

# Factors Affecting Purchase Interest Using Marketplace Applications: Approach Perceptions Ease Of Use And Trust

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*Abstract — The marketplace application is a new technology. The presence of perceptions in the acceptance of a new technology has a great influence on a person's interest in using or not using the new technology. The success or failure of the acceptance of online shopping applications by consumers can be predicted through correlational relationships and cause-and-effect relationships, which are influenced by perceptions of ease of use and user trust in the application. This research was conducted to find out how much influence the perception of ease of use and trust in the application has on buying interest using a marketplace application. The data collection method uses a questionnaire distributed to users of the marketplace application. The data obtained were then processed by multiple regression method with SPSS software version 23.00. The results showed that there was a significant positive effect of perceived ease of use on buying interest, there was a significant positive effect of trust on buying interest, there was a positive and significant effect of perceived ease of use and trust together on buying interest.*

**Keywords :** Application, Marketplace, Perceptioans, Ease of Use, Trust

## I. INTRODUCTION

E-commerce is an activity to satisfy the wants and needs of customers and companies through online activities or procurement (Jumiran et al., 2016). with e-commerce through the marketplace, the company's cashflow is getting easier, so there is no risk of uncollected receivables (Napitupulu & Yusuf, 2021), thus the company will be bigger with low cashflow risk (Ghofir & Yusuf, 2020). E-commerce (Electronic Commerce) is the latest concept that is described as the process of buying and selling goods or services on the World Wide Web, exchanging products, services and information through information networks (Ferdika & Kuswara, 2017). According to Loudon & Loudon (2012), ecommerce is the user of the internet and the web to transact business. Based on the survey results of the Indonesia Internet Provider Association (2020) the penetration of Indonesian internet users in 2019-2020 (Q2), the total number of Indonesian internet users currently reaches 196.7 million users with a penetration of 73.3 percent of Indonesia's total population of around 266.9 million. Meanwhile, in 2018 internet users reached 171.1 million internet users with a penetration of 64.8 percent, especially during a pandemic that makes movement restrictions (Yusuf & Anthoni, 2020), the use of e-commerce is increasing.

According to the Indonesia Internet Provider Association (2020) the use of e-commerce in Indonesia is currently experiencing very rapid development. Indonesia has the highest number of internet users compared to other countries in Southeast Asia. More than half of netizens in the country are less than 30 years old, so the digital and social media spheres have become quite "wet", and have made Indonesia fertile ground for the growth and development of e-commerce businesses. Based on a Shopback survey of more than 1,000 respondents in Indonesia to see people's spending patterns, 70.2 percent admitted that the existence of online stores influenced shopping patterns (Damar, 2020).

Online shopping application is a new technology. The presence of perceptions in the acceptance of a new technology has a great influence on a person's interest in using or not using the new technology (Widanengsih, 2020). The success or failure of the acceptance of online shopping applications by consumers can be predicted through correlational relationships and cause-and-effect relationships. In this study, the researcher uses a research model that has been developed from several existing studies by taking variables from previous studies to serve as models in the study, namely the perception of ease of interest in using (Widanengsih, 2019).

Perceived ease of use according to Jogiyanto (2007) states that perceived ease of use is defined as the extent to which a person believes that using a technology will be free from effort. From the definition, it can be seen

that the perception of ease is a belief about the decision-making process. If someone believes that the information system is easy to use then he will use it .

The research of Srivastava, Singh, & Srivastava (2013) found that the construct of perceived convenience is the main cause of interest in using the system (behavioral intention) for less experienced users. For experienced users, the main cause of interest in using the system is the construct of perceived behavioral control. Research conducted by Saputro & Sukirno (2013) states that there is a positive and significant influence on perceived ease of interest. Novindra & Rasmini's research (2017) concludes that perceived ease of use has a positive effect on interest. this explains when a system is more straightforward, it will encourage purchase decisions, because it is more convenient to use and information technology, in other words information technology or websites determined by the perceived usefulness of the user and the ease of use.

According to Kusumawati & Saifudin (2020) apart from need, interest in buying online is influenced by several factors, which include the level of trust, trust which is the basis in a relationship between one party and another, which reinforces each other so that there is a strong reciprocal relationship. win-win solution. In the online buying and selling system, the trust factor is always a consideration because here the buyer cannot see the goods directly and the seller sometimes does not receive payment immediately. So there is no real transaction, only based on trust. If this factor does not exist then buying and selling online will never happen.

