

# Consumers Behavior towards Transportation Services During the Pandemic of Covid-19

Thesa Alif Ravelby<sup>1,\*</sup>, Dessy Trismiyanti<sup>2</sup>, Muthia Roza Linda<sup>3</sup>, Sutiye<sup>4</sup>, Suhery<sup>5</sup>

<sup>1,2,4,5</sup> STIE Perdagangan, Padang, Indonesia

<sup>3</sup> Universitas Negeri Padang, Padang, Indonesia

\*Corresponding author. Email: [thesaalif5743@gmail.com](mailto:thesaalif5743@gmail.com)

## ABSTRACT

This study aims to determine the effect of service quality and trust on buying decisions through buying interest. The research data will be analysed using data analysis methods using SPSS version 26 software. This research uses path analysis. The results of this study are 1) service quality has a significant effect on trust in Tranex Mandiri passengers; 2) that partially has a significant effect service quality on buying interest of Tranex Mandiri passengers; 3) that partially has a significant effect trust on the buying interest of Tranex Mandiri passengers; 4) that partially has a significant effect service quality on buying decisions for Tranex Mandiri passengers; 5) trust has a significant effect on buying decisions for passengers of Tranex Mandiri; 6) buying interest has a significant effect on the buying decision of Tranex Mandiri passengers, and 7) In addition, the results showed a significant effect between service quality and trust on buying decisions moderated by buying interest in passengers of Tranex Mandiri.

**Keywords:** service quality, trust, buying interest, buying decision

## 1. INTRODUCTION

The air and land transportation sector globally has been dramatically affected by the impact of the COVID-19 pandemic, including in Indonesia, where the number of passengers has decreased sharply since the first quarter of 2020. Then in July 2020, air and land transportation began to increase. Of course, by paying attention to health protocols on transportation facilities and infrastructure while adapting these new habits. For companies engaged in transportation services, passenger trust must be used as passengers feel safe and comfortable by providing the best service and providing confidence in passengers' minds that the company has implemented health protocols. This research will be conducted at a land transportation service company in Padang-Bukittinggi. One of them is a large company for transportation services, namely Tranex Mandiri City In-Province Transport.

Tranex Mandiri is a transportation company that plays a vital role in facilitating trade traffic both within and between cities due to geographical conditions. Transportation by land is considered adequate and efficient. The outbreak of the COVID-19 pandemic has significantly impacted companies engaged in the transportation sector because of the PSBB rules, which

resulted in not all Tranex Mandiri company fleets being able to operate normally, so that the company's income Tranex Mandiri decreased drastically.

During this covid-19 pandemic, it will be challenging for companies to increase their sales, where companies must be able to attract passengers' attention by providing services so that passengers feel comfortable so that buying interest arises. Coupled with the many competitors of Tranex Mandiri, which makes the competition even more demanding, this causes the company to have to provide the best service to increase buying interest and win the match. The many choices available, the conditions faced, and the underlying considerations will make purchasing decisions different from one individual to another. According to [2], when making decisions, consumers take many concerns even though they have different decision-making roles.

Based on table 1, Tranex Mandiri's fleet is 72 units; due to the Covid-19 pandemic, all fleets cannot run normally. Transportation needs to pay attention to security, comfort, safety, and health by implementing health protocols. During this covid-19 pandemic, it will be challenging to increase sales, and the company must attract passengers' attention to feel comfortable so that there is buying interest. And the many competitors of

Tranex Mandiri, the more modes of transportation, making the competition more challenging. Therefore, the company provides the best service to increase buying interest and win the competition. The number of options available, the conditions faced, and the underlying considerations will make a buying decision from one individual to another.

**Table 1.** Number of Tranex Mandiri Bus Fleet

| Trayek                            | Number of Fleet<br>(Units) |
|-----------------------------------|----------------------------|
| Trayek Padang – Bukittinggi       | 32                         |
| Trayek Padang – Payakumbuh        | 24                         |
| Trayek Padang – Sungai Limau      | 8                          |
| Trayek Padang – Sungai Geringging | 8                          |
| <b>Total</b>                      | <b>72</b>                  |

Moving on from the phenomenon, this study will look at how service quality and trust affect buying interest. This study also looks at how service quality and trust affect buying decisions and are moderated by purchasing interest.

