The Influence of Website Quality on Buying Interest Consumer

Fadhlan Thariq Al Ghafiqi[1]
Business Administration Department
Politeknik Negeri Bandung
Indonesia
E-mail: thariqghafiqi09@gmail.com

Yen Efawati[2*]
Magister Management Department
Adhirajasa Reswara Sanjaya University
Bandung, Indonesia
E-mail: yen.efawati@ars.ac.id

ABSTRACT

This study examines the impact of website quality on consumer purchase interest, focusing on ease of use, interaction, and information quality as key assessment components. A quantitative research approach was employed, utilizing data from 107 respondents residing in Greater Bandung who had interacted with the Rumahweb website. Data was collected via questionnaires distributed through Google Forms to obtain primary data. The analysis revealed that website quality positively influences consumer purchase interest, accounting for 64.4% of the variance in purchase intent. Simple regression analysis was conducted to test the hypothesis, confirming the significance of website quality in driving consumer engagement and purchase decisions. This research underscores the importance of maintaining high-quality websites to enhance consumer interest in products and services.

Keywords: Website quality, Buying interest, Consumer

Check for updates

*Corresponding Author: yen.efawati@ars.ac.id

INTRODUCTION

In 2023, shopping online has become a habit that many people do. Being able to shop anywhere and anytime is an attractive advantage over shopping offline (Novita at al., 2023; Fauziyah et al., 2023). This media helps both buyers and sellers to make buying and selling transactions. This convenience can change the habit of shopping from offline to online (Herlambang & Gunawan, 2023; Chaniago, 2023). The changes in people's shopping behaviour cannot be separated from technological developments. Therefore, this development must be utilized, especially from the seller's side, to make updates to their business so that they can keep up with the times (Kartika et al., 2023; Suyanto et al., 2024).

One reason for the increase in online shopping transactions is the yearly growing number of internet users. In January 2022, internet users reached 4.95 billion, an increase of 4% from 4.76 billion people in January 2021. Previously, in 2018, the number of internet users was recorded at 3.95 billion. This figure increased by 6.6% to 4.21 billion in 2019, then grew another 4.9% to 4.42 billion in 2020. In 2021, internet users increased by 7.7% to 4.76 billion. By region, Northern Europe has the highest internet adoption at 98%, while Southeast Asia has an internet adoption rate of 72%. As of January 2022, the number of internet users in Indonesia reached 204.7 million, accounting for 73.7% of the total population of Indonesia. (Pahlevi, 2022).

The number of internet users in Indonesia is in line with the number of transactions made by the community. Bank Indonesia explained e-commerce transactions increased by 39.9% annually to reach 1.74 million transactions, with the number of transactions impacting electronic money transactions. In the first semester of 2022, there was an increase of 40.6% on an annual basis or IDR 185.7 trillion (Elena, 2022).

Seeing the great interest in buying consumers to shop online, the seller must pay attention to the quality of service provided so that the sale and purchase transaction can run well (Akbar et al., 2021; Hernando & Gunawan, 2021, Rois et al., 2021). Service quality is a particular product form that improves the company's service to meet consumer expectations or desires (Rizal & Amelia, 2022; Efawati et al., 2024). According to Wibowo et al. (2019), the quality of electronic services can be used to see whether the company's operational activities can run optimally or not (Manalu & Adzimatinur, 2024; Akbar & Manalu, 2023). Therefore, good service quality can help optimize online buying and selling transaction activities (Rachmawati et al., 2018; Gunawan & Watulandi, 2024). Providing excellent service to consumers, one of which is providing informative information, can also help consumers choose products and increase buying interest (Harjadi, 2021; Sudiana et al., 2023).

Besides service quality, website quality is essential in increasing consumer buying interest. According to Jundrio & Keni (2020), website quality is a method for structuring the appearance and content of a website so that users can understand its information and quickly adapt to its operation. Clear and transparent information on a website can help consumers decide which product to buy (Harjadi, 2022). In addition, a good display can also help consumers to understand the information conveyed quickly (Hendriyadi et al., 2023). With this good quality, consumers will feel comfortable shopping through the website, which will help increase buying interest in a product.

