



The Effect of Product Quality, Website Quality, and Risk Perception on Purchasing Decisions on the Berrybenka Website

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Abstract

The development of technology today makes many business actors start to appear. The number of business actors causes intense competition, requiring business actors to carry out various strategies to survive in market competition. Furthermore, the large number of internet users has changed the habits and behavior of the Indonesian people, namely changing conventional transactions to online buying and selling transactions. Indonesia has many E-commerce fashion sites that have been popular, and also has outlets in several places, one of which is Berrybenka. The purpose of this study is to determine the effect of product quality variables, website quality, and risk perception on purchasing decisions on the Berrybenka website in Bandar Lampung. The data used in this study are primary data obtained from the results of respondents' answers collected with the help of a questionnaire. The number of samples in this study were 115 respondents. The sample collection method uses purposive sampling, which is a technique used to determine the sample with criteria according to the researcher's determination. The analysis methods used in this study are validity test, reliability test, partial test (t-test), and coefficient of determination (R²). Then the analysis stage uses multiple linear regression analysis with the help of the SPSS 26 application. The results of this study indicate that product quality, website quality, and risk perception have a significant effect on purchasing decisions.

INTRODUCTION

In today's era, the growth and development of increasingly sophisticated technology has a huge impact on human life, especially in the business world. The development of technology today has made many business people start to emerge, the difficulty in finding jobs has encouraged some individuals to enter the business world. The large number of internet users has changed the habits and behaviour of the Indonesian people. These changes are even felt by several existing industries. The development of the internet has changed the turn of conventional transactions into online transactions. The term that then emerged was Electronic Commerce (e-commerce). According to Munir et al., (2019) the development of the internet world today has also made various conveniences that can be felt by the community, one of which is in making buying and selling transactions. According to Turban et al. (2015), E-Commerce is the process of buying, selling, or trading data, goods, and services via the internet. Now, the lifestyle of Indonesian people has been transformed by the presence of online shopping in fulfilling their consumptive nature.

Indonesia itself has many E-commerce fashion sites that have been popular, have websites that have been well optimised, in terms of design and use. There are even some e-commerce fashion sites that have outlets in several places. One of them is Berrybenka. Berrybenka's operations started in 2011 and has become one of the most popular shopping sites in Indonesia. In 4 years since its first outlet was established in 2017, Berrybenka now has 30 new outlets spread across major Indonesian islands, such as Sulawesi, Bali, Sumatra, and Java. Berrybenka comes in-house label and offers products from at least 1,000 local and international brands. Berrybenka offers fashion collections that

are stylish yet affordable and do not lose their quality. Not only clothing, Berrybenka also provides a selection of bags, shoes, and accessories such as watches, glasses, scarves, earrings, and necklaces.

Berrybenka is a local brand or start-up from Indonesian children. At the beginning of Berrybenka's establishment, the owner, Jason Lamuda, and his team were looking for the right strategy to grow their business. Starting with a direct approach strategy to SMEs, Jason Lamuda also tried to convince merchants that e-commerce would be able to increase their product sales. Now that Berrybenka's name is well known, merchants who collaborate with Berrybenka only need to put their products in Berrybenka's warehouse and for the process of photographing, sales, payment, delivery, and other services Berrybenka itself handles it. By following the current marketing trend, Berrybenka has provided online marketing services on various platforms such as website, Instagram shop, Facebook Marketplace, Tokopedia, Shopee, and also Tiktok shop. However, the website is still the choice for consumers in shopping, because after researchers made observations by comparing the website and several other e-commerce, researchers found differences, one of which is that the products uploaded through the website are more complete than other platforms so this is a strong reason why the website is still attractive to consumers in doing online shopping. Here's a look at Berrybenka's website page:



Figure 1. Berrybenka.com Website Page

On the home page, Berrybenka presents various attractive offers such as unconditional free shipping, sale products, attractive discounts, and Berrybenka also presents an online magazine containing outfit mix and match tips so that when consumers choose clothes or other fashion to buy, they can first see the magazine as a reference. IPrice noted that in 2017 there were five major fashion e-commerce companies in Indonesia. They are Zalora, Sociolla, Berrybenka, Mapemall, and Hijup. IPrice published a report on the development map of e-commerce sites in Indonesia. The data contained also illustrates the actions of the five fashion e-commerce companies. The data is presented in the form of a ranking with certain variables as a reference, such as the number of monthly website visitors, ranking, applications in Appstore and Playstore, social media, and also the number of employees in the company.

