

## The Influence of Hotel's Website Brand and Quality on Consumers Trust and Purchasing Interests (A Case Study at Maca Group, Bali)

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### Abstract

Website is one of the revenue channels that must be optimized to gain more transactions and acknowledgment to consumers. Good website quality and brand will gain the trust of consumers which will gain their buying interest. The purpose of this research will be as follows: analyze the influence of website brands on consumer trust and buying interest, analyze the influence of website quality on consumer trust and consumer buying interest, analyze the influence of trust on consumer buying interest, and analyzes the role of trust in conciliating website brand on consumers buying interest and website quality on consumers buying interest. The location of this study is Maca Group. This study uses a quantitative approach. Data were collected by distributing questionnaires to 100 guests who made reservations as respondents. The results of data analysis with SmartPLS show that: website brand has a positive influence on trust and buying interest, website quality has a positive influence on consumers trust and buying interest, trust has a positive influence in conciliating website brand on buying interest and website quality on buying interest.

### Keywords

trust; website quality; website brand; purchasing interests

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## 1. INTRODUCTION

Indonesia exhibited accelerated growth of internet use from 2000 to 2011, with the number of internet user reaching 50 million users, or an increase by 1000%. This phenomenon gives way to a new type of business called *e-commerce*. The term *e-commerce* or online business can be defined as a

buy-and-sell transaction through internet medium (Luthfihadi & Dhewanto, 2013). In the year of 2011, the market share of online business reached USD 0.9 billion and the number will continue to increase (Aribawa, 2016). Furthermore, the number of online purchases in Indonesia experienced a significant growth year after year. Data showed that *e-commerce* transactions reached IDR 130 trillion with 82 million users (Sidharta & Suzanto, 2015a).

Included in this rapid growth of online business is the rise of online travel agents (OTA) in Indonesia, such as Traveloka, Tiket.com, Agoda, Booking.com, and more, each with its own strengths and characteristics. Currently, online travel agents in Indonesia offer variety of products by way of business to consumer (B2C) marketplace concept, wherein B2C is an online sale concept that bridges seller and buyer on one platform (Detikinet, 2019).

The existence of a website is inseparable from online based *e-commerce*. *E-commerce* is defined as “economic and business activities using a website as a medium to provide products and services and facilitating business transaction activities between individuals and organizations”. As such, website is the primary medium for online-based industries to sell their products and services, as well as facilitating the sellers and consumers to conduct business transactions in the internet (Kartiwi, 2006). In the world of online business, website plays an important role as it allows the seller to reach more consumers and wider market in both domestic and international. This renders website to be one of the most important marketing media in this digital era.

Website provides plenty of benefits to internet users, especially users looking to expand their online business, because website allows the user to cut the marketing costs such as promotion and communication, making it more efficient and effective. Furthermore, from the consumer end, *e-commerce* website provides ease of use to find and obtain the product or service they wanted (Harminingtyas et al., 2014).

Currently, Maca Group is managing two luxury property villas in Seminyak area, Maca Villas & Spa Seminyak and Maca Villas & Spa Umalas, in which the role of the website is to be the information center for service and facilities provided by the hotel, as well as a medium to conduct reservation for guests. Investment poured for the website is done so the hotel website could become the preferred *booking channel* among others of similar feature. However, the following table shows that the reservations (*room nights*) done from the website have not reached the supposed target.

Table 1. The comparison between achieved reservation (room nights) through booking channel website

No	Property	2018		2019	
		Target	Achievement	Target	Achievement
1	Maca Villas & Spa Seminyak	850	280	800	340
2	Maca Villas & Spa Umalas	500	157	450	280

Source: Processed data, 2022.

A hotel needs a competitive advantage in order to compete in the business, one of them is to build a brand (Kotler & Keller, 2009). Website built with brand with good impression and easily recognized could help the consumer to put their trust as they conduct transactions in that website (Sidharta & Suzanto, 2015b). The concept of website brand is not yet to be one of primary consideration in online business, particularly because the businessmen focused more on the website's functionality. However, just providing a functional website is not enough to attract consumers to conduct transactions in the website.