## 2. LITERATURE REVIEW

### 2.1. Buying Decision

The understanding buying decision is the stage in the decision-making process where consumers buy. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered. As explained by [3], buying decision (BD) is a process where consumers will recognize the problem, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, leading to a purchase decision. A study conducted by [4], argues that the five roles of individuals in a buying decision, namely: taking the initiative (initiator), people who influence (influencers), decision-makers (decider), buyers (buyer), and users (user). According to [5] the buying decision indicators are as follows:

- 1) Desire to use services
- 2) Desire to enjoy services
- 3) Interest in the service
- 4) Taking the time to get services
- 5) Knowing the function of the service well

### 2.2. Buying Interest

In general, customers express their commitment by trusting and liking the brand and trusting the company [6]. Studies conducted by [7], buying interest (BI) is something that arises after receiving a stimulus from the

product he sees, then the desire to purchase and own it arises. BI has several stages where consumers form their choice among several brands that join the device, the option then ultimately purchases a preferred alternative or the process that consumers go through to buy an item or service based on various considerations [8]. Based on a review of previous research conducted by [9], there are four most common dimensions in the BI construct, namely:

- 1) Transactional interest
- 2) Referral interest
- 3) Preferential interest
- 4) Exploratory interest

### 2.3. Trust

The trust (TR) is form of foundation of a relationship. Studies conducted by [10], explain trust (TR) is the belief of one party in the reliability, durability, and integrity of the other party in the relationship and the belief that his actions are in the best interests of and will produce positive results for the trusted party. As stated by [11], trust (TR) is all knowledge consumers possess and all conclusions about objects, attributes, and benefits. As explained [12], the dimensions of trust include:

1. Ability
2. Good day
3. Intergity

### 2.4. Service Quality

The concept of service quality (SQ) that we can know is the service expected by consumers and the service perceived by consumers. A study conducted by [13] has concluded that SQ is a focused evaluation that reflects customer perceptions of service elements such as interaction quality, physical environment quality, and outcome quality. According to [14], SQ is the level of excellence expected and control over these advantages to meet consumer needs. Meanwhile, according to [15] SQ can be defined as the difference between reality and customer expectations for the services they receive. Based on a review of previous studies, the service quality used in this study combines the findings of earlier studies into the three most common dimensions for use in transportation services [16]. The three dimensions are as follows:

1. Timely service as promised
2. Hospitality and courtesy
3. Accuracy comes

### 2.5. Hypothesis & Conceptual Framework

Hypothesis

H1: service quality has a significant effect on trust

- H2: service quality has a significant effect on buying interest
- H3: there is a significant effect of trust on buying interest
- H4: service quality has a significant effect on buying decision
- H5: there is a significant effect of trust on buying decision
- H6: there is a significant effect of buying interest on buying decision
- H7: there is a significant effect of service quality and trust on buying decisions, moderated by buying interest

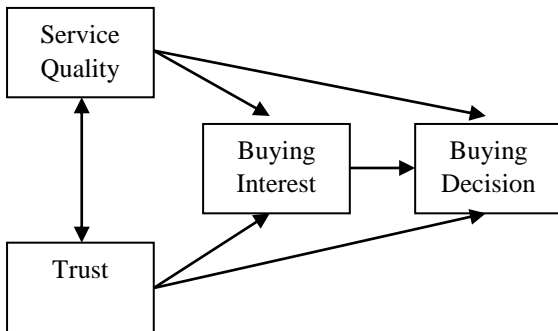


Figure 1. Conceptual Framework

**3. METHOD**

The population in this study were passengers of Tranex Mandiri. In this study, the number of people is not known with certainty, so the determination of the sample size of the population using the theory developed [24] the number of research data used in this study was 150 data. Sampling technique using a purposive sampling technique. This research was conducted to obtain data by using a questionnaire. The questionnaire design contains service quality, trust, buying interest, and buying decisions built from theoretical and previous studies. This study uses a survey with a questionnaire as a data collection tool. The Likert scale with five levels starting from strongly agree to disagree strongly was used to measure.

The data collected will be analysed using data analysis methods using SPSS version 26 software using path analysis used to determine the causal relationship between direct and indirect a set of variables, as a causal variable to other dependent variables [25]. The path analysis test in this study uses the method of multiplying the regression coefficient [26].

**4. RESULT**

Characteristics of respondents in this study can be seen from several criteria, namely, gender, age, and occupation. The following presents the characteristics of respondents from this study.

**Table 2.** Characteristics of Respondents

| Characteristics | Classification                         | Amount     | Percentage  |
|-----------------|--|------------|-------------|
| Gender          | Man                                    | 69         | 46%         |
|                 | Woman                                  | 81         | 54%         |
|                 | <b>Total</b>                           | <b>150</b> | <b>100%</b> |
| Age             | 17 – 30 th                             | 109        | 72.67%      |
|                 | 31 – 45 th                             | 34         | 22.67%      |
|                 | 46 – 55 th                             | 6          | 4%          |
|                 | >56 th                                 | 1          | 0.67%       |
|                 | <b>Total</b>                           | <b>150</b> | <b>100%</b> |
| Profession      | Student                                | 51         | 34%         |
|                 | Entrepreneur                           | 30         | 20%         |
|                 | Private Employee                       | 21         | 14%         |
|                 | Government Employees/ BUMN/ TNI/ POLRI | 16         | 10.67%      |
|                 | Housewife                              | 23         | 15.33%      |
|                 | Other                                  | 9          | 6%          |
|                 | <b>Total</b>                           | <b>150</b> | <b>100%</b> |

Source: Processed Data, 2021

Form table 2, it can be shows the number of female respondents in this study as many as 82 people (54%), and the number of male respondents in this study was 69 people (46%). Data based on age shows the number of respondents aged 17-30 years as many as 109 people (72.67%), the results of this study showed that data of respondents aged 31-45 years were 34 people (22.67%).