The results of Sarjita's research (2020) show that the trust variable has an effect on consumer buying interest, the Trust factor contributes 52.1% to consumer buying interest. The results of research by Badir & Andjarwati (2020) show that there is a significant influence on trust in purchasing decisions, meaning that if user trust increases, it will encourage purchase decisions. Furthermore, Badir and Andjarwati stated that there are three factors of consumer trust that can influence purchasing decisions, namely trust in internet merchants, trust in the internet as a shopping channel, and trust in the business and regulatory environment. So, if the user feels these three factors, then the purchase decision will occur. The results of the research by Faradila & Soesanto (2016) also show that the trust variable has a positive and significant effect on purchase intention.

## **II. LITERATURE REVIEW**

### **A. Buying Interest**

According to Nasermodeli, Ling, & Maghnati (2013) stated that buying interest is a consumer's prediction about the consumer's choice regarding which company/store they will choose to make a purchase. According to Kristiana & Wahyudin (2012) buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented.

According to Silaen & Prabawani (2019), buying interest is obtained from a learning process and a thought process that forms a perception. The interest that arises in making a purchase creates a motivation that continues to be recorded in the mind and becomes a very strong activity which in the end when a consumer has a strong desire to fulfill his needs will actualize what is in his mind, while repurchase interest is customer behavior. where customers respond positively to the quality of products/services from a company and intend to consume the company's products again.

According to Ferdinand in Adji & Samuel (2014) buying interest can be identified with the following indicators:

1. Transactional interest, namely the tendency of a person to buy a product.
2. Referential interest, namely the tendency of a person to refer products to others.
3. Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. These preferences can only be overridden if something happens to the product of their preferences.
4. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support these positive traits.

### **B. Perception of Ease**

According to Jogiyanto (2007), the perception of convenience is a person's belief that the use of a technology will be free from effort. If someone believes that technology is easy to use, then that individual will use it. But if otherwise, then the individual will not use it. Saputro & Sukirno (2013) stated that the perception of ease of use is a system that can be used and operated easily by someone.

Tsu Wa in Maulidiya (2017) states the perception of ease as a perception where a person does not encounter any difficulties in carrying out activities. Where the statement shows that information technology users will find it easy if they already believe in the technology used, so that the user feels it is beneficial for him to use the information technology. The indicators of perceived ease of use according to Venkatesh, Morris, Davis, & Davis (2003) are as follows:

1. Individual interaction with the system is clear and understandable.

2. It does not require a lot of mental effort to interact with the system.
3. The system is easy to use (easy to user).
4. It is easy to operate the system according to what the individual wants to do (easy to get the system to do what he/she wants to do).

### C. Trust

According to Rosdiana, Haris, & Suwena (2019), customer trust is all knowledge possessed by customers and all conclusions that customers make about objects, attributes and benefits. Experience with customers that will create trust. Therefore, to get a relationship of mutual trust and get a reputation of trustworthiness, a strategy is needed that is deliberately patient with the view of the results that will be obtained in the future, with customer trust that will make the customer believe it will lead to a desire to continue to build relationships. partnership relationship (repurchase intention).

According to Kustini (2011) trust is the willingness of customers to trust a brand with all the risks because there is an expectation in the minds of customers that the brand will give positive results to customers so that it will lead to loyalty to a brand. In a business context, this means that trust is defined as the consumer's expectation to trust a particular product or service. Trust can provide benefits for companies because it can reduce transaction costs, and increase flexibility and efficiency, as well as help them to design more accurate marketing plans or strategies. Trust can form a two-way relationship between organizations and consumers.

Kotler and Keller (2016) state that there are 3 factors that can form trust, namely, Ability, Benevolence, and Integrity,

1. Ability is a set of skills, competencies, and characteristics possessed by a company/organization to be believed to provide trust.
2. Benevolence is the extent to which a person is believed to give good trust, regardless of the motive for profit interests.
3. Integrity are principles that can be adhered to to build trust.