Several studies have examined website quality, including Darmanto et al. (2021) & Achadi et al. (2021). In this study, website quality has a more significant influence than sales promotion. In line with in this study (Gunawan et al., 2022; Rachmad et al., 2023; Seliana et al., 2023), reveal that the website quality, trust, and perceptions positively affect consumer buying interest. Still, subjective norms do not significantly affect

consumer buying interest. Study by Keni (2019) indicate that ease of shopping, website reputation, and website quality affect online buying interest either directly or through trust variables.

Rumahweb is a domain and hosting provider website that provides information about product prices, product types, and other product information. Although it sells hosting and domains, the website contains reviews of the products sold and companies that have used its services. This makes consumers feel more confident about the products being sold (Oktaviani et al., 2024).

Product quality is a characteristic of a product that becomes the ability of the product to carry out its duties, namely to fulfil the desires and needs of consumers. According to what they expect (Febriani, 2023). Good product quality and affordable prices make it one of the largest companies in its field. In addition, an attractive appearance and easy-to-understand information make consumers feel comfortable shopping at Rumahweb.

In running its business, Rumahweb needs to pay attention to the quality of the website it uses as a medium for product promotion and transactions because this quality can be one-factor influencing consumer buying interest.

LITERATURE REVIEW

The definition of a website, according to Sebok et al. (2018: 70), is various integrated pages where text, photos, videos, or other files are stored. Meanwhile, according to Susilowati (2019), a website is a collection of pages stored on a web server with discussions that complement each other where internet access is needed or using a local network to access it. A website is a service that internet users can use in the form of text, video, sound, data, and images that have the advantage of connecting one document to another that can be accessed through a browser (Sulthan, 2022). In addition, Abdullah (2015) defines a website as a collection of pages divided into several pages with photos, texts, videos or other files that can be accessed using the internet or local network. From the opinions above, it can be concluded that a website is a collection of pages stored on an integrated web server where there are texts, photos, videos, or other files.

Website Quality
According to Barnes & Vidgen (2000), WebQual is a method to measure the quality of a website based on the end consumer's perspective. There have been several developments since the beginning of this method, and four types of WebQual have already been developed. The first type of website developed is Webqual 1.0. In this version, 24 indicators tend to determine the quality of information. This type of event was formed because of a workshop event attended by six students, each of whom was a member's representative. In this event, discussing the requirements for a website to be said to be good.

The second type is Webqual 2.0. At this stage, the initial B2C website developed into B2B. In this stage, two-way communication is an important thing that needs to be done. This has a positive impact on several websites, such as Amazon. With this, it has an impact on product sales. The Third is Webqual 3.0. In this version, according to Barnes & Vidgen (2000), website quality measurement is divided into several parts, such as usability, information quality, and interaction quality. This version is used on online auction websites. The fourth is Webqual 4.0. Three parts are used to measure the quality

of a website with a total of 23 questions. Table 1 shows categories and questions used to measure the quality of a website, according to Barnes & Vidgen (2000).

Table 1: Website Quality Indicators

Category	Question
Usability	Website is easy to learn and operate
	Website interactions are clear and easy to understand
	Website is easy to navigate.
	Easy to use website
	The website has an attractive appearance.
	The website has a design that matches the type of website.
	Website has competence
	Websites create positive experiences for their users
Information	Website provides accurate information.
	Website provides reliable information.
	Website provides timely information.
	Website provides relevant information.
	Website provides easy to understand information.
	Website provides information with proper detail.
	Website provides information in a suitable format.
Service Interaction	The website has a good reputation.
	The website makes users feel safe in making transactions.
	The website makes users feel safe with the personal data provided
	The website creates a sense of personal.
	The website conveys a sense of community.
	The website makes it easy to communicate with the company.
	Users feel confident that the product will be delivered as promised.

Consumer Purchase Interest

According to Durianto (2013), purchasing interest is a consumer's plan to buy a product resulting from the advantages provided by a product or the marketing carried out. Purchasing interest is a feeling to buy by consumers that arises after consumers carry out pre-purchase activities Abdul et al., (2022). Meanwhile, Kotler & Armstrong (2008) define consumer purchasing interest as a feeling experienced by a consumer when they see a product. Then, a sense of interest arises to buy until a desire to own the product arises (Efawati & Hermawan, 2020; Chaniago & Efawati, 2022). From the opinions above, it can be concluded that consumer purchasing interest is a feeling experienced by consumers in the pre-purchase process (when seeing a product until an interest arises to buy because of the advantages provided by a product or the marketing carried out (Efawati, 2016).