As one of the e-commerce that is in demand, Berrybenka is known to have the advantage of up to date product designs and good quality, so many women and men still choose the Berrybenka brand to fulfill their fashion needs. However, with the increasing number of business players in the fashion industry, there are currently many fashion brands both local and international that offer similar products and have the same market segment as Berrybenka. Therefore, to remain competitive Berrybenka must continue to innovate and develop products and services that appeal to consumers. The following is presented data on Online Fashion Brand competition seen from website visitors compiled from the iPrice survey institute in 2022.

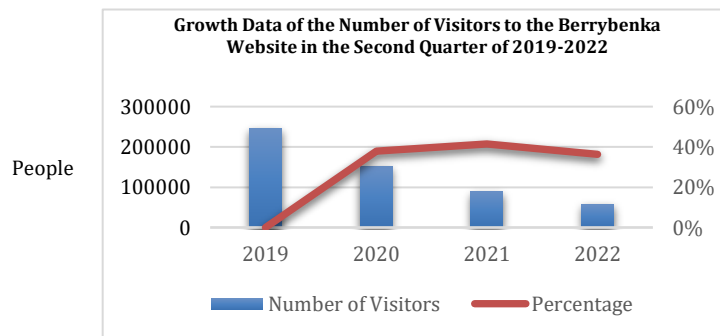
Table 1. Online Fashion Brand Competition Data in 2022

No.	Online Shop	Monthly Web Visitors
1.	Zalora	2.776.700
2.	Mapemall	662.000
3.	Jam Tangan	413.900
4.	iStyle	366.100
5.	Hijup	170.100
6.	Bro.do	70.700

7.	Berrybenka	55.900
8.	Bobobobo	52.500
9.	Tees	49.900
10.	Hijabenska	6.000
11.	Sorabel	4.200
12.	Orori	2.700

Source: iPrice.co.id. (2023)

Based on data collected by iPrice in 2022, Berrybenka was ranked 7th out of 12 online fashion brands with 55,900 monthly web visitors, of course this number is still very far compared to Zalora with 2,776,700 monthly web visitors. Furthermore, according to web visitor data obtained from the iPrice survey institute, since 2020 Berrybenka has continued to decline, while several other fashion brands have increased. The following author presents a graph of the number of visitors to the Berrybenka website from 2019-2022:



Picture 1. Data on the Growth of the Number of Visitors to the Berrybenka Website in the Second Quarter of the Year 2019-2022

Source: iPrice.co.id, Year, (2019-2022)

The figure above shows the growth in the number of visitors to the Berrybenka website taken through iPrice in the second quarter of 2019-2022. Based on Figure 1.2, it can be concluded that the number of Berrybenka web visitors continues to experience a significant decline every year. It can be seen that the biggest decline occurred from 2020 to 2021, which amounted to 41.5%. This shows the very influence of the level of product quality and the quality of the features displayed on a website so that it affects the level of visitors.

Berrybenka itself has negative reviews from customers submitted through its Play Store review column. According to data processed from google customer reviews (2023) there is an increase in the number of negative reviews from consumers that occurred from 2019 to 2022, the percentage increase in the number of negative reviews reached 6% (Berrybenka.com, 2023). The number of complaints experienced by consumers makes consumers feel less satisfied shopping at Berrybenka. These negative reviews show disappointment in consumers' judgement of the benefits or value of quality products. Understanding the risks that may arise from websites that cause must always be careful in transacting online. To stay ahead in the e-commerce business, of course Berrybenka must pay more attention to customer satisfaction and also improve the marketing system in order to convince new consumers so that it can influence purchasing decisions.

To find out this, the author collected several articles related to Berrybenka's service assessment from the consumer's point of view, as follows:

Table 2 Berrybenka Consumer Complaints

No	Reviews
Product Quality	
1.	"This is the first time shopping for goods that are a bit disappointed, even though I know that goods from berrybenka are good".
2.	"This is not premium cotton, but standard rayon. the model is appropriate but the quality of the fabric is thin so it's a bit dreamy".

-
3. "The picture of the bag with the original is not in line if I can replace the bag with a bigger bag and a sling".

Website Quality

4. "The website displays images well and a variety of categories, but checkout is not as easy as paying from e-commerce because there is no automatic email that comes in and resumes the total shopping. The website only displays the transaction number and account number, please supplement this as it is difficult to go back to the next page."
5. "update new items on the website. For example, if the item is sold out on the website, just delete it, let me know if it's not written as sold out, so we won't be disappointed if we want to buy it. Thank you".
6. "Service and goods are okay, but the website and apps are not updated so many products are not updated and not synchronized with the stock status."

