

## Aspect Purchasing Decisions at Consumers Lazada: Trust, Price, Tagline

Dirwan Dirwan <sup>1\*</sup> Orfyanny S.Themba <sup>2</sup> Fitriani Latief <sup>3</sup>

<sup>1, 3</sup> Department of Management, Sultan Alauddin Street, Makassar, 90231, South Sulawesi, Indonesia

<sup>2\*</sup> STIEM Bongaya, Let. Pol. A. Mappaoddang Street, Makassar, 90131, South Sulawesi, Indonesia,

### ARTICLE INFO

#### Article history:

Received - March, 08, 2021

Revised - March, 15, 2021

Accepted - March, 20, 2021

#### Key words:

Trust; Price; Tagline;

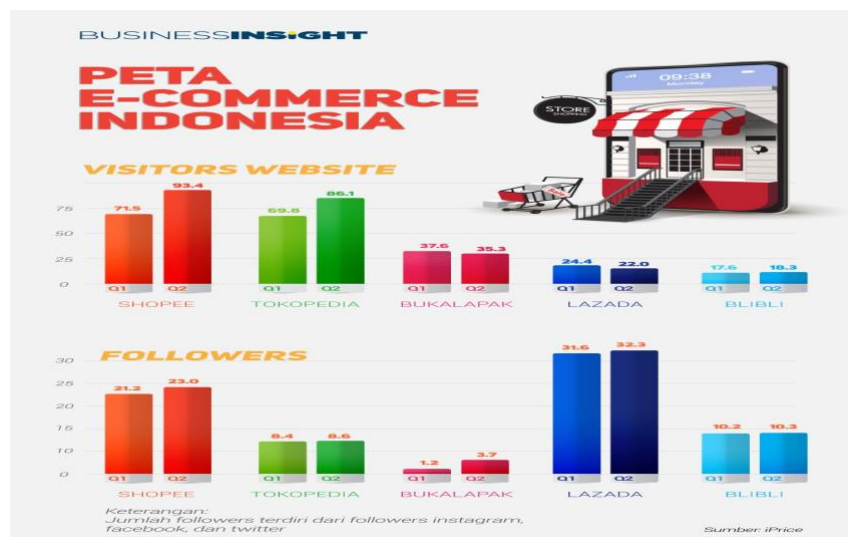
Purchasing Decision

### ABSTRACT

Lazada is one of the most popular e-commerce apps in ASEAN, with the most users in Indonesia; of course, it continues to compete with its rivals in attracting customers to make purchases. The purpose of this research is to look into the impact of trust on purchasing decisions, the impact of price on purchasing decisions, and the impact of the tagline on purchasing decisions—a survey method using a questionnaire. The population consists of Makassar Lazada shoppers. The sample size was 96 people, and the method used was random sampling. Descriptive analysis and multiple regression techniques are used in data analysis. A total of 96 people took part in the survey. Descriptive analysis and multiple regression techniques are used in data analysis. Trust, price, and tagline all influenced positive and significant purchasing decisions, according to the findings.

## INTRODUCTION

The 4.0 Revolution's advancement has had a significant impact on the world of marketing; trade has begun to shift from manual to digital, and product purchases can be made from anywhere using a smartphone application. Lazada is a well-known online application in the community. Other e-commerce sites, such as Bukalapak, Shopee, Tokopedia, and others, will directly compete with Lazada. The most competitive e-commerce ranking in Indonesia, with Lazada coming in fourth place by the end of 2020.



**Figure 1. Top 10 e-Commerce at Indonesian**  
Source : [insight.kontan.co.id](https://insight.kontan.co.id) (2021)

\* Corresponding author, email address: Orfyanny S. Themba \*<sup>2</sup> [orfyanny.sthemba@stiem-bongaya.ac.id](mailto:orfyanny.sthemba@stiem-bongaya.ac.id)

When measured by the number of website visitors, Lazada is ranked fourth, but first when measured by the number of Lazada followers. As the most visited e-commerce site, it requires a strong marketing strategy to compete in Marketing 4.0. The marketing mix has shifted from the 4Ps (product, price, location, and promotion) to the 4Cs (joint creation, currency, community activation, and dialogue) in the digitalization era. Lazada.co.id was launched in 2012 as part of the Lazada Group's goal of bringing online shopping to Southeast Asia. It was founded by Rocket Internet and Pierre Spicy and is now owned by Alibaba Group. Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam are all part of the Lazada Group. Lazada.co.id is a subsidiary of Rocket Internet, which is based in Germany and produces various innovative online products around the world. Lazada is a well-known Southeast Asian e-commerce platform. After JP Morgan Chase and several other partners, Lazada grew into a large company.



