

# The Effect Of E-Service Quality, E-Promotion On Purchase Intentions Mediated By Perceived Customer Value

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## Abstract

This research aims to determine the influence of digital e-service quality and e-promotion on purchase intentions which are mediated by perceived customer value. The population in this study were feb students at Widayagama University, Malang. A sample of 97 respondents was taken using a non-probability sampling method with purposive sampling technique. Data collection was carried out through distributing questionnaires. Data analysis used SmartPLS Version 3 software. The results of this research show that: 1) E-Service Quality has a positive and significant effect on Purchase Intentions; 2) E-Promotion has a positive and significant effect on Purchase Intention; 3) E-Service Quality has a positive and significant effect on Perceived Customer Value; 4) E-Promotion has a positive and significant effect on Perceived Customer Value; 5) Perceived Customer Value has a positive and significant effect on Purchase Intentions; 6) Perceived Customer Value is able to mediate the relationship between E-Service Quality and Purchase Intentions; and 7) Perceived Customer Value is able to mediate the relationship between E-Promotion and Purchase Intention.



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## 1. INTRODUCTION

Technological developments in the world have had a significant impact on various aspects of life. Technology has advanced transportation, communications, industry, and agriculture, and changed the way humans search for information and work. However, technological developments also pose challenges, such as the replacement of human roles by machines and impacts on the environment.

Technological developments in the world have a big influence on E-Commerce. E-Commerce is the impact of developments in technology and telecommunications, as well as the internet as the main media in the trading mechanism process. Lazada is one of the leading E-Commerce platforms in Southeast Asia. Lazada uses various online promotional strategies to attract consumers, including discount offers, attractive promotions, fast delivery and free shipping. Sales promotion strategies through online media on the Lazada website include promotional planning, implementation and evaluation, as well as the use of various sales promotion tools such as discounts, vouchers, flash sales and special offers from trading partners. Lazada also offers superior

features for sellers, such as a rating system, freedom of shipping costs, commissions and deposits, as well as various promotional features to increase sales.

Purchase intention is closely related to the use of E-Commerce platforms such as Lazada in Malang City. Through E-Commerce, such as Lazada, the people of Malang City can easily access various products from various brands and sellers without having to leave the house. With strong purchasing intentions, consumers can take advantage of the various features offered by Lazada, such as discounts, promos and easy online payments, to fulfill their shopping needs efficiently and practically. Through the E-Commerce platform, consumers in Malang City can research products, compare prices, and read reviews from other users before making purchase intentions. Apart from the E-Service Quality and E-Promotion factors, a very important factor in influencing purchase intentions is the Perceived Customer Value factor. Perceived Customer Value is how a customer sees the benefits and value of a product. This value can be anything, such as money saved, better health, or higher social status. Based on this understanding, it can be concluded that Perceived Customer Value is the level at which a person believes that their intention to purchase a product is very dependent on the value of that product.

Promotion is the communication process of a company with current and future interested parties and the public (Kotler, 2005). In order for a company to successfully sell the products or services it offers, marketers must be able to communicate a number of information about the company, product, price structure and distribution system to consumers, trade intermediaries and the media. The main function of promotion is to convince target customers that the goods and services offered have different advantages compared to competitors.

The concept of Perceived Customer Value states that Perceived Customer Value is a customer assessment carried out by comparing the benefits received with the sacrifices made in obtaining a product/service. With the development of E-commerce technology, there is a tendency for FEB UWG students to use the online buying and selling site Shopee because there are still many E-Service Quality which is lacking in providing services to consumers and E- Promotion which is less attractive to consumers on the Lazada.co.id buying and selling site. as a competitor.

There are differences in the results of research conducted by previous researchers regarding E-Service Quality, E-Promotion, and Perceived Customer Value on purchase intentions where each variable has different results between one researcher and another so researchers are interested in deepening and proving the results. . Apart from that, researchers were interested in taking objects in the feb environment of Widyagama University, Malang because this place had never been studied before In relation to the description above, the author is interested in conducting research with the title "The Influence of E-Service Quality and E-Promotion on Purchase Intentions Mediated by Perceived Customer Value".

At the end of each period, experts state that changes in external factors are faster and greater than in the previous period (Cravens & Piercy, 2006; Hartanto, 2009; Kotler, 2012; Kotler & Keller, 2013; Tsyhankova et al., 2012) he terms that have emerged are marketing in a changing world, turbulent marketing environment, radical marketing and

other terms that provide an overview of the company's absolute adjustment as a major impact of changes in the external environment. External factors include demographics, economics, environment, technology, politics, culture, markets, customers, competitors, distributors, facilitators, society and its subparts (Kotler & Keller, 2013).