### III. METHOD

This research will be carried out by distributing questionnaires to consumers who have purchased products or transacted in marketplace applications. This research was conducted during February 2022 to May 2022. According to Sugiyono (2016), the sample is part of the number and characteristics possessed by the population. Sample measurement is a step to determine the size of the sample taken in carrying out research on an object. To determine the size of the sample can be done with statistics or based on research estimates. This sampling must be carried out in such a way that samples are obtained that can truly function or can describe the actual state of the population, in other terms, must be representative (represent). Samples are needed to prove the correctness of the answers that are still temporary (hypotheses), so the researcher collects data on certain objects. Because the object in the population is too broad, the researcher uses the unknown population formula (Riduwan & Achmad, 2007).

$$n = \left( \frac{Z_{\alpha/2}}{e} \right)^2$$

Information:

n = Number of samples

Z $\alpha/2$  = confidence level measure  $\alpha = 0.05$  (95% confidence level means Z0.05 = 1.96

e = The level of determination used by stating the maximum error of 20% or 0.20 (error of estimation)

Calculation.

$$n = \left( \frac{1.96}{0,20} \right)^2 = 96,04$$

Based on the sample calculation, the researcher believes with a 95% confidence level that the minimum random sample size is 96.04, but to provide better test results, the number of samples in the study is rounded up to 100 respondents.

This study uses multiple linear regression. Multiple linear regression is a linear relationship between two or more independent variables with one dependent variable used to predict or predict a dependent variable value based on the independent variable (Sugiyono, 2016). Multiple linear regression analysis in this study using the SPSS 23 tool. The formula for the multiple linear regression equation is as follows.

$$Y = a + b_1X_1 + b_2X_2 + e$$

with:

- Y = Buying Interest  
 X<sub>1</sub> = Perception of Ease  
 X<sub>2</sub> = Trust in Application  
 a = Regression constant  
 b<sub>1</sub>, b<sub>2</sub>, ... b<sub>n</sub> = Regression coefficient

#### IV. RESULT

##### A. Respondent Profile

Table 1. Gender

Gender	Amount	Prosentase (%)
Man	28	28%
Woman	72	72%
Sum	100	100%

The table above describes the respondent's data collected based on the questionnaire at the research location, consisting of 52 men and 48 women.

Table 2. Age

Age	Amount	Prosentase (%)
≤ 20 Yrs	20	20%
21 - 30 Yrs	45	45%
31 - 40 Yrs	16	16%
41 - 50 Yrs	14	14%
> 51 Yrs	5	5%
Sum	100	100

The table above describes the tenure of the respondents who were collected based on the questionnaire, the conclusion is that the largest respondent's age is between 21 - 30 years, namely 45 people.

##### B. Validity and Reliability Test

Validity is a measure that shows the levels of validity or validity of an instrument. A valid or valid instrument has high validity. The number of respondents and the significance (error level) used is 5%, and the number of initial respondents is 30 people, then the r table value is 0.3061.

Table 3. Ease Of Use Perceived Validity Test Results

Statement	r count	r table	Info
Ease Of Use_1	0,778	0,3061	Valid
Ease Of Use_2	0,740	0,3061	Valid
Ease Of Use_3	0,751	0,3061	Valid
Ease Of Use_4	0,781	0,3061	Valid
Ease Of Use_5	0,818	0,3061	Valid
Ease Of Use_6	0,821	0,3061	Valid
Ease Of Use_7	0,715	0,3061	Valid

Table 4. Trust Validity Test Results

Statement	r count	r table	Info
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Statement	r count	r table	Info
Trust_1	0,711	0,3061	Valid
Trust_2	0,618	0,3061	Valid
Trust_3	0,652	0,3061	Valid
Trust_4	0,658	0,3061	Valid
Trust_5	0,628	0,3061	Valid
Trust_6	0,721	0,3061	Valid
Trust_7	0,614	0,3061	Valid
Trust_8	0,626	0,3061	Valid

Table 5. Buying Interest Validity Test Results

Statement	r count	r table	Info
Buying Interest_1	0,801	0,3061	Valid
Buying Interest_2	0,721	0,3061	Valid
Buying Interest_3	0,711	0,3061	Valid
Buying Interest_4	0,641	0,3061	Valid
Buying Interest_5	0,516	0,3061	Valid
Buying Interest_6	0,836	0,3061	Valid
Buying Interest_7	0,515	0,3061	Valid
Buying Interest_8	0,722	0,3061	Valid

Based on the results of data processing, all question items on the variables in this study are valid, because all have an r value  $> 0.3061$ . while the results of the reliability test can be seen in the following table:

Table 6. Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Ease Of Use Perceived	,874	7
Trust	,801	8
Buying Interest	,845	8

The standard of reliability testing using Cronbach's alpha value is 0.6 (Suherman & Yusuf, 2021), based on the results of calculations, all reliability test results are above 0.6 so that all are reliable

### C. Classic Assumption Test

#### 1. Normality Test

Table 7. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	3,37417275
Most Extreme Differences	Absolute	,145
	Positive	,091
	Negative	-,145
Test Statistic		,145
Asymp. Sig. (2-tailed)		,181 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

In the table above, it can be seen that the Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov is 0.864, thus the Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov is greater than 0.05 ( $0.181 > 0.05$ ), so  $H_0$  is accepted, in other words that the data in this study are normally distributed.