**Figure 2. Mobile E-Commerce Shopping Apps**  
Source : iprice grup

Lazada is the most popular mobile e-commerce shopping app in Asia, with over a billion monthly active users. Lazada is known for its extensive payment options, and it is also a market leader in the COD (cash on delivery) payment method, which makes it simple for customers. As part of Lazada's commitment to providing customers with a positive online shopping experience. Consumers can pay in cash after receiving an order with the convenience of COD. As a result, consumers who prefer to shop online may find that making product purchases on Lazada is the best option. Consumers provide a variety of conveniences and benefits in exchange for low-cost opportunities. Every day, there are numerous promotions, so customers must complete their shopping without paying postage. This online site's benefits include cost-effectiveness, accuracy, and speed. The search for information and comparison of available options is part of the online shopping decision-making process. Consumers will seek references online from anywhere (for example, information from online stores), the information sought from other people's opinions, or other sources (Pratiwi, Wardiningsih, & Sumaryanto, 2018).

Purchasing decisions are made when two or more options for an action or behavior are considered (Sarasdianthi, Mananda, & Suardana, 2016). Purchasing decisions are actions taken in connection with the acquisition and use of goods. Because companies or organizations are currently very competitive, consumers must be cautious and choose products that suit their needs wisely (Sona, 2018). Consumers decide to prepare many brands from various choices, and consumers also make purchasing decisions based on their favorite brands (Citra & Santoso, 2016). Building consumer trust is a critical aspect of online shopping that cannot overlook (Latief & Ayustira, 2020). Consumer trust is defined as one party's willingness to accept the risks posed by the other party's actions in the expectation that the other party will take necessary steps for those who trust it, regardless of the trusted party's ability (Ayuningtiyas & Gunawan, 2018). Consumers always

want to know whether they can trust online store websites or online store sellers before making purchases (Hendra & Amin, 2019). Buyers have several factors to consider before purchasing products online, one of which is trust in the shopping facilities provided (Sudjarmika, 2017).

Because buyers and sellers do not meet in person and only communicate via the internet, trust is essential when buying and selling online. As a result, the emergence of e-commerce offers a "review" feature. The shop's reputation is reflected in this review. As a result, potential new customers or buyers can consider deciding whether to believe in online stores. Only customers who have faith (trust) are willing to trade on the internet (Jayanti, 2015). According to research (Hidayat, Arifin, & Priyono, 2017; Sukawati, 2018; Priskila, 2018; Prabowo & Wiratno, 2019) explain trust has a positive and significant effect on purchasing decisions. Customer confidence is unwavering. The goal is to provide customers with a sense of security when conducting business. Customers will be more likely to buy if they believe they can be certain they will be interested (Solihin, 2020). The following is the hypothesis:

H1: Trust has a positive and significant effect on purchasing decisions.

Customers consider price to be one of the most important factors when deciding whether or not to buy a product—stated that excessive prices would influence customer perceptions of our products as a premium luxury (high quality). Simultaneously, if our price is too low, the consumer's perception of our product as an interior can be skewed (low quality). As a result, businesses' primary key to attract consumer purchasing decisions and increase the number of products sold is to set the right price (Themba, 2019). Consumer purchasing decisions are influenced by price because it is one of the most important factors to consider when purchasing. Consumers use price to figure out how to get the most out of their purchasing power. As a result, the price charged must be reasonable and within the range of consumer income (Habibah & Sumiati, 2016). The prices displayed on the Lazada website differ depending on the product type. There is a filter option on the Lazada site to change product prices that consumers want to search for products with prices ranging from the lowest to the highest. Price has a significant impact on purchasing decisions (Gain, Herdinata, & Sienatra, 2017; Wardoyo & Andini, 2017; Giovanni & Arianto, 2020). Consumers will be more willing to accept a product if they can reach the price point. Price suitability with product quality, price competitiveness, and price suitability with excellence are factors to consider when determining the price (Jayanti, 2015). The following is the hypothesis:

H2 : Price has a positive and significant effect on purchasing decisions

Advertising, as a one-way flow of information in a specific order, directs a person or organization to the activity in which they exchange goods or services, in addition to the price. Of course, in conjunction with a marketing strategy, the exchange of goods and services is required. As one of the promotional media, advertising must leave a lasting impression on consumers to achieve its goal of influencing them. A company, particularly one that uses advertising as a form of promotion, whether through print or electronic media, usually competes in developing a tagline or slogan for its products (Rahardian, Kusumawati, & Irawan, 2019). This is done so that the message conveyed in the commonly used ad tagline leaves a lasting and memorable impression. The tagline is one of Lazada's marketing strategies for promoting Lazada's benefits to customers. Consumers are interested in transacting in Lazada; the lazada tagline changes frequently to pique consumer interest. Lazada's tagline "The Leading Online Shopping in Indonesia" was created at its publication in Indonesia. Then Lazada changed its tagline to "Cash On Delivery," which successfully attracted customers to shop at Lazada, which was then changed back to "Every Time-Saving Shopping" until now. This tagline gives customers the impression that Lazada has many discounts and low prices all over Indonesia. The tagline has a positive and significant effect on purchasing decisions, according to research (Widyastuti & Nugroho, 2018), (Malisa, Sulhaini, & Darwini, 2019); and (Rahardian, Kusumawati, & Irawan, 2019). The tagline can change consumers' mindset to be interested in the products offered as one of the advertisement's unique features (Chaidir, Prakoso, & Boer, 2018). The following is the hypothesis:

H3: The tagline has a positive and significant effect on purchasing decisions

This study refers to research (Hairi, Telagawathi, & Suarmanayasa, 2017) that examines the effect of trust and price on purchasing decisions. This research adds a tagline variable and is carried out on Lazada consumers, considering that Lazada is e-commerce with many followers, and Lazada's tagline has successfully attracted the attention of consumers in Indonesia to make purchases. Therefore, this study's objectives are: 1) to examine the effect of trust on purchasing decisions, 2) to examine the effect of price on purchasing decisions, 3) to examine the effect of the tagline on purchasing decisions.

## METHOD

This approach to analysis uses a scientific approach to assess the theory's justification suggested with statistics to find a conclusion (Jogiyanto, 2014). The population is Lazada customers in Makassar City. The type of non-probability sampling method used is random sampling. Because in this study, the number of the population taken was not known with certainty.

$$n = \frac{Z^2}{4(moe)Z^2} = \frac{1,96^2}{4(0,10)^2} = 96,04$$

n : Number of Samples

Z : The level of confidence in determining the sample is 95% = 1.96

Moe : Margin of error or the maximum error that can be correlated, here is set at 10%.

Then a sample of 96.04 was taken (rounded to 96 consumers to Lazada). In order to see the regression model with the dependent variable (bound) and the independent variable (free) having a regular contribution, the data analysis of this study was carried out with several phases of testing, namely: 1) normality test via the Normal Probability Plot graph. 2) To decide if independent variables have similarities with other independent variables in one model, a multicollinearity test is needed. 3) The heteroscedasticity test's purpose is to test if variance and residuals are unequal from one observation to another (Ghozali, 2016). With the following equation, this thesis performed multiple regression analysis via the SPSS program:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description :

$\alpha$  : Constant.

$\beta$  : Regression Coefficient.

e : Error.

Y : Purchasing decisions

X1 : Trust

X2 : Price

X3 : Tagline

## RESULT & DISCUSSION

### Result

The data normality test results with the standard probability plot graph test indicate that the study's data are suitable for use and are said to be normal. From the multicollinearity test results, the data in figure 3 shows that all independent variables in this study can be tolerated, and their existence does not interfere with the model. The scatterplot graph shows that the data is distributed on the Y-axis and does not establish a simple data distribution pattern, which means that it is possible to use no heteroscedasticity in the regression model in figure 4.