## **2. LITERATURE REVIEW**

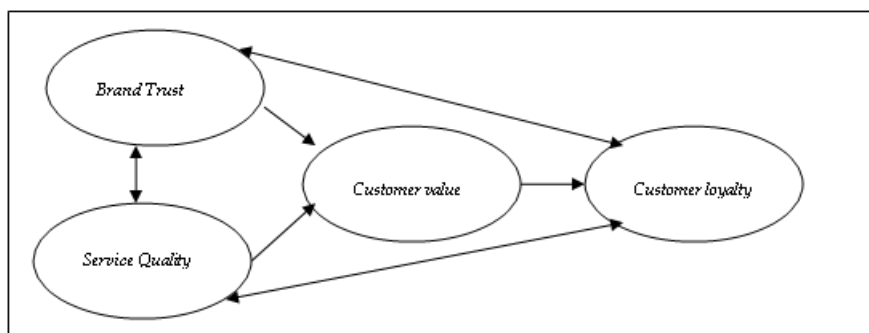
According to Zeithaml, et al. in Tjiptono (2019) service quality is one of the main keys in determining the success or failure of a business. e-service quality is a new version of service quality which is an adaptation and expansion of the service quality model developed into electronic or online service quality. There are two indicators that form E-Service Quality according to Zeithaml et al (2009), consisting of: 1) Efficiency Ability customers are looking for product-related information as well as ease of accessing and leaving the website with minimal effort. 2) Reliability With regard to the technical functionalities of the site concerned, especially the extent to which the site is available and functions as it should. According to (Tjiptono & Candra, 2012) E-Promotion is one of the components in E-Commerce with special interest from marketers, namely the strategy for the process of creating, distributing, promoting and setting prices for goods and services to the internet market share or through other digital tools. .

According to Tjiptono (2008) there are five E-Promotion indicators consisting of; 1) Advertising is a marketing communications activity that uses advertising as a non-personal message to promote goods, services, business places, or ideas. Advertising activities can be carried out by the business owner or the company's marketing. 2) Personal Selling is a personalized sales method that uses person-to-person interactions between sales representatives and prospective customers to influence customer Purchase Intentions. 3) Sales promotions are a type of marketing that is usually used to introduce new products, sell off old products, and of course increase sales figures. Generally these sales promotions are only temporary, aimed at increasing buyers' interest in the product and are carried out by the company only at certain moments. 4) Accessibility: Electronic promotions allow consumers to access promotional information anytime and anywhere as long as they have access to the internet. 5) Interactivity E-promotion allows interaction between companies and consumers via digital platforms.

According to Monroe (1990), Customer Perceived Value is a 'tradeoff' of the quality or benefits received from a product compared to the consumer's sacrifice for the price paid. The Customer Perceived Value theory that is most often used in research is from Woodruff who says that Customer Perceived Value is an evaluation of all product attributes, performance attributes and consequences received by the consumer after consuming the product and the advantages they get compared to other products. There are six indicators of perceived customer value according to Monroe (In Mardika W, 2013), namely: 1) Has added value compared to others. 2) Matching costs with benefits. 3) Ease of using or obtaining services. 4) E-Service Quality (Brand Image). 5) Functional Benefits. 6) Customer Service.

Purchase intention is a person's possibility of buying a product. Purchase intention is a person's intention to buy a particular brand that they choose themselves after going through various evaluations (Laroche, 2007). Purchase intention can be interpreted as the desire to buy which is part of the process leading to the purchase action carried out by a consumer. Consumers' desire to buy a brand or how likely consumers are to switch from one brand to another is the definition of purchase intention according to (Kotler & Keller, 2016). There are 4 indicators according to Schiffman & Kanuk (2000). as follows: 1)Interested in finding information about the product. 2)Consider purchasing. 3)Interested to try. 4)Want to know the product

This research uses quantitative-explanatory research methods. The method for determining the sample in this research is non-probability sampling with a purposive sampling technique. The subjects in this research were Lazada users at the Faculty of Economics and Business, Widayagama University, Malang. Because the population studied was not known with certainty, the researchers used the Lemeshow formula to determine the sample size and found 97 samples. Data was collected using a questionnaire with a Likert scale. Data analysis used SmartPLS software Version 4. The conceptual framework regarding the Influence of E-Service Quality and E-Promotion on Purchase Intentions Mediated by Perceived Customer Value can be seen in Figure 1 as follows:



**Figure 1.** Conceptual Model Brand Trust, Service Quality, Customer Value, Customer Loyalty

The results of the analysis in this research show that brand trust has a positive and significant effect on customer value perceptions. This means that the better the customer's brand trust in Bukalapak, the more the customer's perceived value will increase. Vice versa, the worse the Bukalapak brand trust, the lower the customer's perceived value will be. This research supports the results of research conducted by Huang et al., (2015) which found that consumer trust in a brand will have a positive impact on overall customer perception of value. This research indicates that good brand trust will underlie increased consumer satisfaction, so that customer value perceptions will increase. The results of this research are also supported by the findings of Qurat & Mahira (2014) and Beneke et al., (2015) who found that there is a positive and significant influence between brand trust and customer value perceptions. This means that the higher the brand trust, the customer's perceived value will increase. The results of the analysis in this research show that service quality has a positive and significant effect on

customer value perceptions. This means that the better the service quality at Bukalapak, the greater the customer's perceived value of Bukalapak products.

Vice versa, the worse the quality of Bukalapak's product service, the lower the customer's perceived value. This research supports several previous research results and is consistent with the research results of Beneke et al., (2015) which found that service quality has a positive and significant effect on consumer satisfaction, where service quality is a comparison between the service that consumers expect and the service they receive. The results of this research are also supported by the findings of Kassim & Abdullah (2015) which stated that the quality of the service provided has a positive influence on customer value perceptions. The quality of service perceived by consumers will have a positive impact on customer value perceptions, which means that higher service quality in consumers' minds can increase satisfaction, so that customer value perceptions will increase. The results of the analysis show that brand trust has a positive and significant effect on customer loyalty. This means that the better the Bukalapak brand trust felt by customers, the higher customer loyalty will be. Vice versa, the worse the Bukalapak brand trust, the lower customer loyalty will be. This research supports several previous research results and is consistent with the results of research conducted by Alshibly (2015) which found that brand trust in a brand is able to have a positive and significant impact in creating customer loyalty. The results of this research are also supported by the findings of Kassim & Abdullah (2015) and Sharoudi et al., (2015) who obtained the results that brand trust has a positive influence on customer loyalty. This means that customers' high trust in a particular brand will further increase customer loyalty towards that brand. Service quality is an important factor in increasing customer loyalty. The results of the analysis show that service quality has a positive and significant effect on customer loyalty.

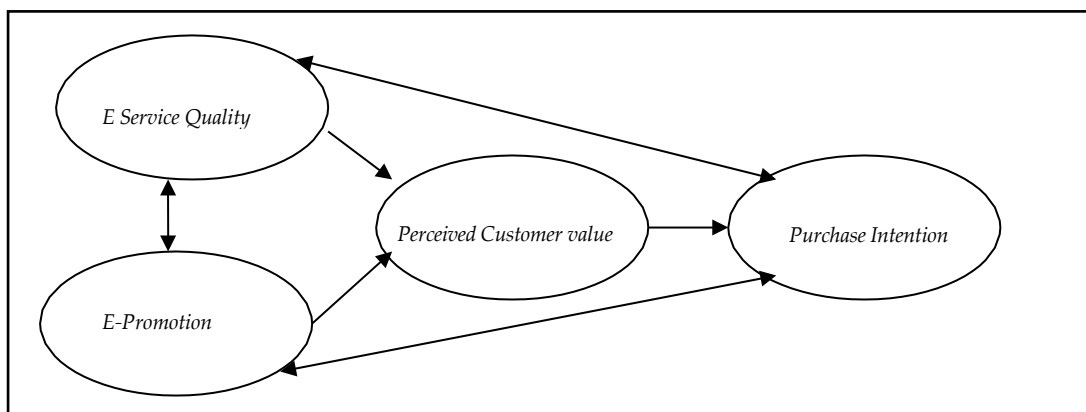
This means that the better the quality of Bukalapak's service, the more customer loyalty will increase. Vice versa, the worse the quality of Bukalapak's service, the lower customer loyalty will be. This research supports several previous research results and is consistent with the research results of Dewi et al., (2015) which proves that service quality will positively create customer loyalty that consumers have for a product. The results of this research are also supported by the findings of Asim et al., (2015) and Yen (2015) which prove that service quality as a consumer loyalty intention can positively create customer loyalty. This means that higher service quality in the minds of consumers can increase satisfaction, so that customer loyalty will increase. The results of the analysis show that perceived value customers have a positive and significant effect on customer loyalty. The higher the level of customer value perception, the greater the influence on customer loyalty to Bukalapak. Vice versa, the lower the level of customer value perception on the Bukalapak site, the more the customer's loyalty will decrease.