2. Linearity Test

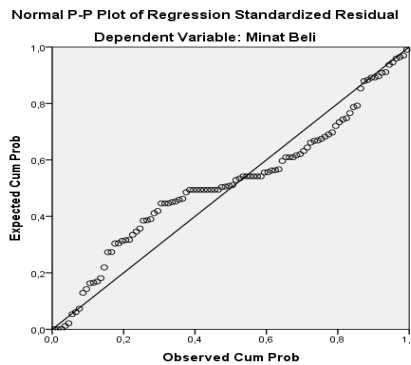


Figure 1. Linearity Test

the picture shows the linearity of a multiple regression model, in this study, the model has been linear because the residual value follows the normal residual path .

3. Multicollinearity Test

Table 8. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Perception of Ease of Use	,506	1,976
Trust	,506	1,976

a. Dependent Variable: Buying Interest

On the independent variables Perception of Ease of Use and Trust has a VIF value of 1.976, smaller than 10 ( $VIF = 1.976 < 10$ ), and a tolerance value of 0.506, greater than 0.1 ( $Tolerance = 0.506 > 0.1$ ) so that it can be concluded that there is no deviation of the classical assumption of multicollinearity between independent variables in the model.

4. Heteroscedasticity Test

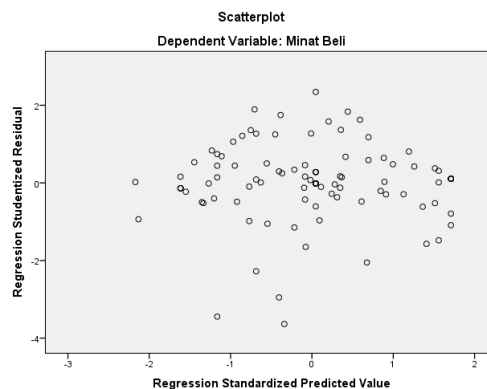


Figure 2. Heteroscedasticity Test Results

D. Hypothesis Testing

Table 9. Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,697	2,314		,733	,465
Perception of Ease of Use	,300	,103	,246	2,905	,005
Trust	,686	,095	,612	7,207	,000

a. Dependent Variable: Buying Interest



From the results of the data processing, the multiple regression equation is obtained as follows:

$$\hat{Y} = 1,697 + 0,300X_1 + 0,686X_2 + e$$

Based on the obtained regression equation, the regression model can be interpreted as follows:

1. The constant coefficient of 1.697 indicates that if the values of X<sub>1</sub>, and X<sub>2</sub> are zero, the level of Purchase Interest is 1.697 units.
2. The coefficient b<sub>1</sub> is 0.300, meaning that if the Perception of Ease of Use (X<sub>1</sub>) increases by one unit, while other variables are fixed, then the Buying Interest variable (Y) will increase by 0.300, in other words, the higher the Perception of Ease of Use will increase the Purchase Interest.
3. The coefficient of b<sub>2</sub> is 0.686, meaning that if Trust (X<sub>2</sub>) has increased by one unit, while other variables are fixed, the Buying Interest variable (Y) will increase by 0.686, in other words the more Trust is raised, the Buying Interest will increase.

The test results tcount = 2,905, while the value of ttable = 1.9844, so it can be concluded that if tcount > ttable (2,905 > 1.9844). Likewise, the sig value of 0.005, smaller than the 0.05 significance level, because the value of tcount > ttable and the value of Sig <0.05, H<sub>0</sub> is rejected, which means that there is a significant positive effect of the independent variable Perception of Ease of Use on the dependent variable of Purchase Interest. Furthermore, the value of tcount = 7.207, while the value of ttable = 1.9844, so it can be concluded that if tcount > ttable (7.207 > 1.9844). Likewise, the sig value of 0.000, smaller than the 0.05 level of significance, because the value of tcount > ttable and the value of Sig <0.05 then H<sub>0</sub> is rejected, which means that there is a significant positive effect of the independent variable Trust on the dependent variable Buying Interest

**Table 10. Simultaneous Test ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2062,321	2	1031,160	88,742	,000 <sup>b</sup>
	Residual	1127,119	97	11,620		
	Total	3189,440	99			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Trust, Perception of Ease of Use

In the table above, the value of Fcount = 88.742 is greater than Ftable = 3.0892 (88.742 > 2.7336) and the value of Sig = 0.000, less than 0.05 (0.000 < 0.05). Based on the results of data processing, the conclusion is H<sub>0</sub> is rejected. In other words, that there is a significant positive effect of the independent variables of Perception of Ease of Use and Trust together on the dependent variable of Purchase Interest.