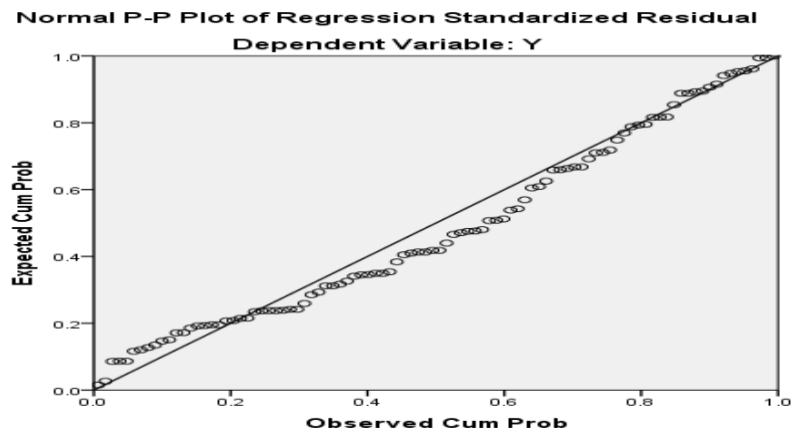


Figure 3. Normality Test Results

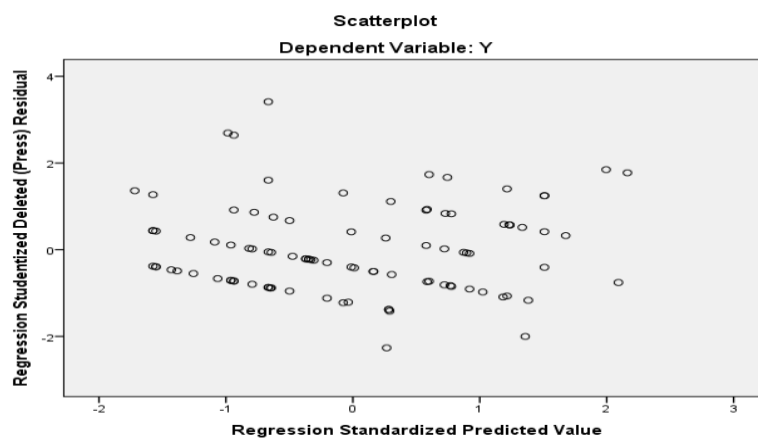


Figure 4. Normality Test Results

Table 1. Coefficient of Determination

Adjusted R Square	Coefficient of Determination	Result Effect Variable X to Y
0,201	20,10%	20,10%

Table 2. Partial Test Result

Variable	B	t	Sig.
Contant	1,262	2,103	0,038
Trust	0,305	2,762	0,007
Price	0,210	2,135	0,035
Tagline	0,194	2,083	0,040

The results of the multiple linear regression test shown in table 3 show that the regression coefficient values formed in this test are:

$$Y = 1,262 + 0,305 X_1 + 0,210 X_2 + 0,194 X_3 + e$$

These results can be explained as follows:

1. The coefficient of 0,305 trust variable is 0,305 with a positive direction, which means that if there is an

increase in trust, purchasing decisions will increase by 0,305.

2. The coefficient of price variable coefficient is 0,210 with a positive direction, which means that if there is an increase in price, purchasing decisions will increase by 0,210.
3. The coefficient of tagline variable is 0,194 with a positive direction, which means that if there is an increase in tagline, purchasing decisions will increase by 0,194.