This research is consistent and in accordance with the results of research conducted by Alshibly (2015) which found that customer value perceptions have a positive influence which will create customer loyalty. The results of this research are also supported by the findings of Yen (2015) and Kassim & Abdullah (2015) which prove that customer value perceptions have a positive influence on customer loyalty. This means that the better

customer perception of value will have a positive impact on increasing customer loyalty. The sixth objective of this research is to analyze the influence of customer value perceptions mediating brand trust on customer loyalty on the Bukalapak site. The results of testing the indirect influence of brand trust on customer loyalty through perceived customer value obtained a coefficient that was smaller than the direct influence, namely  $0.108 < 0.220$  so that H6 was accepted. These results indicate that the customer value perception variable is able to mediate the influence of brand trust on customer loyalty. In connection with these results, it can be interpreted that customer trust in the Bukalapak brand is able to increase customer value perceptions, thereby giving rise to increased customer loyalty. The results of this research are in accordance with previous research conducted by Alshibly (2015) which stated that customer value perceptions play a role in mediating the influence of brand trust on customer loyalty.

This result is also supported by the findings of Beneke et al., (2015) who found that customer value perception is a positive support in creating a brand trust relationship with customer loyalty. Similar results by Cronin et al., (2016) also stated that consumers' overall customer value perceptions were all measured in a global sense indicating the mediating role of the influence of brand trust on customer loyalty.

The basis of the findings of previous researchers, as well as the theoretical foundations previously described are the basis for building a research conceptual framework, as follows:



**Figure 2.** Research Conceptual Framework

### 3. RESEARCH METHODS

This research uses quantitative-explanatory research methods. The method for determining the sample in this research is non-probability sampling with a purposive sampling technique. The subjects in this research were Lazada users at the Faculty of Economics and Business, Widyagama University, Malang. Because the population studied was not known with certainty, the researchers used the Lemeshow formula to determine the sample size and found 97 samples. Data was collected using a questionnaire with a Likert scale. Data analysis used SmartPLS software Version 4. The conceptual framework

regarding the Influence of E-Service Quality and E-Promotion on Purchase Intentions Mediated by Perceived Customer Value.

#### 4. RESULTS AND DISCUSSION

##### Respondent Characteristics

Based on gender, it is known that the majority of respondents are female, namely 85 respondents (88%) and the remainder are male, namely 12 respondents (12%). Based on department, it is known that the majority of respondents came from management with a total of 71 respondents (49.4%). Furthermore, there were 35 respondents from the accounting department (36.3%). Respondents from the D3 department of sharia banking and finance amounted to 12 respondents (13.1%). Then digital business respondents were 3 respondents (1.2%).

##### Test Outer Model

Analysis of the measurement model (outer model) in this research was carried out using validity and reliability tests. The validity test consists of convergent validity. Hair et al. (2010) stated that a strong loading factor value is above 0.70.

**Table 1.** Stage 2 Convergent Validity Test Results

Latent Variables	Manifest Variables	Outer Loading Value	Significance (>0.7)
<b>E-Service Quality</b>	x1.2	0.851	Valid
	x1.4	0.886	Valid
<b>EWOM</b>	x2.2	0.781	Valid
	x2.3	0.752	Valid
	x2.4	0.864	Valid
	x2.5	0.865	Valid
	x2.6	0.857	Valid
<b>Perceived Customer Value</b>	m1.1	0.781	Valid
	m1.2	0.752	Valid
	m1.3	0.864	Valid
	m1.4	0.865	Valid
	m1.5	0.857	Valid
	m1.6	0.819	Valid
<b>Purchase Intent</b>	y1.3	0.828	Valid
	y1.4	0.847	Valid
	y1.6	0.797	Valid
	y1.7	0.791	Valid

Source: Processed data, 2024

Table 1. shows that all outer model values or correlations between constructs and variables have met convergent validity because they have loading factor values greater than 0.70. Thus the constructs for all variables are declared valid and can be used to test hypotheses. Meanwhile, the reliability test is expressed in calculating the composite reliability and Cronbach's Alpha values. A construct is declared reliable if the composite reliability value is more than 0.70 and Cronbach's Alpha is more than 0.60 (Hair et al.,

2010). Hair et al. (2010) stated that a minimum Cronbach's Alpha value of 0.60 is acceptable, although a value of 0.70 is more ideal.

