner Model)

R-Square

The inner model can be assessed by looking at the R2 value for the dependent respondent construct. The R2 value can be used to measure the extent of influence of exogenous variables on endogenous variables. The higher the R2 value, the better the prediction of the research model. The following are the R2 testing criteria according to (Hamid & Anwar, 2019 :43)

- a. If the R2 value = 0.70, it means it is substantial (large/strong)
- b. If the R2 value = 0.50, it means moderate.
- c. If the R2 value = 0.25, it means it is weak (small).

Table 5.
R-Square

Variables	R-square	R-square adjusted
Buying decision	0.738	0.731

Source: Primary Data Processed (2025)

Based on the results of table 5, the adjusted R-Square value of the variable Buying decision as big as 0.731 indicates that Company Reputation and Digital Marketing are able to influence variables Buying decision of 73.1%, so it is concluded that the model is considered substantial (strong).

F-Square / Effect Size

F2 effect size (F-Square) is a measurement used to assess the relative impact of an influencing variable (exogenous) on an influenced variable (endogenous). The following are the F2 test criteria according to Ghozali & Latan(2015):

- a. If the F2 value is 0.02, it means that the independent latent variable has a weak influence on the dependent latent variable.

- b. If the F2 value is 0.15, it means that the independent latent variable has a moderate or moderate influence on the dependent latent variable.
- c. If the F2 value is 0.35, it means that the independent latent variable has a strong influence on the dependent latent variable.

Table 6.
Effect Size

Variables	Buying Decision
Digital Marketing	0.151
Company Reputation	0.846

Source: Primary Data Processed (2025)

Based on the test results in Table 6, it shows that:

- 1. Influence of Company Reputation to Buying decisionas big as 0.846 so Influence of Company Reputation to Buying decision considered strong.
- 2. Influence of Digital Marketing on buying decisionas big as 0.151 so Influence of Digital Marketing to Buying decision considered moderate

Hypotension Test

Hypothesis testing was conducted using the PLS Bootstrapping method on samples with the aim of testing each endogenous latent variable relationship. Where the Direct Effect (Path Coefficient) is an analysis used to test the hypothesis of the direct influence of an influencing variable (exogenous) on the influenced variable (endogenous).

Table 7.
Direct Effect (Path Coefficient)

Hypotension	Path Coefficient	t statistics	P values	Information
Digital Marketing -> Purchase Decisions	0.273	3,031	0.002	Significant
Company Reputation -> Company Reputation	0.648	7,361	0.000	Significant

Source: Primary Data Processed (2025)

Based on the data contained in Table 7, it can be concluded as follows:

- 1. H1 is accepted, namely there is a significant influenceCompany ReputationTo Purchase Decision with Path C valuecoefficient (0.648) and P-values (0.000) and t-statistics value of (7.361)
- 2. H2 is accepted, namely there is an influenceCorporate Digital MarketingTo Purchase Decision with Path C valuecoefficient (0.273) and P-values (0.002) and t-statistics value of (3.031)

Influence of Company Reputation to Buying decision

The test results indicate that company reputation has a significant and positive influence on purchasing decisions. The assessment of company reputation on Tokopedia will increase purchasing decisions. This is indicated by the p-value.0.000 < 0.05 means significant with a value path coefficient of 0.648 with a t-statistic value of 7.361 has a positive effect, so it can be concluded that company reputation has a significant and positive

influence on purchasing decisions in the Tokopedia marketplace by consumers in Cirebon. Judging from the results of the questionnaire, Cirebon residents are more confident when choosing a company or store that has a reputation in the form of Good Name, Good Competitor Reputation, and Widely Known, from social media and online reviews on the company's account on Tokopedia so that people have a greater sense of purchasing decisions towards a shop or company because that sense of trust is what convinces people that the company's products are good for use or purchase.

This is in line with the results of research by (Afandi, MF, Indraningrat, K. & Ayniyah 2019) Stating that corporate reputation has a significant influence on online purchasing decisions on the Lazada platform. Similarly, on Tokopedia, the better a company's reputation, the more it attracts consumer trust and loyalty, leading to its products and services.

Influence of Digital Marketing to Buying decision

The test results indicate that digital marketing has a significant and positive influence on purchasing decisions. The better Tokopedia's digital marketing assessment, the higher the purchasing decisions. This is demonstrated by the $p\text{-value.}0.002 < 0.05$ means significant with a value *path coefficient of* 0.273 with a t-statistic value of 3.031 has a positive effect so it can be concluded that Digital Marketing has a significant and positive influence on purchasing decisions in the Tokopedia marketplace by consumers in the city of Cirebon.

Based on the results of the questionnaire, the people of Cirebon city are more confident when choosing a company or shop that...good marketing and service they will see from the side of Accessibility, Interactivity, Credibility, Irritation in carrying out marketing strategies through social media so that this becomes an attraction that is liked by the people, especially the people of Cirebon city so that it can create satisfaction for buyers in receiving information related to the products to be purchased in addition to the strategy carried out, the services provided by Tokopedia make it easier for consumers to shop, one of which is the many choices of payment methods so that it makes it easier for consumers to make transactions. This is the advantage that Tokopedia has. So, this makes the people of Cirebon city prefer to shop at Tokopedia compared to other marketplaces.

This is in line with research by (Yusuf et al. 2023) And (Az-Zahra and Sukmalengkawati 2022) which states that digital marketing has a significant and positive influence on purchasing decisions and purchasing interest in the Tokopedia marketplace. This is proven through research that shows that consumers access more information related to products to be purchased through social media and internet search engines and the Tokopedia website compared to e-mail so that with the increasingly attractive and intensive digital marketing strategies carried out both from social media marketing and search engine marketing, the higher the level of consumer knowledge regarding the desired product, thus creating a sense of purchasing interest and purchasing decisions on Tokopedia.

CONCLUSION

Based on the results of the study, it can be concluded that simultaneously both variables of company reputation and digital marketing have an influence on consumer purchasing decisions when shopping online at the Tokopedia marketplace while partially the Company Reputation variable has a significant and positive influence on purchasing

decisions by the people of Cirebon city on Tokopedia marketplace users. Similarly, the Digital Marketing Variable has a significant and positive influence on purchasing decisions by the people of Cirebon city on Tokopedia marketplace users. For this reason, based on the results of the questionnaire, it was found that the indicators of the company reputation variable are having a good name, good competitor reputation, and widely known while for the results of the questionnaire analysis of the digital marketing variable, most Tokopedia users prefer to access information related to products to be purchased through social media and internet search engines and the Tokopedia website compared to e-mail so that this is the most seen and assessed by Tokopedia users, especially the people of Cirebon city when shopping at Tokopedia.

Suggestion

The researcher's suggestion for Tokopedia is to improve the purchasing decisions of the Cirebon community, especially Tokopedia users, so it is hoped that Tokopedia will improve its marketplace feature services so that it can create a sense of consumer loyalty and attract more consumers to create a sense of safe and easily accessible purchasing interest.

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