## Discussion

Based on the hypothesis test (H1), it was found that trust has a positive and significant effect on purchasing decisions. This means that the hypothesis tested is accepted. This means that consumers who shop online must first trust manufacturers who provide products via the internet before making a purchase decision. Consumers who trust Lazada will undoubtedly decide to make purchases online. Conversely, the lower the level of consumer confidence in Lazada Indonesia's e-commerce, the lower the online purchasing decisions. People believe that trust plays an essential role in influencing commitment. The more popular an online shopping site is, the higher its trust in the online shopping site. Buyers will increase trust and believe in the website's reliability because it is actual (Yuliawan, Siagian, & Willis, 2018). Consumer trust is formed through the ability, attention, and integrity of producers in providing products. Most online shopping consumer respondents said that they trust online shopping manufacturers because they provide many attractive products and provide shopping safety to consumers. The producers' ability to ensure the transaction process before the goods arrive at consumers makes the public confident in the producers' trust. The concern and integrity of producers to products and customer satisfaction also shape trust in them (Sukawati, 2018). The results of this study support the results of the study (Hidayat, Arifin, & Priyono, 2017; Sukawati, 2018; Priskila, 2018; Prabowo & Wiratno, 2019) found that trust has a positive and significant effect on purchasing decisions. Consumer trust depends on the popularity of online sites. With the increasing number of popular online sites, consumers will have more confidence and trust in online sites and ultimately make purchasing decisions. Also, producers must identify factors that affect consumer trust in online sites to build, regulate, and maintain and strengthen relationships (Wijaya & Warnadi, 2019). If customers believe they can be sure they will be interested in making a purchase (Solihin, 2020).

Based on the hypothesis test (H2), it was found that price has a positive and significant effect on decision buying. This means that the hypothesis tested is accepted. This means that price is an essential consideration for consumer purchasing decisions. Rising and falling prices will contribute to both rising and falling consumer purchasing decisions. If the price given to consumers meets expectations, consumers can repeat the purchase as well as possible. However, if the price offered is not comparable to the product's quality, no purchasing decisions will be taken (Kumala, 2020). Prices can create consumer perceptions of the products offered. The cheaper the price is given, the higher the consumer's buying interest. Conversely, if the price is higher, consumer buying interest will decrease (Hidayat, 2020). The price is low and depends on the consumer's ability, which is a driving factor for consumers to buy goods at a cheaper shop than other stores (Derina, 2019). The results of this study support the results of research (Gain, Herdinata, & Sienatra, 2017; Wardoyo & Andini, 2017; Giovanni & Arianto, 2020) found that price has a significant effect on purchasing decisions. When consumers can reach the product price, the product will be more readily accepted by consumers. The price can be measured based on price suitability with product quality, price competitiveness, and price suitability with excellence and provided by the product (Jayanti, 2015).

Based on the hypothesis test (H3), it was found that tagline has a positive and significant effect on purchasing decisions. This means that the hypothesis tested is accepted. This means that the tagline can increase purchasing decisions; the tagline slogan in the advertisement of a product can help people remember the product brand offered to make purchase decisions. The tagline is a series of memorable sentences or creative expressions that can show consumers or the public all company advertising information during embedding the concept of a product, including brand features (Widyastuti & Nugroho, 2018). The tagline is used to improve advertising ability to achieve its goals, namely to influence consumers to remember and use advertising products. The tagline is used as a formal statement that is readily accepted in consumers' minds, aiming for consumers to quickly understand the product advantages of the product and remind consumers of the product's existence (Karim, 2019). The results of this study support the results of research (Widyastuti & Nugroho, 2018; Malisa, Sulhaini, & Darwini, 2019; Rahardian, Kusumawati, & Irawan, 2019) found that the



tagline has a positive and significant effect on purchasing decisions. As one of the uniqueness of an advertisement, the tagline can change the mindset of consumers to be interested in the products offered (Chaidir, Prakoso, & Boer, 2018).

## CONCLUSSION

Based on the results of data processing from 96 Lazada consumers, it is found that trust, price, and tagline have a positive and significant effect on purchasing decisions. Increasing consumer confidence in Lazada will have an impact on increasing consumer decisions to shop at Lazada. Prices also contribute to increasing consumer decisions; consumers will compare the goods they will buy before deciding to buy. With a tagline that is easy to remember by consumers, it will make consumers interested and decide to make a purchase. Furthermore, this study's results are expected to provide input to the online buying and selling sector to study what aspects influence consumer purchasing decisions. It is hoped that further research will add variables that are aspects that increase purchasing decisions that this study does not do.