**Table 2.** Composite Reliability and Cronbach's Alpha

Construct	Composite Reliability	Cronbach's Alpha
C.M	0.860	0.676
EWOM	0.914	0.882
K.K	0.917	0.892
KP	0.889	0.833

Source: Processed data, 2024

Based on the test results in table 2, it can be concluded that all constructs meet the reliability criteria, this is indicated by a composite reliability value greater than 0.70 and a Cronbach's Alpha value greater than 0.60 (Hair et al., 2010). Thus, these results can be declared valid and have quite high reliability.

### Test the Inner Model

The structural model (Inner Model) defines the relationship between latent constructs. The inner model can be measured by calculating the R-square for the dependent construct, the T-test, and the significance of the structural path parameter coefficients. There are three categories in grouping R-square values. If the R-square value is 0.75, it is in the strong category, 0.50 is in the moderate category, and 0.25 is in the weak category (Hair et al, 2010).

**Table 3.** R-Square Values

	R Square Adjusted	Prediction Model
Perceived Customer Value (M)	0.594	Moderate
Purchase Intention (Y)	0.717	Strong

Source: Processed data, 2024

Based on Table 3 above, it shows that the R-square value of the Perceived Customer Value variable is 0.594, which means that there is 59.4% of E-Service Quality and E-Promotion that can influence Perceived Customer Value. The R-square value of the Purchase Intention variable is 0.717, meaning that 71.7% of E-Service Quality, E-Promotion and Perceived Customer Value are able to influence Purchase Intention.

### Path Analysis Results (Hypothesis Testing)

Testing was carried out by comparing the T-table values with the calculated T- values resulting from the bootstrap process. The hypothesis is accepted (supported) if the T-calculated value is greater than the T-table value. T-tables or normal distribution tables are used to determine assumptions. The significance level used in this research is 5% or 0.05, which means that the test results always have a probability of being wrong of 5%, a probability of being correct of 95%. In this research, the form of testing used is a two-way or two-tailed test. The reason for choosing this two-way test is because in preparing the hypothesis to be tested, Nodetermine the direction of the relationship. The validity test of the indicators is analyzed using degrees of freedom or df (degree of freedom) with the

formula  $df = n - k$ . Where  $n$  is the number of observations (number of samples) and  $k$  is the number of variables (independent and dependent). The number of observations in the research was 97 samples, while the number of variables studied was 4 variables. So the result can be obtained  $df = 97 - 4 = 93$ . So the T-table value can be obtained for a significance level of 5% using two-way testing and the degree of freedom 93 is 1.980.

**Table 4.** Path Coefficient Test Results

<b>H</b>	<b>Connection</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T-Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>H1</b>	CM -> KP	0.219	0.230	0.081	2,707	0.008
<b>H2</b>	EWOM ->KP	0.335	0.324	0.072	4,631	0,000
<b>H3</b>	CM -> KK	0.554	0.553	0.066	8,345	0,000
<b>H4</b>	EWOM ->KK	0.349	0.332	0.107	3,253	0.002
<b>H5</b>	KK -> KP	0.435	0.442	0.071	6.114	0,000
<b>H6</b>	CM -> KK ->KP	0.241	0.244	0.049	4,974	0,000
<b>H7</b>	EWOM -> KK -> KP	0.152	0.148	0.056	2,705	0.008

Source: Processed data, 2024

Following are the results of hypothesis testing for each hypothesis based on table 1.5:

1) H1 Accepted

The research results show that there is a positive and significant direct relationship between the E-Service Quality variable (X1) and Purchase Intention (Y). The direction of the relationship can be seen from the Original Sample value of 0.219. Significance is shown by the T-count figure of 2.707 which is greater than the T-table (1.98). The research P value of 0.008 also meets the predetermined standards, namely ( $<0.05$ ). This is in accordance with the research results of Heni Yuvita, Zakaria Wahab, and Sulastri (2019) that E-Service Quality has a significant direct effect on Purchase Intentions. The interpretation of this finding is that the better Lazada's E-Service Quality, this will be followed by an increase in Purchase Intentions towards Lazada.