Purchase interest that arises when a consumer sees a product can be seen from several indicators. According to Ferdinand (2002), several indicators measure consumer purchase interest. The following are some interests that can be used as indicators when a consumer wants to buy a product:
1. Transactional Interest. The degree of desire to have a product
2. Referential Interest. The degree of desire to convey information about a product to others
3. Preferential Interest. The degree of desire to prioritize a product
4. Explorative Interest. The degree of willingness to describe the target market of a product.

In addition, purchase interest can be measured by the following indicators: Some things that can be used as indicators of purchase interest are interest in seeking information about the product, considering buying, interest in trying, wanting to know the product and the desire to have the product (Saputra et al., 2023). Rumahweb is one of the companies engaged in hosting services. Since its establishment in 2002 in Yogyakarta, Rumahweb has 14,000 customer domains and 30 servers to serve hosting and VPS/Cloud. In addition, the data centre has also met international standards.
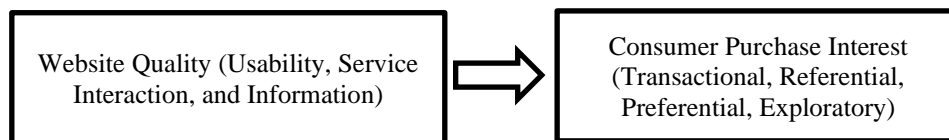

Figure 1: Framework of thinking

Three dimensions can be used to measure a website's quality: usability, service interaction, and information. These three dimensions are divided into several indicators to measure quality more specifically. Usability is a dimension that explains the ease of operating a website. Information is a dimension that contains information about the quality of information contained in a website. Service Interaction is an indicator that explains the quality of a website's service. Good service quality can increase consumer confidence when shopping on a website.

Four indicators can be used to measure a consumer's buying interest: transactional, referential, preferential, and explorative interest. Several factors can help increase this buying interest, one of which is the quality of a website. Therefore, when building a website to sell products, it is necessary to consider three indicators: information quality, interaction, and usability. This aims to help increase consumer buying interest when shopping for a product on a website.

METHODOLOGY

Based on the objectives and formulation of the problem in the introduction, the method used is quantitative. The quantitative method is a research method based on the philosophy of positivism, and it is used to research a certain sample population's data collection using research instruments (Chaniago et al., 2023). Data analysis is quantitative or statistical, aiming to test the hypothesis set by Sugiyono (2020:16). This approach is used because the data is in the form of numbers and is measured through statistical tests. A data collection method will be used to obtain the required data, which will be done through questionnaire distribution. This aims to obtain primary data from respondents through questionnaires that have been filled out.

The questionnaires were distributed through Google Forms. The number of samples in this study was 107 respondents. After the data was obtained, the analysis test used in this study was a simple regression analysis. In taking samples for this study, the researcher took data from residents of Greater Bandung who had visited the Rumahweb website or purchased products from Rumahweb. The scale used in this study was a Likert scale with a scale of 1-5.

Table 2: Validity Test Results

Variable	Item	R Count	R Table	Description

Website Quality	X.1.1	0,753			Valid
	X.1.2	0,764			Valid
	X.1.3	0,724			Valid
	X.1.4	0,756			Valid
	X.1.5	0,678			Valid
	X.2.1	0,777			Valid
	X.2.2	0,763			Valid
	X.2.3	0,748	0,355		Valid
	X.2.4	0,758			Valid
	X.2.5	0,769			Valid
	X.3.1	0,68			Valid
	X.3.2	0,793			Valid
	X.3.3	0,786			Valid
	X.3.4	0,682			Valid
	X.3.5	0,655			Valid
Purchase Interest	Y.1.1	0,686			Valid
	Y.1.2	0,659			Valid
	Y.2.2	0,584			Valid
	Y.3.1	0,791	0,355		Valid
	Y.3.2	0,799			Valid
	Y.4.1	0,828			Valid
	Y.4.2	0,759			Valid

A validity test is used to measure the validity of a questionnaire (Ghozali, 2009:49). In its measurement, data is declared valid if the calculated r-value is greater than the table r. The value of the table r is 0.355 (degree of freedom = 29 and significance value = 0.05). Based on the table above, the answers to each question in the questionnaire have a calculated r value that is more significant than the table r so that the questionnaire can be used and distributed.