Google Analytics of Maca Group website in year 2019 showed that the website traffic reached 7.649 visitors, or 20 visitors per day. Average time on site was only 4 minutes with only 3 out of 12 total pages is visited. The website scored bounce rate of 43% which is high, while the accepted number is 15% at maximum (Luthfi et al., 2016)



Figure 1. Google Analytics of Maca Group Website (Source: Processed data, 2022)

Developing a brand of a website can form an advantage and can elevate the value of a company, which in turn can attract consumers' trust. Trust is important for consumers especially for online business in order for the transaction to happen. Data of consumer trust for Maca Group website is shown in the table below.

Table 2. Trust levels in using Maca Group Website

No	Year	Number of Website Visitor	Number of Reservation Done on Website
1	2018	7,649	437
2	2019	7,670	520

Source: Processed data, 2022.

The data from table 2 indicates that the trust level of the consumers in using Maca Group website is still relatively low. This is shown by the number of guests compared to the reservation done, in which the number of reservations done in 2018 and 2019 were 437 and 520 respectively. Other than consumer trust, website that utilizes brand can also push for higher consumers' interest in purchasing (Chang, 2014b).

Another factor that influences consumers in conducting purchase is the quality of the website. Website quality is the level expected by website users when using a website. A website can be said to be of high quality if the user feels that the quality obtained is in accordance with or exceeding what he expected Safira Rahmaini (2018). The availability of information and services is an important aspect to raise consumers' trust, because the consumers will look for information related to the product before making a purchase (Sidharta & Suzanto, 2015b). The quality of a website will give positive impact to the consumers' trust. The higher the website quality, the higher the consumers' trust, because the quality of a website represents the company's ability to provide services to consumers (Siagian & Cahyono, 2014).

In the process of purchasing a product or service, a consumers will not be limited to just trust factor. Before deciding the purchase of a product, consumers will think about the desire to do so, which is referred as purchase intention theory. The quality of a website plays an influence to the consumers' desire to conduct purchase, even if it is not as influential as the website brand factor (Chang, 2014b). The following picture shows some of the complaints of Maca Group website from the visitors.

Moreover, the result of measuring the Maca Group website quality using *GTMetrix* program shows a *grade C* score, in which the pages load times, interactivity, and visual stability of the website are not optimal, but not considered bad. Website is said to have a good performance if *GTMetrix* gives a score of B's at the minimum. In the *Performance Metrics*, *First Contentful Paint* or the loading speed of a page with color gradation resulted in a score of 1.4 seconds, whereas the acceptable speed is less than 0.9 seconds. *Speed index* or the page loading speed of the Maca Group website is 2.3 seconds, while the acceptable speed is less than 1.3 seconds. The measurement of the *largest contentful paint* or page loading speed with the high color gradation gave a

score of 2.5 seconds, whereas less 1.2 seconds is considered acceptable. This might influence the consumers' purchase interest (Rudiharto, 2018).

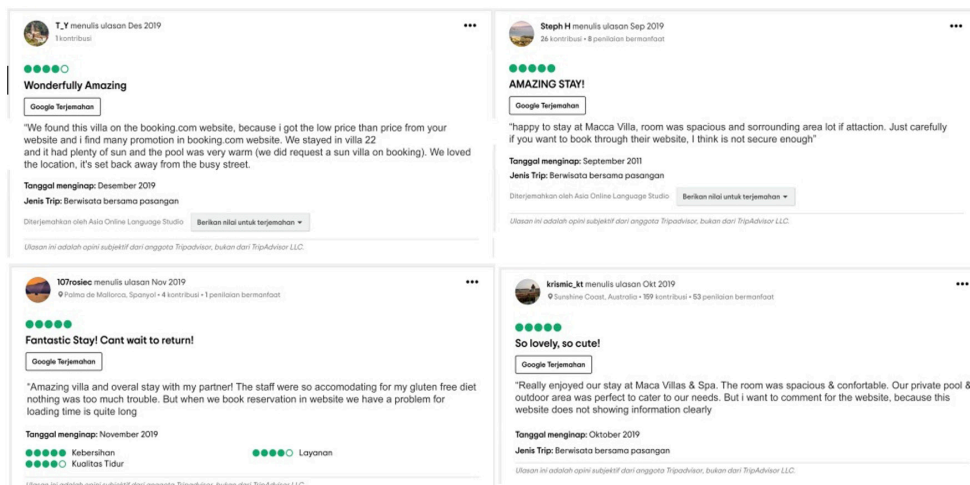


Figure 2. Complaints of the Macca Group Website  
(Source: Processed data, 2022)