**Table 11. Coefficient of Determination Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,804 <sup>a</sup>	,647	,639	3,40878	1,611

a. Predictors: (Constant), Trust, Perception of Ease of Use.

b. Dependent Variable: Buying Interest

The correlation coefficient (r) is 0.804, this means that there is a very strong relationship between Perceived Ease of Use and Trust with Purchase Interest because the correlation value of 0.804 is in the range of 0.800 - 1,000. The magnitude of the effect of the Ease of Use Perception model equation and Trust on the dependent variable Buying Interest has a coefficient of determination of 0.647 indicating that the contribution of Ease of Use Perception and Trust together to Buying Interest is 64.7%, the remaining 35.3% is due to by other factors.

## V. DISCUSSION

1. Perception of ease of use is the extent to which a person believes that using a technology will be free from effort, thus the perception of ease of use is a belief about the decision-making process (Jogiyanto, 2007). If someone believes that the information system is easy to use then he will use it. Buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented, because buying

interest is the consumer's tendency to buy a brand or take actions related to purchases as measured by the level of possibility of consumers making a purchase. Convenience is the main cause of interest in using the system (behavioral intention) for less experienced users. For experienced users, the main cause of interest in using the system is the construct of perceived behavioral control. If the Perception of Ease of Use increases by one unit, while other variables are fixed, then the Buying Interest variable will increase by 0.300, in other words, the higher the Perception of Ease of Use will increase the Purchase Interest.

2. Trust is the basis in a relationship between one party and another, which is mutually reinforcing so that there is a mutually beneficial reciprocal relationship. In the online buying and selling system, the trust factor is always a consideration because here the buyer cannot see the goods directly and the seller sometimes does not receive payment immediately. So there is no real transaction, only based on trust. If this factor does not exist then buying and selling online will never happen. The results showed that there was a positive and significant effect of trust in the application on buying interest. Where if Trust increases by one unit, while other variables are fixed, then the Buying Interest variable will increase by 0.686 units, in other words the more Trust is increased, the Buying Interest will increase.
3. Perception of convenience is a belief about the decision-making process. Convenience is the main cause of interest in using the system (behavioral intention) for users, in other words, if someone believes that the information system is easy to use, he will use it. Buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented, its relationship with buying interest as the tendency of consumers to buy a brand or take action related to purchases as measured by the level of possibility of consumers making purchases, in the online buying and selling system the trust factor always a consideration because here the buyer cannot see the goods directly and the seller sometimes does not receive payment immediately. So there is no real transaction, only based on trust. If this factor does not exist then buying and selling online will never happen. The results showed that there was a significant effect of the independent variables, Perception of Ease of Use and Trust together on the dependent variable of Purchase Interest. The correlation value is 0.804, this means that there is a very strong relationship between Perceived Ease of Use and Trust with Purchase Interest.

## VI.SUGGESTION

Based on the results and conclusions of the study, the suggestions that researchers can give are as follows:

1. Marketplace application developers should continuously improve the ease of use by redesigning the features and appearance of the application according to customer interests, because based on research results, partially and simultaneously, the effect of perceived ease of use on Buying Interest is significant, meaning that if Perception of Ease of Use is getting better, then Buying Interest will increase, which in turn will make the marketplace application more advanced and developed
2. Marketplace application developers should continuously improve public trust in transacting with applications, by maintaining data and transaction security, if there is an issue of leakage or rampant fraud with applications it will be fatal, because based on the results of research, both partially and simultaneously, the trust factor has a significant effect on Buying Interest, thus, if the Trust is getting better, then Buying Interest will increase, which in turn will make the application more advanced.
3. Future research is expected to include other variables that influence buying interest in marketplace applications, such as perceptions of usefulness, user behavior, application quality, promos and discounts and others.

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