## REFERENCES

- Ayuningtiyas, K., & Gunawan, H. (2018). Pengaruh Kepercayaan, Kemudahan Dan Kualitas Informasi Terhadap Keputusan Pembelian Daring Di Aplikasi Bukalapak Pada Mahasiswa Politeknik Negeri Batam. *Journal of Applied Business Administration*, 2(1).
- Chaidir, M., Prakoso, C. T., & Boer, K. M. (2018). Pengaruh Tagline Iklan Yamaha “Semakin Di Depan” Terhadap Kesadaran Merek Pada Masyarakatkecamatan Samarinda Ulu Di Kota Samarinda. *eJournal lmu Komunikasi*, 6(1).
- Citra, T., Santoso, S. B., & . (2016). Analisis Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Cetakan Continuous Form Melalui Kepercayaan Merek (Studi pada Percetakan Jadi Jaya Group, Semarang). *Jurnal Studi Manajemen Organisasi*, 13(1).
- Derina, D. Y. (2019). Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Pada House Of Shopaholicdi Bandar Lampung. *Jurnal TECHNOBIZ*, 3(3).
- Gain, R., Herdinata, C., & Sienatra, K. B. (2017). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Vodkasoda Shirt. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 2(2).
- Giovanni, & Arianto, N. (2020). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian. *Jurnal Pemasaran Kompetitif*, 3(2).
- Habibah, U., & Sumiati, S. (2016). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah Di Kota Bangkalan Madura. JEB 17. *Jurnal Ekonomi & Bisnis*, 1(1).
- Hairi, F., Telagawathi, N. W., & Suarmanayasa, I. (2017). Pengaruh Kepercayaan Dan Harga Terhadap Keputusan Pembelian Online Di Shopee. *Jurnal Manajemen Indonesia*, 8(2).
- Hendra, H., & Amin, A. (2019). Analisis Pengaruh Kepercayaan, Kemudahan, Dan Promosi Terhadap Keputusan Pembelian Secara Online Di Lazada.Co.Id. *Kurs : Jurnal Akuntansi, Kewirausahaan dan Bisnis*, 4(2).
- Hidayat, I., Arifin, R., & Priyono, A. (2017). Pengaruh Kepercayaan, Kemudahan, Harga Dan Kualitas Informasi Penggunaan E-Commeceterhadap Keputusan Pembelian Secara Onlinepada Situs Bukalapak.Com (Studi Pada Mahasiswa S1 Fak.Ekonomi Unisma Angkatan 2013). *e –Jurnal Riset Manajemen PRODI MANAJEMEN*, 6(3).
- Hidayat, T. (2020). Analisis Pengaruh Produk, Harga, Promosi Dan Lokasi Terhadap Keputusan Pembelian. *Jurnal Ilmu Manajemen*, 17(2).
- Jayanti, R. D. (2015). Pengaruh Harga Dan Kepercayaan Terhadap Keputusan Pembelian Secara Online (Studi Kasus Pada Harapan Maulina Hijab Jombang). *Jurnal EKSIS*, X(1).
- Karim, A. (2019). Pengaruh Tagline Iklan Versi “Axis Hits Bonus” Dan Brand Ambassadorterdhadap Brand Awarenesskartu Axis(Studi Pada Mahasiswa Stie Amkop Makassar). *Movere Journal*, 1(1).
- Kasanti, N., Wijaya, A., & Suandry, S. (2019). Pengaruh Hargadan Kualitas Produk Terhadap Keputusan Pembelian Produk Safety Merek Proguard pada PT AIM Safety Indonesia. *AJIE-Asian Journal of*

*Innovation and Entrepreneurship*, 4(1).