The consideration of whether the consumers will conduct purchase of a service or product or not is often influenced by factors outside of consumers' own will, from the stimulus caused by marketing to the environment surrounding the consumer. It is paramount for a company to build up trust which can become an important factor to attract more consumers to purchase the company's services or products sold by online methods (Dwityanti, 2008). Moreover, consumers will be more careful when purchasing products via online. One of the factors that forms a consumer's purchase interest is trust (Setiadi, 2013). Trust becomes a mediating variable that supports other variables (website quality and website brand) that contributes in forming a consumer's purchase interest. Thus, a hotel needs to maintain their website by building up brand and quality of that website to push for the consumers' trust so that they might make purchases in that particular website (Chang, 2014b).

Based on previously mentioned information, we are interested in researching the influence of website brand and website quality to a consumer's purchase interest, with trust as mediating variable.

## 2. RESEARCH METHOD

This study uses quantitative method such as observation, questionnaire, and documentation, to gather the necessary data. The population used is the number of visiting guests in year 2019. Sampling technique used is *purposive sampling* with the final number reaching 100 respondents, with each of them

made reservation through Maca Group website and stayed at their properties. Applied aspect criteria are as follows: 1) minimum 17 years of age; 2) had stayed at property belonged to Maca Group in the year 2019; 3) had done a reservation or booking through Maca Group website in the year 2019.

Once the sample has been determined, the next step is to assemble the questions that will be included in the questionnaire, paying attention to the indicator that are being used. The last step is to spread the questionnaire to the respondent via online method through *Google Forms*. The evaluation of the measurement model with reflective model is done by utilizing *convergent validity*, *discriminant validity*, and *reliability composite* tests. The following describes the result of said tests.

## 2.1 Convergent Validity

Convergent validity is one of the tests that could show a relation between items reflective towards other latent variables. An indicator is said to fulfill this if the loading factor value is  $>0.5$ . The value of loading factor shows the weight of each indicator/item as a measuring tool for each variable. Indicator with the biggest loading factor means that said indicator acts as the main measuring variable (dominant). The result of loading factor value measurement using the SmartPLS 3.0 program shows that each item in the study has a value above 0.5 and thus regarded as valid.

## 2.2 Discriminant Validity

Discriminant validity test in this study is utilizing cross loading value, with the purpose of testing the research instrument validity in clarifying or reflecting the latent variable. A model is said to have a good discriminant validity if the loading value of a latent variable is higher than other loading value of other latent variables.

The calculation of cross loading value shows that correlation value of a construct with its indicator is higher than the correlation value with other constructs. Therefore, all construct or latent variables can be said to have acceptable discriminant validity, where the indicator in that particular construct indicator block is better than indicators in other blocks.

The next evaluation is to compare the root value AVE (Average variance extracted) with correlation between construct. The recommended result is the root value AVE must be higher than the value of correlation between construct. A model is said to have acceptable discriminant validity if the square of AVE for each construct is more than correlation between two constructs in a model. An acceptable AVE value is having a value higher than 0.5 (Yamin and Kurniawan, 2011:6).



### 2.3 Composite Reliability

Outer model, apart from being measured by determining convergent validity and discriminant validity, can also be done by observing construct reliability or latent variable that is measured with the value of composite reliability. Construct is deemed as reliable if composite reliability has a value of  $>0.7$ . From the output result of SmartPLS, shows that composite reliability value for all constructs is all above 0.7, therefore all constructs possess good reliability according to the determined limit.

## 3. RESULT AND DISCUSSION

### 3.1 Data Descriptions

#### General description of Maca Group

Maca Group is founded on 2011 and has two properties in Seminyak area. Those two are: 1) Maca Villas & Spa Seminyak, located in Lebak Sari Road No 7, Petitenget, Seminyak, Bali; and 2) Maca Villas & Spa Umalas, located in Umalas, more specifically Umalas Klecung Road, Panilla Alley, Kerobokan Kelod.

Maca Group's head office is located in Maca Villas & Spa Seminyak located at Lebak Sari Road No 7, Petitenget, Seminyak, Bali.