Table 3: Reliability Test Results

Variable	Cronbach's Alpha	Description
Website Quality	0, 962	Reliable
Purchase Interest	0, 903	Reliable

Based on Table 3, both variables have Cronbach's Alpha above 0.7, so the data used is reliable. The acceptable reliability level limit value is ≥ 0.7 (Amirullah & Hermawan, 2016).

RESEARCH RESULTS

Table 4: Average Website Quality Variables

No	Score					Weight x Score					Amount	Average
	5	4	3	2	1							
1	33	40	28	4	2	165	160	84	8	2	419	3,915888
2	27	47	29	3	1	135	188	87	6	1	417	3,897196
3	37	41	27	1	1	185	164	81	2	1	433	4,046729
4	34	37	28	5	3	170	148	84	10	3	415	3,878505
5	32	50	19	5	1	160	200	57	10	1	428	4

6	26	50	23	5	3	130	200	69	10	3	412	3,850467
7	25	53	23	4	2	125	212	69	8	2	416	3,88785
8	29	45	28	3	2	145	180	84	6	2	417	3,897196
9	33	50	20	2	2	165	200	60	4	2	431	4,028037
10	26	45	32	1	3	130	180	96	2	3	411	3,841121
11	34	42	27	3	1	170	168	81	6	1	426	3,981308
12	34	43	25	3	2	170	172	75	6	2	425	3,971963
13	32	41	29	4	1	160	164	87	8	1	420	3,925234
14	42	40	22	0	3	210	160	66	0	3	439	4,102804
15	40	44	18	3	2	200	176	54	6	2	438	4,093458

Table 4 shows the average of each question of the website quality variable, with the largest average value in question no. 14 with a value of 4.102804.

Table 5: Average Purchase Interest Variable

	Score					Weight x Score					Amount	Average
No	5	4	3	2	1							
1	29	31	38	7	2	145	124	114	14	2	399	3,728972
2	24	37	36	8	2	120	148	108	16	2	394	3,682243
3	25	40	34	5	3	125	160	102	10	3	400	3,738318
4	28	37	30	11	1	140	148	90	22	1	401	3,747664
5	26	54	21	4	2	130	216	63	8	2	419	3,915888
6	27	47	26	5	2	135	188	78	10	2	413	3,859813
7	39	47	19	1	1	195	188	57	2	1	443	4,140187
8	30	51	23	2	1	150	204	69	4	1	428	4

Table 5 shows the average of each question of the website quality variable, with the largest average value in the seventh question with a value of 4.140187. The question with the highest average is about the variety of products Rumahweb sells.

Table 6: Linearity Test

ANOVA

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Interest * Website Quality	Between Groups	(Combined)	2654.988	34	78.088	7.405	.000
		Linearity	2197.658	1	2197.658	208.398	.000
		Deviation from Linearity	457.330	33	13.858	1.314	.167
	Within Groups		759.274	72	10.545		
	Total		3414.262	106			

Based on Table 6, the significance value of the linearity deviation is 0.167. This value is larger than 0.05, so a linear relationship exists between purchase interest and website quality.

Table 7: Anova Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2197.658	1	2197.658	189.671	.000[b]
	Residual	1216.604	105	11.587		
	Total	3414.262	106			

a. Dependent Variable: Purchase Interest
b. Predictors: (Constant), Website Quality

Based on the table above, the calculated F value is 189.671, with a significance value of 0.00. The significance result is below 0.005, so it can be concluded that the website quality variable affects purchasing interest.

Table 8: Regression Analysis Test Results Table

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.102	1.824		3.345	.001
	Website Quality	.417	.030	.802	13.772	.000

a. Dependent Variable: Purchase Interest

Based on the table above, the equation Y = 6.102 + 0.417X can be made with website quality as the independent variable and purchase interest as the dependent variable.

Table 9: Summary of Regression Tests

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802[a]	.644	.640	3.40392

a. Predictors: (Constant), Website Quality

The results of the simple linear regression analysis test show that website quality has an effect on consumer purchasing interest. The influence of this quality has a positive impact, with a percentage of 64.4%.

DISCUSSION

According to Susilowati (2019), a website is a collection of pages stored on a web server with discussions that complement each other where internet access is needed or using a local network to access it. Based on this understanding, the Rumahweb website has several available pages, such as domains, hosting, websites, all services and other page options. When viewed based on WebQual, explained in the previous chapter, this website is a type of WebQual 4.0 because the available features are better than those of the last kind of website. This can be seen from the live chat feature available on the website.