- Kumala, F. O. (2020). Pengaruh Harga Dan Kualitas Produk Terhadap keputusan Pembelian Perumahan Pt.Hasanah Mulia Investama. *Jurnal Ekonomika dan Bisnis Islam*, 3(2).
- Latief, F., & Ayustira, N. (2020). Pengaruh Online Costumer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik Di Sociolla. *Jurnal Mirai Management*, 6(1), 139-154.
- Malisa, R. K., Sulhaini, S., & Darwini, S. (2019). Analisis Pengaruh Taglinedan Brand Ambasadorterdhadap Brand Awarenessstelepon Seluler Merek Oppo (Studi Pada Pekerja Kantoran Di Kota Mataram). *JRM Unram*, 19(2).
- Prabowo, E. S., & Wiratno, E. (2019). Analisis Kepercayaan Dan Kemudahan Terhadap Keputusan Pembelian Secara Online. *Jurnal Institusi Politeknik Ganesha*, 2(1).
- Pratiwi, Y. N., Wardiningsih, S. S., & Sumaryanto, S. (2018). Pengaruh Kepercayaan, Kemudahan, Dan Harga Terhadap Keputusan Pembelian Melalui Situs Online Store Lazada (Survei pada Mahasiswa Universitas Slamet Riyadi Surakarta). *Jurnal Ekonomi Dan Kewirausahaan*, 18(4), 567-577.
- Priskila, T. (2018). Pengaruh Kepercayaan Dan Risiko Terpersepsi Terhadap Keputusan Pembelian Daring Dengan Harga Terpersepsi Sebagai Variabel Pemoderasi(Studi Kasus Pada Shopee Indonesia). *Business Management Journal*, 14(2).
- Rahardian, M., Kusumawati, A., & Irawan, A. (2019). Pengaruh Taglineiklan Dan Celebrity Endorser Terhadap Brand Awarenessdan Minat Beli (Survei pada Mahasiswa program Sarjana pengguna Smartphone OPPO F3 Plus di Universitas Brawijaya). *Jurnal Administrasi Bisnis (JAB)*, 75(1).
- Sarasdianthi, N. A., Mananda, I. S., & Suardana, I. (2016). Pengaruh Citra Merek Dan Persepsi Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Online Travel Agent Airasia Go. *Jurnal IPTA*, 4(2).
- Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Dengan Minat Beli Sebagai Variabel Intervening. *JURNAL MANDIRI Ilmu Pengetahuan, Seni, dan Teknologi*, 4(1).
- Sona, B. A. (2018). Analisis Faktor Yang Dipertimbangkan Konsumen Dalam Keputusan Memilih Jasa Pendidikan Sekolah Menengah Atas (Sma). *Jurnal Manajemen Bisnis*, 8(2), 107-114.
- Sudjatkika, F. V. (2017). Pengaruh Harga, Ulasan Produk, Kemudahan, Dan Keamanan Terhadap Keputusan Pembelian Secara Online Di Tokopedia.Com. *Jurnal Agora*, 5(1).
- Sukawati, S. (2018). Pengaruh Kepercayaan, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Internet Di Kota Makassar. *Phinisi Integration Review*, 1(2).
- Themba, O. (2019). Keputusan Pembelian Sepeda Motor Honda dan Faktor-faktor Yang Mempengaruhinya. *Jurnal Ilmiah Bisnis&Kewirausahaan JBK*, 8(2).
- Wardoyo, W., & Andini, I. (2017). Faktor-Faktor Yang Berpengaruh Terhadap Keputusan Pembelian Secara Online Pada Mahasiswa Universitas Gunadarma. Daya Saing. *Jurnal Ekonomi Manajemen Sumber Daya*, 19(1), 12-26.
- Widyastuti, D. A., & Nugroho, M. R. (2018). Efektivitas Tagline #Dijaminori Terhadap Brand Awareness E-Commerce Jd.Id. *Journal of Entrepreneurship, Management, and Industry (JEMI)*, 1(4), 211-225.
- Wijaya, E., & Warnadi, W. (2019). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Secara Online di Shopee: Dampak Dari E-Commerce. *Procuratio:Jurnal Ilmiah Manajemen*, 7(2).
- Yuliawan, E., Siagian, H., & Willis, L. (2018). Analisis Pengaruh Faktor Kepercayaan, Kemudahan Dan Kualitas Layananterhadap Keputusan Pembelianpada Online Shopzalora Indonesia (Studi Pada Mahasiswa Program Studi Manajemen STIE Mikroskil Medan). *OPTIMAL : Jurnal Ekonomi dan Kewirausahaan*, 12(2).