Figure 3. Location of Maca Group Head Office  
(Source: Processed data, 2022)

The Picture (3) above shows the location of one of Maca Group's property, the Maca Villas & Spa Seminyak, considered to be strategically placed due to located close to restaurant, shopping mall, club, bar, and infamous beach in

Seminyak Area. The facilities in the properties of Maca Group are shown in Table (3), while the country of origin of guests that have stayed in Maca Group properties are shown in Table (4).

Table 3. Facilities on each of Maca Group’s Properties

Fasilitas	Maca Villas & Spa Seminyak	Maca Villas & Spa Umalas
Villa ( <i>private pool</i> )	25 Unit	17 Unit
Restaurant	1 Unit	1 Unit
Swimming pool ( <i>main pool</i> )	1 Unit	1 Unit
Gym		1 Unit
Spa		1 Unit
Meeting room	N/A	N/A

Source: Processed data, 2022.

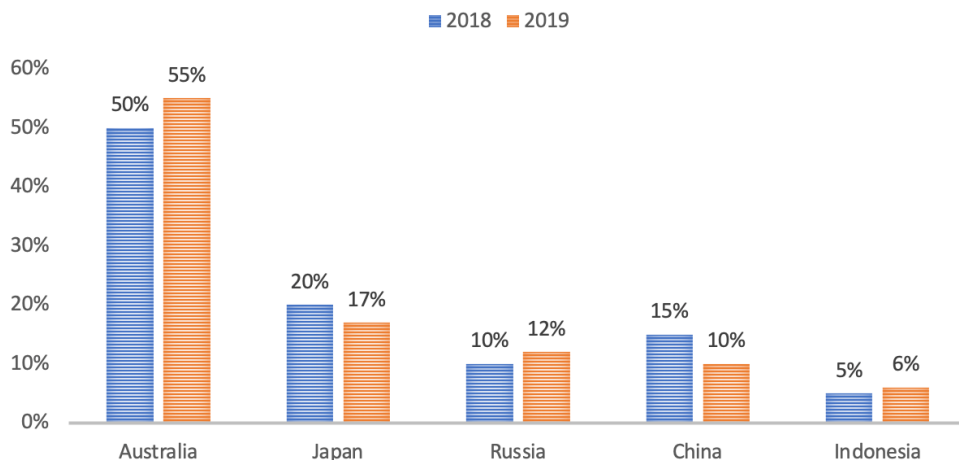


Figure 4. The Country of Origins Of Guests In Year 2018 and 2019 (Source: Processed data, 2022)

### General description of Maca Group Website

Maca Group owns a website with the domain [www.macavillas.com](http://www.macavillas.com). This website is made by Mindi Media in the year of 2011, and until 2020, have renewed their website layout. The purpose of this layout renewal is to make Maca Group’s website looks more modern and interactive, so consumers will be attracted to visit and make use of the website as a medium for booking. The layout of Maca Group website is shown on the following pictures.



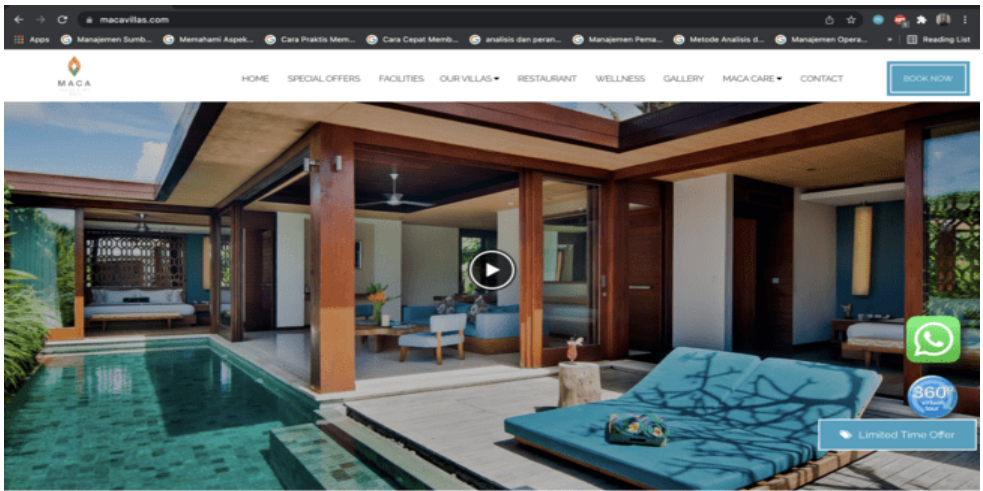


Figure 5. The appearance of Maca Group website's landing/front page  
(Source: Processed data, 2022)