Based on the results of the simple linear regression that has been carried out, the website quality variable positively influences the consumer buying interest variable. The factors that influence include ease of use, service quality, and information quality. When viewed from the average value of each dimension, service quality is the factor with the highest score, 4.1028, related to the ease of accessing the Rumahweb website. In addition, other dimensions also have scores with good averages, such as in the information quality dimension, questions regarding the suitability of the information provided have an average score of 4.028. Then, in the usability dimension, questions regarding ease of use have an average score of 4.046. These results are by the information and appearance of

the Rumahweb website. The information provided on the website is complete and easy to understand. This delivery is also supported by an attractive appearance, making it easier for users to digest the information provided.

In addition, based on the respondents' answers, the majority are interested in knowing about Rumahweb. This can be seen from the answers of respondents who answered yes to questions about consumer curiosity to find out more about Rumahweb. However, respondents still hesitate to buy Rumahweb products when viewed from a transactional perspective. This can be seen from questions about the respondent's desire to purchase the product. The majority of respondents answered hesitantly, with a total of 38 respondents.

The positive influence given by the quality of this website is in line with the following studies, one of which is the research of Darmanto et al. (2021). In this study, website quality influences 40.9%. Furthermore, a study by Achadi et al. (2021). Which states that website quality has a significant effect of 0.012. In line with other studies, Keni (2019), also produced positive results with an influence of website quality of 52.8%.

CONCLUSION

The quality of RumahWeb's website is already quite good. Based on the respondents' answers, each indicator's average value for each question is above 3. Based on the respondents' answers, most respondents are interested in knowing more about Rumahweb. However, when it comes to buying the product, most respondents are still hesitant. This can be seen from the average value for each indicator, which is between 3 and 4.

Website quality has a positive effect on consumer buying interest. Based on the simple linear regression test results, the effect given is 64.4%. And 35.6% is caused by other factors.

REFERENCES

Abdullah, R., (2015). Web Programming is Easy. Jakarta: Elek Media Komputindo.

Achadi, A., Surveyandini, M., & Prabawa, A. (2021). Pengaruh Kualitas Website E-Commerce, Kepercayaan, Persepsi Risiko dan Norma Subyektif terhadap Minat Beli Secara Online di bukalapak. com. *Jurnal Ilmiah Universitas Batanghari Jambi*, *21*(3), 1207-1212.

Akbar, I., Gunawan, W., & Maulana, Y. (2021, March). Analysis of The Effect of Service Quality and Price Perception on Customer Loyalty with Customer Satisfaction Variables as intervening variables. In *Proceedings of the 1st Universitas Kuningan International Conference on Social Science, Environment and Technology, UNiSET 2020, 12 December 2020, Kuningan, West Java, Indonesia*.

Akbar, I., & Manalu, V. G. (2023). Online Purchase Intention of E-Commerce Consumers West Java: Application of the Extended Technology Acceptance Model. Enrichment: *Journal of Management,* 13(5), 3580-3587.

Barnes, S., & Vidgen, R. (2000). WebQual: an exploration of website quality. *ECIS 2000 proceedings*, 74.

Chaniago, H. (2023). Investigation of entrepreneurial leadership and digital transformation: Achieving business success in uncertain economic conditions. *Journal of technology management & innovation*, *18*(2), 18-27.

Chaniago, H., Muharam, H., & Efawati, Y. (2023). Metode Riset Bisnis dan Permodelan. *Bandung: Edukasi Riset Digital, PT*.

Chaniago, H., & Efawati, Y. (2022). The implementation of integrated marketing communication on retail business: Moslem consumers' perceptions. *International Journal of Business and Globalisation*, *30*(2), 187-206. https://doi.org/10.1504/IJBG.2022.122664

Darmanto, A., Pradiani, T., & Ruspitasari, W. D. (2021). Pengaruh Kualitas Website Dan Promosi Penjualan Terhadap purchase intention Di Bukalapak.Com. *JUBIS : Jurnal Ekonomi Dan Manajemen Bisnis*, *02*(01), 20–33.