2) H2 Accepted

The research results show that there is a positive and significant direct relationship between the E-Promotion variable (X2) and Purchase Intention (Y). The direction of the relationship can be seen from the Original Sample value of 0.335. Significance is shown by the T-count figure of 4.631 which is greater than the T-table (1.98). The research P value of 0.000 also meets the predetermined standards, namely ( $<0.05$ ). This is in accordance with the research results of Kristiawan & Keni (2020) that E-Promotion has a positive and significant influence on Purchase Intentions. The interpretation of this finding is that the

more E-Promotion activity for Lazada, the more Purchase Intentions for that brand will be followed.

### 3) H3 Accepted

The research results show that there is a positive and significant direct relationship between the E-Service Quality (X1) variable and Perceived Customer Value (M). The direction of the relationship can be seen from the Original Sample value of 0.554. Significance is shown by the T-count figure of 8.345 which is greater than the t-table (1.98). The research P value of 0.000 also meets the predetermined standards, namely (<0.05). This is in accordance with the research results of Faizal & Nurjanah (2019) that E-Service Quality has a significant effect on customer trust. The interpretation of this finding is that the better Lazada's E-Service Quality will be followed by an increase in the level of Perceived Customer Value.

### 4) H4 Accepted

The research results show that there is a positive and significant direct relationship between the E-Promotion variable (X2) and Perceived Customer Value (M). The direction of the relationship can be seen from the Original Sample value of 0.349. Significance is shown by the T-count figure of 3.253 which is greater than the t-table (1.98). The research P value of 0.002 also meets the predetermined standards, namely (<0.05). This is in accordance with the research results of Dewi et. al. (2023) that E-Promotion has a significant effect on trust. The interpretation of this finding is that the more E-Promotion activity on Lazada, the more Perceived Customer Value will be.

### 5) H5 Accepted

The research results show that there is a positive and significant direct relationship between the Perceived Customer Value (M) variable and Purchase Intention (Y). The direction of the relationship can be seen from the Original Sample value of 0.435. Significance is shown by the T-count figure of 6.114 which is greater than the t-table (1.98). The research P value of 0.000 also meets the predetermined standards, namely (<0.05). This is in accordance with the research results of Hidayat et. al. (2021) that consumer purchase intentions are positively influenced by trust. The interpretation of this finding is that the higher the Perceived Customer Value for Lazada, the higher the Purchase Intention for Lazada.

### 6) H6 Accepted

The research results show that there is a positive and significant indirect relationship between the E-Service Quality variable (X1) and Purchase Intention (Y) through Perceived Customer Value (M). The direction of the relationship can be seen from the Original Sample value of 0.241. Significance is shown by the T-count figure of 4.974 which is greater than the T-table (1.98). The research P value of 0.000 also meets the predetermined standards, namely (<0.05). Thus, Perceived Customer Value has a mediating role in the relationship between E-Service Quality and Lazada Purchase

Intentions. This is in accordance with the research results of Umma & Nabila (2023) that Perceived Customer Value can mediate E- Service Quality on Purchase Intentions.

7) H7 Accepted

The research results show that there is a positive and significant indirect relationship between the E-Promotion variable (X2) and Purchase Intention (Y) through Perceived Customer Value (M). The direction of the relationship can be seen from the Original Sample value of 0.152. Significance is shown by the T-count figure of 2.705 which is greater than the T-table (1.98). The research P value of 0.008 also meets the predetermined standards, namely (<0.05). Thus, Perceived Customer Value has a mediating role in the relationship between E-Promotion and Lazada Purchase Intentions. This is in accordance with the research results of Nur & Octavia (2022) that Perceived Customer Value is able to mediate the E-Promotion variable on Purchase Intentions.

## 5. CONCLUSION

Based on the results of data analysis and discussions that have been carried out, the following conclusions can be drawn: E-Service Quality has a positive and significant effect on Lazada Purchase Intentions among Lazada consumers. E-Promotion has a positive and significant effect on Lazada Purchase Intentions among Lazada consumers. E-Service Quality has a positive and significant effect on Perceived Customer Value among Lazada consumers. E-Promotion has a positive and significant effect on Perceived Customer Value among Lazada consumers. Perceived Customer Value has a positive and significant effect on Lazada Purchase Intentions among Lazada consumers. Perceived Customer Value is able to mediate the relationship between E-Service Quality and Lazada Purchase Intentions. Perceived Customer Value is able to mediate the relationship between E-Promotion and Lazada Purchase Intentions among Lazada consumers.

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