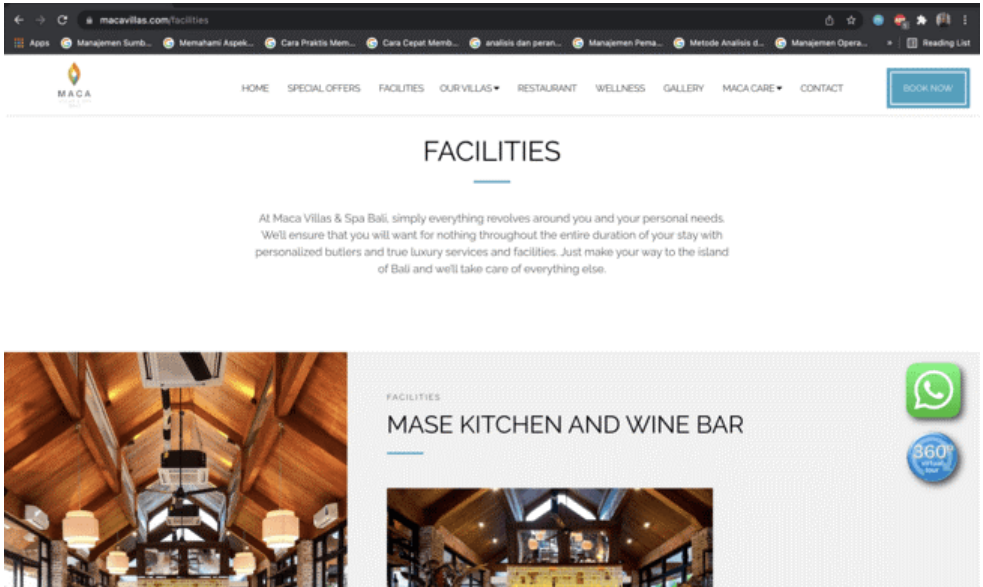


Figure 6. The appearance of Maca Group website's facilities page  
(Source: Processed data, 2022)

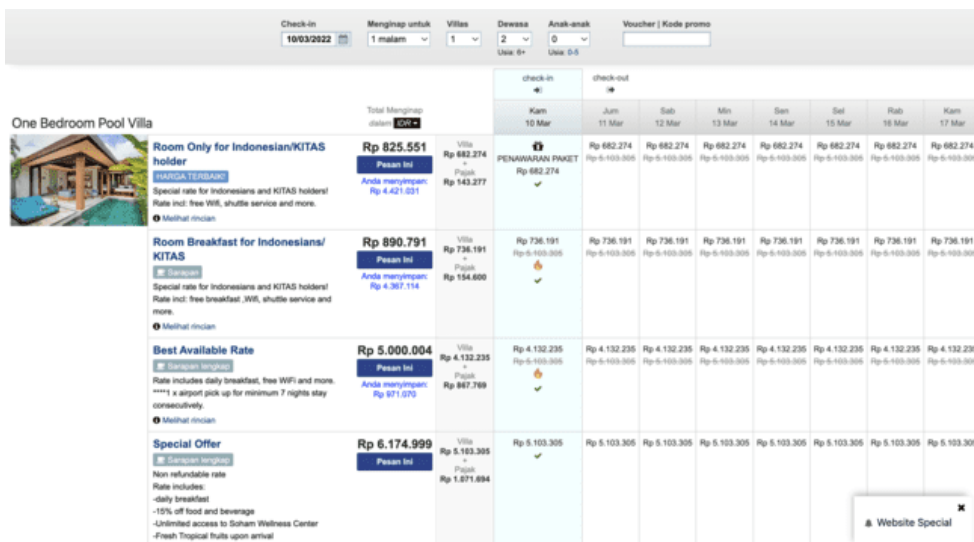


Figure 7. The appearance of Maca Group website's Booking page  
(Source: Processed data, 2022)