Elena Maria.(2022). Transaksi E-Commerce Tembus Rp 227,8 Triliun Semester 1/2022

Efawati, Y., Rifaturrahman, R. F., & Chaniago, H. (2024). The Effect Of E-Service Quality On Repurchase Interests Of The Online Shopping Shopee Indonesia. *Jurnal Ekonomika dan Manajemen*, *13*(1), 8-25. https://doi.org/10.36080/jem.v13i1.2846

Efawati, Y., & Hermawan, N. J. (2020). Making Sense Of The "Product Attributes" Trends: A Review Of Consumers Drink Choice Behavior And Industry Implications. *International Journal Administration, Business & Organization*, *1*(2), 28-37. https://doi.org/10.61242/ijabo.20.35

Efawati, Y. (2016). Faktor Penentu Keberhasilan Pasar Fashion Tradisional. *Jurnal Riset Bisnis Dan Investasi*, *2*(1), 13-13.

Fauziyah, H., Iskandar, I., & Wachjuni, W. (2023). The Effect of Customer Engagement on Customer Loyalty Through Customer Satisfaction at Shopee. Indonesian Journal Of Business And Economics, 6(1).

Febriani, S. N. (2023). Analisis Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan Toko Fashion Mayoutfit Cabang Bandung, Indonesia. *International Journal Administration, Business & Organization*. *4*(1), 22–33.

Ferdinand, A. (2002). Pengembangan Minat Beli Merek Ekstensi. Semarang: Badan Penerbit Universitas Diponegoro

Ghozali, Imam. 2009. Aplikasi Analisis Multivariate Dengan Progam SPSS. Edisi Keempat. Penerbit Universitas Diponegoro, Semarang.

Gunawan, W. H. (2021). Peningkatan kinerja pemasaran melalui hubungan pelanggan dan sistem informasi pada umkm kuliner halal di kota Cirebon. *Jurnal Ilmiah Ekonomi Islam*, 7(2), 1144-1150.

Gunawan, W. H., & Watulandi, M. (2024). Pengaruh Harga, Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Pelanggan Ojek Online Gojek. Indonesian Journal of Strategic Management, 7(1), 37-52.

Gunawan, W. H., Hardiansyah, I., & Fatmasari, D. (2022). Pengaruh persepsi harga, kepercayaan dan promosi terhadap minat beli pada situs e–Commerce Blibli (Survei pada pengguna situs E-Commerce Blibli di Kabupaten Kuningan). Indonesian Journal of Strategic Management, 5(1).

Harjadi, D. (2021). The Effect of Service Quality and Trust on Customer Loyalty and Satisfaction: A Case Study of Online Taxi Customers in Indonesia. *The journal of contemporary issues in business and government*, *27*(6), 1513-1523.

Harjadi, D. (2022). Pemanfaatan Media Sosial Instagram Menggunakan Celebrity Endorser (Selebgram) Untuk Mempengaruhi Minat Beli Produk Pakaian. *Jurnal Manajemen dan Bisnis Kreatif*, *8*(1), 105-117.

Hendriyadi, R., Harjadi, D., & Gunawan, W. H. (2023). Pengaruh Viral Marketing Dan Store Atmosphere Terhadap Keputusan Pembelian Konsumen Razwa Café Nagarakembang:(Studi Kasus di Razwa Café Nagarakembang Majalengka). DIGIBE: Digital Business and Entrepreneurship Journal, 1(1), 32-40.

Herlambang, F., & Gunawan, W. H. (2023). Customer Ratings in the Shopee Marketplace Using Consumer Trust as an Intermediate Variable and Their Influence on Purchase Decisions. *Indonesian Journal Of Business And Economics*, 6(1).

Hernando, H., & Gunawan, W. H. (2021). Loyalty among online food delivery customers: Extended scale of e-service quality. Jurnal Manajemen Maranatha, 20(2), 167-174.

Kartika, N. E., Hardjadi, D., & Syafrudin, O. (2023). Strategi Pengembangan Bisnis, Brand Awareness dan Transformasi Digital menuju Koperasi Modern. Logika: *Jurnal Penelitian Universitas Kuningan*, 14(02), 225-238.

Jundrio, H., & Keni, K. (2020). Pengaruh Wesbite Quality , Website Reputation dan Perceived Risk Terhadap Purcahse Intention Pada Perusahaan E-commerce. *Jurnal Muara Ilmu Ekonomi dan Bisnis 4*(2), 229–239.

Kotler, P. & Armstrong, G. (2008) Prinsip-Prinsip Manajemen. 12th ed. Erlangga.