**Classical Assumption Test**

One of the important assumptions in regression testing is the normality test. The data must be normally distributed. With the condition that the normality test of the chi-square test result, the output is the sig value (2-sided test) of 0.121 > 0.05. This means that the standardized residual value is normally distributed.

**Hypothesis Testing Results**

*First Structure*

It can be seen in Figure 2 below, which is the first structure of the causal relationship model to be tested, namely the effect of Service Quality on Trust.

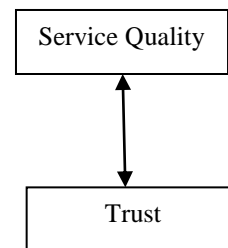


Figure 2. First Structure

From the output results shown in table 3, the effect Service Quality and Trust are presented is as follows:

**Table 3.** Effect of Variable Service Quality on Trust

| Service Quality =<br>Dependent Variable (X <sub>1</sub> ) | B      | Beta  | Prob  |
|---|--------|-------|-------|
| Trust = Independent Variable (X <sub>2</sub> )            | 0.792  | 0.819 | 0.000 |
| r   | 0.819  |       |       |
| r <sup>2</sup>  | 0.670  |       |       |
| t <sub>hit</sub>  | 17.347 |       |       |
| t <sub>tabel</sub>  | 1.960  |       |       |
| Path equation X <sub>1</sub> = 0,819 X <sub>2</sub>       |        |       |       |

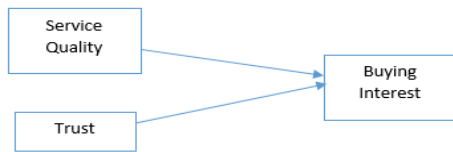
Source: Processed Data, 2021

The regression coefficient from table 3 can be seen that the value is 0.792 with a value of t count = 17.347 > t table = 1.960. The probability value in this study was 0.000 less than 0.05, meaning that service quality (X1) has a significant effect on trust (X2). So, the higher the existing service quality, the higher the trust of Tranex Mandiri passengers.

The coefficient of determination of 0.670 means that service quality contributes 67% to trust.

**Second Structure**

It can be seen in Figure 3 below, which is the structure of the two causal relationship models that will be tested as follows.



**Figure 3.** Second Structure

Table 4 bellow show the results of the second structural regression analysis between Service Quality and Trust on Buying Interest are presented as follows:

**Table 4.** The Effect: Variables Service Quality and Trust on Buying Interest

| Buying Interest =<br>Dependent Variable (X <sub>3</sub> )                  | B       | Beta  | t <sub>hit</sub> | Prob  |
|--|---------|-------|------------------|-------|
| Service quality =<br>Independent Variable (X <sub>1</sub> )                | 0.611   | 0.588 | 6.938            | 0.000 |
| Trust = Independent<br>Variable (X <sub>2</sub> )                          | 0.253   | 0.252 | 2.970            | 0.003 |
| r  | 0.807   |       |                  |       |
| r <sup>2</sup>   | 0.652   |       |                  |       |
| f <sub>hit</sub>   | 137.564 |       |                  |       |
| f <sub>tabel</sub>   | 2.67    |       |                  |       |
| Path equation X <sub>3</sub> = 0.611 X <sub>1</sub> + 0.253 X <sub>2</sub> |         |       |                  |       |

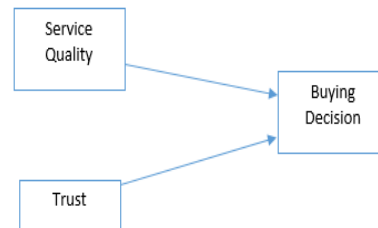
Source : Processed Data, 2021

Based on the results of data analysis presented in tabel 4, obtained a value of F count = 137.564 > Ftable = 2.67 with a probability of 0.000 less than 0.05. Thus the model can explain the effect of SQ(X1) and Trust (X2) on Buying Interest (X3). SQ (X1) and Trust (X2)

contributed 65.2% (R2 = 0.652) to Buying Interest (X3). Furthermore, the partial test (t-test) can be seen that Service Quality has a significant effect on Buying Interest (T<sub>hit</sub> = 6.938 > T table = 1.960) with the results if data analysis probability 0.000 < 0.05, the result have the same significant effect between TR on Buying Interest T count = 2.970 > T table = 1.960 ) with a probability power analysis 0.000 < 0.05.