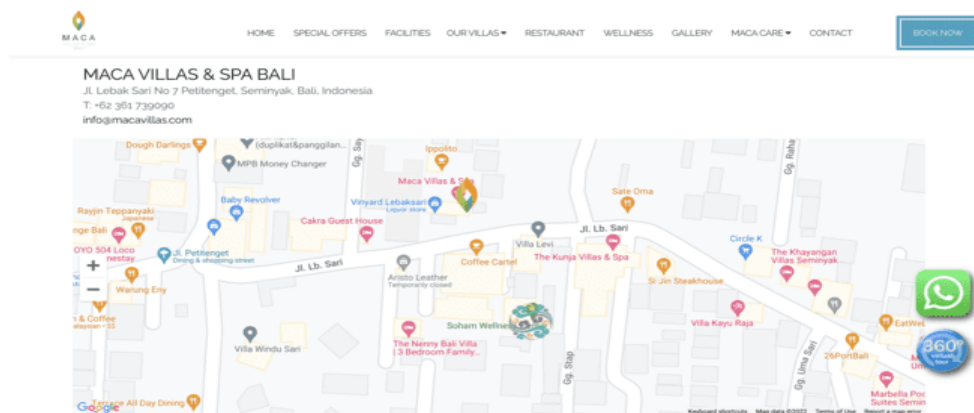


Figure 8. The appearance of Maca Group website's Communication Media page  
(Source: Processed data, 2022)

### Research Data Characteristic

To obtain the necessary data, we conducted a questionnaire to 100 respondent that were once consumers of Maca Group. Table 4 shows the characteristic of those respondent based on age, gender, and length of stay, as well as Maca Group website user data.

Table 4. Respondents characteristics

No	Characteristic	Amount (person)	Percentage (%)
<b>Age</b>			
1	17 – 23 years old	4	4
2	24 – 29 years old	16	16
3	30 – 35 years old	24	24
4	36 – 40 years old	35	35
5	> 40 years old	21	21
<b>Total</b>		<b>100</b>	<b>100 %</b>
<b>Gender</b>			
1	Male	68	68
2	Female	32	32
<b>Total</b>		<b>100</b>	<b>100 %</b>
<b>Period of Staying</b>			
1	< 2 Days	24	
2	3 – 6 Days	36	
3	7 – 10 Days	25	
4	> 10	15	
<b>Total</b>		<b>100</b>	<b>100 %</b>

Source: Processed data, 2022.

From the table we can see the characteristics of the respondent, that the highest amount of respondent in terms of age are those within the range from 36 to 40, and males are numbered the most. Furthermore, according to the length of stay, guests that spent 3 to 6 days of staying numbered the most. The next is characteristic based on the origin country shown in Picture 9.

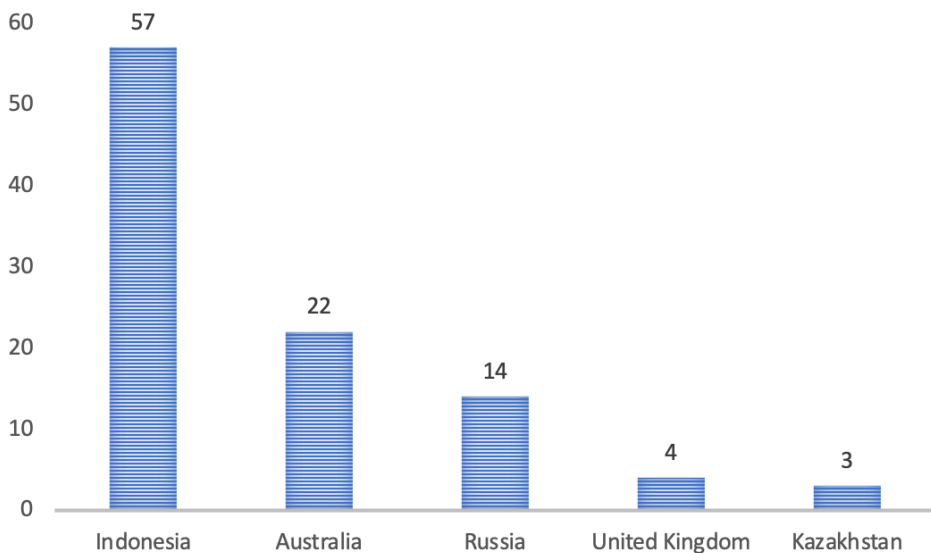


Figure 9. Country of origins characteristics  
(Source: Processed data, 2022)