Risk

7. "Berrybenka's packing is not safe. Delivery of goods is not complete, something is missing. Old claims are given a solution."
-

Source: google customer reviews, (2023)

Table 2 shows complaints submitted by consumers after making transactions, including products received that are not in accordance with consumer expectations which can be attributed to product quality, and also consumer disappointment with the inventory of goods that are not up to date and consumer difficulties in making payment processes which can be attributed to the quality of the Berrybenka website. One of the consumer complaints is about product quality where the product received is not in accordance with consumer expectations where one of the consumers provides a review that the goods he gets do not match the product description so that consumers feel disadvantaged. Product quality is one of the main factors for consumers in making purchasing decisions. Consumers who intend to buy a product on an online site will first see the information outlined in the product description such as the material used, size, and of course this is a consideration for consumers before deciding to buy. The reason is that consumers can only see the appearance of the product through posts on social media so that the items they want to buy cannot be tried on directly. and of course this is very vulnerable to fraud, besides that it can also be seen that the reason some respondents have never shopped at Berrybenka is because the products are less diverse, less attractive, and the prices are expensive and considered less competitive with other brands.

Product quality can also influence consumers in making purchasing decisions, based on previous research conducted by Ningrum, et al., (2018) which states that product quality has a significant influence on purchasing decisions. Likewise, this research is in line with research conducted by Suhaily & Darmoyo, (2017) which shows that there is a significant effect of product quality on purchasing decisions. However, in contrast to the results of research conducted by Nasution, et al., (2020) shows that product quality does not have a significant effect on purchasing decisions.

Consumer trust in online commerce is influenced by several factors, one of which is website quality. The quality of a website can increase the trust of consumers who make transactions online, because consumers who transact online only rely on information obtained from websites that sell these goods or services (Siagian et al., 2014). According to Gregg & Walczak, (2010) states that sellers with good website quality, even if they do not have a good reputation, will be more trusted than sellers with good reputations but do not have good websites. Website quality in online purchasing sites. When consumers want to make purchases through the website, they will be brought to the website page display, if the website display is of low quality, users will experience difficulties in operating it such as difficulty in finding the product they want to buy, difficulty getting information about the product, and also in making transactions. If this is experienced by consumers, it is certain that consumers will switch to e-commerce that provides ease of operation. But on the other hand, if the website display has good quality, of course, it will provide convenience for users in operating and transacting, and information that is easy to obtain will increase consumer confidence so that it will influence consumers in making decisions to buy a product.

Website quality has an effect on purchasing decisions, from the results of previous research conducted by Putri, et al., (2020) which shows that the website quality variable has an influence on

purchasing decisions. However, the results of this study are not in line with research conducted by Dapas, et al., (2019) which shows that website quality has no positive effect on purchasing decisions.

Risk has an influence on purchasing decisions. In accordance with the results of research conducted by Sari HR, et al., (2020) shows that risk perception has a positive influence on purchasing decisions. However, in contrast to the results of research conducted by Wijaya et al., (2022) which shows that risk perception has no effect on purchasing decisions. Due to several factors regarding risks such as late products to consumers' hands, lack of trust to make online transactions and mismatches in products received by consumers, consumers feel that shopping online through Berrybenka gets financial losses so that consumers choose to buy what is really needed. Meanwhile, factors regarding consumer purchasing decisions regarding online shopping at Berrybenka, consumers will make purchases if the information provided by Berrybenka is reliable, and consumers will be interested in shopping at Berrybenka if the information and quality of Berrybenka can be trusted by consumers. This study aims to determine the effect of product quality, website quality and risk perception on buyer decisions on the Berrybenka website in Bandar Lampung.

METHODS

This research is quantitative research, using a Likert scale measurement scale of 1-5, the sampel in this study amounted to 115 people, the data collection method used literature study and questionnaires, while the data analysis used multiple linear regression tests and determination coefficient tests.

RESULTS AND DISCUSSION

A. Result

The subject population in this study are online consumers who know the Berrybenka brand, have bought Berrybenka products through the Berrybenka E-Commerce Website in Bandar Lampung City, 86 respondents who are female with a percentage of 74.8%, respondents who are students or students with a total of 49 people with a percentage of 42.6%. the results of respondents aged between 17-25 years have a percentage of 73.9% with a total of 85 respondents who dominate in this study. there are 53 people who have an income range of Rp. 2,000,000 - Rp. 3,000,000 with a percentage of 46.1%.