Keni, W. D. D. (2019). Pengaruh Persepsi Kemudahan Berbelanja, Reputasi Website, Dan Kualitas Website Terhadap Minat Beli Online: Kepercayaan Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, *3*(1), 102–109. https://doi.org/10.24912/jmbk.v3i1.4933

Manalu, V. G., & Adzimatinur, F. (2024). How Digital Transformation Can Affect Product Innovation Performance MSMEs: Evidence from West Java. *Jurnal Aplikasi Manajemen*, 22(1), 253-266.

Novita, A. D., Wachjuni, W., & Manalu, V. G. (2023). Pengaruh Online Store Image Dan Online Customer Review Terhadap Keputusan Pembelian Produk Di Tokopedia:(Survey pada Masyarakat di Kabupaten Kuningan). *DIGIBE: Digital Business and Entrepreneurship Journal*, 1(1), 21-31.

Oktaviani, W., Suhardi, D., Kusumawati, I. D., & Seliana, D. (2024). The Influence of Brand Image and Online Customer Reviews Against Purchasing Decisions on the Marketplace Lazada. *Neraca Keuangan: Jurnal Ilmiah Akuntansi dan Keuangan*, 19(1), 10-20.

Rachmawati, E., Juminawati, S., Akbar, I., Bahri, K. N., & Cakranegara, P. A. (2018). The importance of understanding the application of marketing strategy for household MSME products on social media networks. *International Journal of Business, Economics and Management*, 5(1), 76-85.

Rachmad, Y. E., Meliantari, D., Akbar, I., Rijal, S., & Aulia, M. R. (2023). The Influence of Product Quality, Promotion and Brand Image on Brand Trust and Its Implication on Purchase Decision of Geprek Bensu Products. *Jurnal EMT KITA*, 7(3), 597-604.

Rizal, M., Qudus, N., & Amelia, N. S. (2022) Pengaruh Kualitas Produk, Kualitas Layanan, dan Harga Pada Minat Beli Ulang. *International Journal Administration, Business & Organization*. 3(2), 20–31.

Rois, T., Kartika, N. E., Budiman, A., Komarudin, M. N., & Hadi, W. (2021, March). The Influence of Entrepreneurial Orientation on Marketing Performance Small and Medium Enterprises (SMEs) in Kuningan Regency Mediated by Creativity of Marketing Program. In *UNISET 2020: 1st Universitas Kuningan International Conference on Social Science, Environment and Technology* (p. 242).

Seliana, S., Fitriani, L. K., & Rois, T. (2023). Analisis Pengaruh Customer Review Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. *Jurnal Ekonomi, Akuntansi & Manajemen*, 3(2), 633-674.

Sudiana, D., Pratama, S., & Rahmantya, Y. E. K. (2023). Systematic Literature Review: The Influence Of Interpersonal Communication And Service Quality On Customer Loyalty In The Banking Business. *Jurnal Ekonomi*, 12(04), 752-757.

Saputra, F., Khaira, N., & Saputra, R. (2023). Pengaruh User Interface dan Variasi Produk terhadap Minat Beli Konsumen (Studi Literature). *Jkis*, 1(1), 18–25. https://dinastirev.org/

Sugiyono, P. D. (2020). Metode Penelitian Kualitatif Untuk Penelitian Yang Bersifat: Eksploiratif, Enterpretif Dan Konstruktif. Edited By Y. Suryandari. Bandung: ALFABETA

Sulthan, R., Majid, R. (2022). Analisis Pengaruh Kualitas Website Terhadap Keputusan Pembelian di Usaha Mikro Kecil Menengah di Kota Bandung, Indonesia *International Journal Administration , Business & Organization*. 3(2), 10–19.

Susilowati,Yeni (2019).Modul E-Commerce-Teaching Factory For Students. Mutiara Publisher

Suyanto, M. A., Dewi, L. K. C., Dharmawan, D., Suhardi, D., & Ekasari, S. (2024). Analysis of The Influence of Behavior Intention, Technology Effort Expectancy and Digitalization Performance Expectancy on Behavior To Use of QRIS Users in Small Medium Enterprises Sector. *Jurnal Informasi dan Teknologi*, 57-63.

Wibowo, S. F., Raidah, R. A., & Rahmi. (2019). Analisis Pengaruh E-Service Quality dan Perceived Service Value terhadap Kepuasan Pelanggan Tokopedia. JRMSI-*Jurnal Riset Manajemen Sains Indonesia*, 10(1), 148–166.