### 3.2 Discussion

The testing of the hypothesis was done based on testing result of *Inner Model* that includes output r-square, parameter coefficient, and t-statistic. To see whether a hypothesis is accepted or rejected, we can observe the significant value between construct, t-statistic, and p-values. The testing of hypothesis in this study is done with the help of SmartPLS 3.0 software. The rule of thumbs used in this study are t-statistic value  $>1,96$ , with the significance of p-value is 0.05 (5%) and positive value in beta-coefficient. The following picture shows the values of testing of the hypothesis and the result of study model.

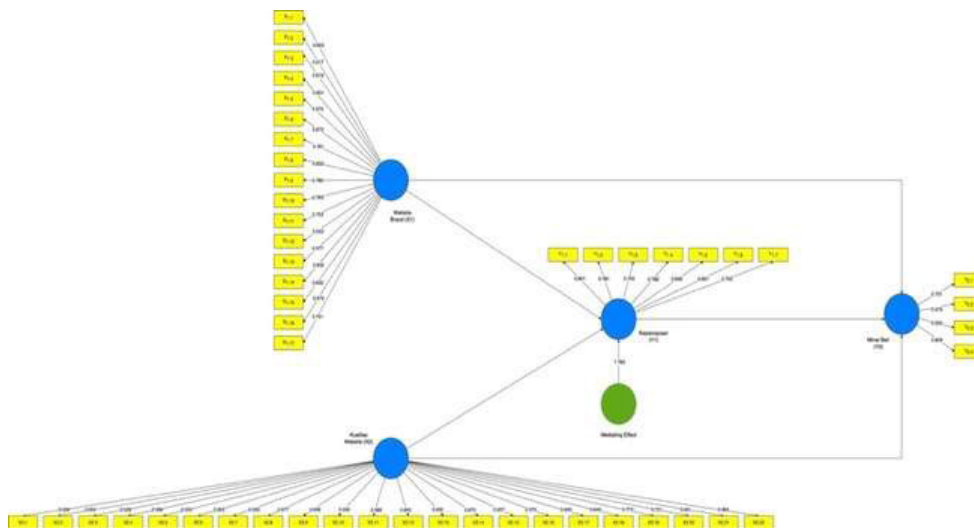


Figure 10. Country of origins characteristics  
(Source: Processed data, 2022)

#### 1. The influence of Website Brand on Trust

The result of the survey shows that the consumers put trust in the products offered in Maca Group website, proved by 70 respondents giving a score of four. Moreover, the consumers trust the quality of the product information in Maca Group website, shown by 68 respondents giving score of 4. According to the analysis done by SmartPLS, website brand plays an influence on the consumers' trust. This is supported by the study done by Sidharta & Suzanto (2015b), in which the study reported that website built up by brand that had good impression and known by consumers will raise the value for the consumers so the consumers would be more likely to conduct transaction on said website. Therefore, Maca Group should attempt to brand their website in a consistent manner while paying attention to the reliability of the information offered in the website.

2. The influence of Website Brand on purchasing interests

The result of the survey shows that consumers are more likely to visit and conduct reservation through Maca Group website. This is shown by 64 respondents giving a score of 5. Moreover, consumers prefer to conduct reservation using Maca Group's website rather than other booking channel, shown by 60 respondents giving a score of 4. According to the analysis using SmartPLS, website brand does influence the purchase interest of consumers. This is supported by the study conducted by Ramialis & Besra (2021) about the role of website quality and website brand on consumer's purchase interests in online media with trust as mediating variable. This particular study by Ramialis & Besra concluded that website brand plays a positive and significant role to consumers' trust. To raise the number of reservations done through Maca Group website, Maca Group should maintain and improve the layout of the website by showcasing newest pictures.