Hypothesis testing is carried out to test the proposed hypothesis. The hypothesis proposed in this study is related to the variables of product quality, website quality, and risk perception on purchasing decisions. Hypothesis testing in this study uses multiple linear regression analysis with the help of the SPSS version 26 program. The following results of the multiple linear regression analysis equation can be seen in the following table:

Table 3 Multiple Linear Regression Test Results

		Coefficients^a			
		<i>Unstandardized</i>		<i>Standardized Coefficients</i>	
Model		B	<i>Std. Error</i>	Beta	Sig.
1	<i>(Constant)</i>	4.613	1.267		3.642 .000
	Product Quality	.253	.050	.414	5.103 .000
	Website Quality	.314	.132	.195	2.384 .019
	Risk Perception	.297	.063	.335	4.749 .000

a. *Dependent Variable:* Purchase Decision

Source: Data processed by researchers, (2023)

The table above shows that the constant value is 4.613. Product quality is 0.253, website quality is 0.314, and risk perception is 0.297. Based on these values, the regression equation is obtained as follows:

$$Y = 4.613 + 0.253X_1 + 0.314 X_2 + 0.297 X_3$$

From this equation it is known that the value of the independent variables of product quality, website quality, and risk perception.

1. Based on the multiple linear regression analysis equation above, it is known that the constant value is 4,613, which means that if the dependent variable is considered constant (value = 0) or there is no influence from the three dependent variables, the purchasing decision variable is 4,613..
2. The X_1 regression coefficient of Product Quality is 0.253 which indicates that if the product quality variable increases by one unit, Y will increase by 0.253 or 25.3%.
3. The regression coefficient X_2 website quality is 0.314, meaning that if the website quality variable increases by one unit, Y will increase by 0.314 or 31.4%.
4. The regression coefficient X_3 of risk perception of 0.297 means that if the risk variable increases by one unit, Y will increase by 0.297 or 29.7%.

Partial significance test (T Test)

The T test aims to determine whether each independent variable partially or individually affects the dependent variable. In conducting the T test, it can be seen from the t_{count} with the t_{table} where if $t_{count} > t_{table}$, the independent variable affects the dependent variable and vice versa. The t test can also be seen or compare the significance value with the alpha value of 5% or 0.05 in this case H_a can be accepted if the significance value is smaller than 0.05 and vice versa. The t test in this study uses the following formula to determine t_{table} .

$$df = n \text{ (number of samples)} - k \text{ (number of independent variables)} - 1$$

$$df = 115 - 3 - 1 = 111. \text{ Obtained } t_{tabel} = 1.98157$$

Table 4. T Test Results of Variable X Against Y

No.	Hipotesis	t Count	t Table	Results
1.	Product quality has a significant effect on purchasing decisions (H1)	5.103	1.98157	Accepted
2.	Website quality has a significant effect on purchasing decisions (H2)	2.384	1.98157	Accepted
3.	Risk Perception has a significant effect on Purchasing Decisions (H3)	4.749	1.98157	Accepted

Source: Data processed by researchers, (2023)

Based on the table above, it can be concluded that:

1. 1. Based on the output table above, it can be seen that the t_{count} value on Product Quality (X_1) is 5.103 which is greater than the t_{table} of 1.98157. It can be concluded that product quality (X_1) has a significant influence on purchasing decisions (Y). and it can be concluded that the H_{01} hypothesis is rejected and the H_{a-1} hypothesis is accepted.
2. 2. Based on the output table above, it can be seen that the t_{count} value on Website Quality (X_2) is 2.384 which is greater than the t_{table} of 1.98157. It can be concluded that website quality (X_2) has a significant influence on purchasing decisions (Y). and it can be concluded that the H_{02} hypothesis is rejected and the H_{a-2} hypothesis is accepted.
3. 3. Based on the output table above, it can be seen that the t_{count} value on risk perception (X_3) is 4.749 which is greater than the t_{table} of 1.98157. It can be concluded that risk perception (X_3) has a significant influence on purchasing decisions (Y). and it can be concluded that the H_{03} hypothesis is rejected and the H_{a-3} hypothesis is accepted.

Determination Coefficient Test (R^2)

The coefficient of determination or R^2 is a test to show the effect given between the independent variable (X) on the dependent variable (Y). or in other words, the coefficient of determination is useful for predicting or seeing how much the distribution of the influence given by variable X together on variable Y. The R^2 coefficient of determination test can be seen through the table below:

Table 5. coefficient of determination test results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.693	.685	1.827

a. Predictors: (Constant); Product Quality (X_1), Website Quality (X_2), and Risk Perception (X_3)

Source: Data processed by researchers, (2023)

Based on the table above, it can be seen that the coefficient of determination is obtained R Square (R^2) obtained at 0.693 which shows that the decision to purchase Berrybenka products in Bandar

Lampung City is influenced by product quality, website quality, and risk perception by 69.3% and the remaining 30.7% is influenced by other variables outside this study.