3. The influence of Website Quality on trust

Survey result shows that consumers agree that the Maca Group website is very responsive, by way of 65 respondents giving a score of 4. Moreover, consumers commented that information shown on Maca Group website is accurate and reliable, which is shown by 78 respondents giving a score of 5. Analysis of SmartPLS shows that website quality plays a role in raising trust. This is supported by the study done by Baiin & Ellyawati (2015) about the effect of website quality to perceived trust and repeatability of purchase, in which the study said that website quality can influence the consumers' perceived trust and interest to conduct repeat purchase. As such, Maca Group should pay attention to the website's loading time when accessed by configuring hosting and text coding, as well as using the proper resolution for the pictures.

4. The influence of Website Quality on purchasing interests

Survey result shows that consumers feel safe when they conduct transaction in Maca Group website, with 65 respondents giving a score of 5. Moreover, consumers feel that they can determine the services they need while doing the reservation in Maca Group website, shown by 60 respondents giving a score of 4. According to SmartPLS analysis, website quality influences a consumer's purchase interest. This is supported by the study done by Resmi (2018), stating that there is a correlation between website quality and purchasing decision. For Maca Group's website to grow purchase interest from consumers, Maca Group must guarantee the safety during the transaction by implementing payment gateway. Also, Maca Group can offer a service accepting consumers' complaint by responding to them whether it is via online method or offline.

5. The influence of trust on purchasing interests

The survey result indicates that the consumers feel Maca Group is successful in fulfilling what is promised when they conduct reservation in the website, as shown by 66 respondents giving a score of 4. Consumers also believe that Maca Group could fulfill their responsibilities as shown in the website, where 64 respondents gave a score of 4. SmartPLS analysis shows that trust plays a role in purchase interest of consumers. This is supported by the study done by Tilaar et al. (2018) about the relation between trust and purchasing interests. Therefore, Maca Group should pay attention and maintain trust of the services given by providing the advertised products as what guests reserved beforehand.

6. The influence of trust in mediating website brand and purchasing interests

Survey result shows that consumers think the information shown on Maca Group website is true, by way of 66 respondents giving a score of 5. Consumers also think that Maca Group possesses the attitude to give the best service for every consumer, shown by 60 respondents giving a score of 4. SmartPLS analysis shows that trust could mediate the website brand and purchasing interest, which is supported by the study conducted by Ramialis & Besra (2021) about the role of website quality and website brand to influence purchasing interest with trust as mediating variable. The study stated that trust plays a significant role in mediating website brand and purchasing interest. As such, Maca Group should raise the consumers' trust for the website brand by providing insurance in the transaction and getting good reviews.

7. The influence of trust in mediating website quality and purchasing interests

Survey result shows that the consumers have faith that Maca Group website strives to give the satisfaction to its customers, shown by 68 respondents giving a score of 4. According to analysis by SmartPLS, trust could mediate the website quality and purchasing interest, supported by study done by Ramialis & Besra (2021) about the role of website quality and website brand on consumers' online purchasing interest with trust as mediating variable. The study stated that trust plays a significant role in mediating the quality of a website on purchasing interest. Therefore, Maca Group should strive to improve the trust of their consumers by bettering their website quality by placing trust as one of the factors on improving their website.

#### 4. CONCLUSION

Based on the results of analysis and the discussion above, we can derive the following conclusions. Website brand has a positive influence on trust. This can be defined in a way that, if Maca Group does a good branding of their



own website, then it would elevate the consumers' trust to conduct transaction in the website. Website brand has a positive influence on buying interest. This means, if Maca Group does a good branding of their website, then it would elevate the consumers' purchasing interests of their website.

Website quality has positive influence on consumer's trust. If Maca Group could maintain and even improve their website's quality, then it would help on elevating the consumers' trust to conduct transaction in the website. Website quality has a positive influence on consumers buying interest. Maca Group should maintain and improve the website's quality so that consumers' purchasing interests will be raised, and they would be more likely to conduct their transaction in the website.

Trust has a positive influence on consumers' purchasing interests. If Maca Group could build up their consumers' trust in conducting the transaction in the website, it will improve their purchasing interests down the line. Trust has a positive influence in conciliating website brand on buying interest. This means that website branding must have a purpose of obtaining the consumers' trust so they would conduct purchases in the website and thus raising purchasing interests. Trust has a positive influence in conciliating website quality on buying interest. This means that website quality must be maintained and also improved with the purpose of obtaining consumers' trust so they would conduct purchases in the website, and thus raising purchasing interests.

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