B. Disussion

The results of the descriptive and quantitative analysis calculations in this study show that the respondent's questionnaire statement frequency distribution data on the variables of product quality, website quality, risk perception, and purchasing decisions results in the first, second, and third hypotheses being accepted, which means that there is a significant effect produced on each independent variable (X) by looking at the frequency of respondees' answers. Based on the analysis test conducted, it can be concluded:

The Effect of Product Quality on Purchasing Decisions on Berrybenka Products in Bandar Lampung City

Based on the test results, it shows that Ha1 is accepted and H01 is rejected, in other words, there is a significant influence between product quality on purchasing decisions. The first hypothesis is proven by the results of the T test which shows that the $t_{count} > t_{table}$, which is 5.103 greater than the t_{table} of 1.98157. With a significant value of 0.000 where this figure is smaller than 0.05. These results illustrate that the better the quality provided by the company can be felt, enjoyed, and seen as good by consumers, making purchasing decisions will increase by making repeat purchases. The results of this first hypothesis are in line with the results of previous research conducted by Suhaily & Darmoyo, (2017) which state that there is a significant influence of product quality variables on purchasing decisions. This is also in accordance with the results of previous research conducted by Ningrum, et al., (2018) that product quality variables have a significant effect on purchasing decisions.

The Effect of Website Quality on Purchasing Decisions on Berrybenka Products in Bandar Lampung City

The results in this study found that Ha2 was accepted and H02 was rejected, in other words, website quality (X2) had a significant effect on purchasing decisions for Berrybenka products in Bandar Lampung City. It can be seen based on the T test which shows that based on the output table, the t_{count} on website quality (X2) is 2.384 which is greater than the t_{table} of 1.98157. With a significant value of 0.019 where this figure is smaller than 0.05. These results illustrate that website quality contributes to consumer perceptions, pleasure and perceived experiences, which in turn, will influence purchasing decisions. In addition, with high-quality information, the website is able to facilitate buyers to quickly make purchasing decisions, thus making the website more attractive to buyers than other websites. The results of this second hypothesis are in line with previous research conducted by Solihin & Zuhdi, (2021) which states that website quality has a positive and significant influence. This is also reinforced by the results of previous research conducted by Alghifari, et al., (2021) which states that the website quality variable has a significant positive effect on the consumer purchasing decision variable.

The Effect of Risk Perception on Purchasing Decisions on Berrybenka products in Bandar Lampung City

The results in this study found that Ha3 was accepted and H03 was rejected, in other words, risk perception (X3) had a significant effect on purchasing decisions for Berrybenka products in Bandar Lampung City. It can be seen based on the T test which shows that based on the output table, the t_{count} on risk perception (X3) is 4.749 which is greater than the t_{table} of 1.98157. With a significant value of 0.000 where this figure is smaller than 0.05. In this case, it shows that risk affects purchasing decisions, which means that the lower the level of risk owned by the company makes consumers have a low level of concern about purchasing decisions for a product. Risk is the main reason why someone is reluctant to make online purchases because the seller and buyer do not meet directly, causing concern in consumers. However, in this context, consumers have a perception of risk, but if consumers are already interested and need a product seen on an online site, consumers will still buy it.

The results of this third hypothesis are in line with previous research conducted by Sari HR, et al., (2020) showing that risk perception has a positive influence on purchasing decisions.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

The results of quantitative analysis show that the first, second and third hypotheses are accepted, there is a significant influence between product quality, website quality, and risk on purchasing decisions. This shows that product quality, website and risk affect the level of purchasing decisions, the better the product quality, website quality and risk offered by the company, it will increase consumer decisions in buying Berrybenka products in Bandar Lampung.

B. Suggestion

Product quality, researchers advise Berrybenka to be able to improve product quality, by increasing good quality standards such as neat stitches, using good quality materials so as to provide comfort when used and also companies are expected to be able to create product innovations by providing up to date designs so that they reflect contemporary products. So that this is expected to increase consumer purchasing decisions. website quality, researchers suggest that Berrybenka should be able to improve website quality by creating a website design that is responsive, attractive and has a fast load time and responsiveness so that it can increase positive consumer experiences. Furthermore, improving navigation on the website makes it easier for users to find the information they are looking for, and needs to provide the suitability of the information listed on the website. The better the quality of the website, the higher the consumer purchasing decision will be. Regarding risk, companies are expected to improve services in order to minimize the risk felt by consumers. The lower the level of risk in a company, the lower the concerns felt by consumers so that it can influence consumers in purchasing decisions.

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