**Third Structure**

It can be seen in Figure 4 below which is the structure of three causal relationship models that will be tested as follows.



**Figure 4.** Third structure

The results of the regression analysis between Service Quality and Trust on Buying Decision are presented in table 5 bellow:

**Table 5.** The Effect: Variables SQ and Trust on Buying Decision

| Buying Decision =<br>Dependent Variable (Y)                  | B      | Beta  | t <sub>hit</sub> | Prob  |
|--|--------|-------|------------------|-------|
| Service quality =<br>Independent Variable (X <sub>1</sub> )  | 0.539  | 0.379 | 3.866            | 0.000 |
| Trust = Independent<br>Variable (X <sub>2</sub> )            | 0.531  | 0.386 | 3.936            | 0.000 |
| r  | 0.730  |       |                  |       |
| r <sup>2</sup>   | 0.533  |       |                  |       |
| f <sub>hit</sub>   | 83.946 |       |                  |       |
| f <sub>tabel</sub>   | 2.67   |       |                  |       |
| Path equation Y= 0.539 X <sub>1</sub> + 0.531 X <sub>2</sub> |        |       |                  |       |

Source: Processed Data, 2021

From the output results shown in table 5, F count value = 83.946 > Ftable = 2.67 with a probability of 0.000 less than 0.05. Thus the model can explain the effect of SQ and TR on Buying Decision. SQ and TR contributed 53.3% (R2 = 0.533) to the Buying Decision. Furthermore, the partial test (t-test) can be seen that Service Quality has a significant effect on Buying Decision T hit = 3.866 value higher than T table, the probability result is 0.000 lower than 0.05. The result is the same as Trust has a significant effect on Buying Decision T count = 3.936 vale higher than T table with a probability of 0.000 lower than 0.05.

**Fourth Structure**

It can be seen in Figure 5 below which is the structure of the four causal relationship models that will

be tested, namely the influence between Buying Interest on Buying Decision.



Figure 5. Fourth Structure

The results of the regression analysis between Buying Interest and Buying Decision are presented in table 6 as follows:

Table 6. Effect of Variable Buying Interest on Buying Decision

| Buying Decision = Dependent Variable (Y)                 | B       | Beta  | t <sub>hit</sub> | Prob  |
|--|---------|-------|------------------|-------|
| Buying Interest = independent Variable (X <sub>3</sub> ) | 0.539   | 0.736 | 13.228           | 0.000 |
| r  | 0.736   |       |                  |       |
| r <sup>2</sup>   | 0.542   |       |                  |       |
| f <sub>hit</sub>   | 174.970 |       |                  |       |
| f <sub>tabel</sub>                                       | 2.67    |       |                  |       |
| Persamaan Jalur Y= 0.539 X <sub>3</sub>                  |         |       |                  |       |

Source : Processed Data, 2021

From the output results shown in table 6, F count = 174.970 value higher than Ftable = 2.67 with a probability of 0.000 less than 0.05. Thus, the model can explain the effect of Buying Interest (X<sub>3</sub>) on Buying Decision (Y). Buying Interest (X<sub>3</sub>) contributed 54.2% (R<sup>2</sup> = 0.542) to Buying Decision (Y). Then the partial test (t-test) is known that BI has a significant effect on Buying Decision, T count = 13,228 value higher than T table with a probability of 0.000 lower than 0.05.

Moderating Variables

The results of the regression analysis between service quality and trust on Buying Decision moderated by Buying Interest are presented in table 7 as follows:

Table 7. The Effect of Variables Service Quality and Trust on Buying Decision is mediated by Buying Interest

| Buying Decision = Dependent Variable (Y)                | B    | Beta | t <sub>hit</sub> | Prob |
|---|------|------|------------------|------|
| SQ = Independent Variable (X <sub>1</sub> )             | 0.85 | 0.13 | 1.25             | 0.21 |
| Trust = Independent Variable (X <sub>2</sub> )          | 9    | 0    | 9                | 0    |
| Buying Interest = Moderating variable (X <sub>3</sub> ) | 1.53 | 0.23 | 2.47             | 0.01 |
|   | 5    | 3    | 1                | 5    |
|   | 3.36 | 0.51 | 5.50             | 0.00 |
|   | 7    | 0    | 6                | 0    |

Source : Processed Data, 2021

It can be seen from Table 7 that the service quality of the BD is the first output, the trust variable on the buying decision is the second output, and the buying interest variable is the moderating variable buying decision. The third output, the probability value of 0.201 higher than 0.05, SQ has no significant effect on buying decisions. Trust probability value 0.015 < 0.05, which

means it has a significant effect on buying decisions. Buying interest a probability of 0.000 lower than 0.05, which means it has a significant impact on buying decisions.

Based on the results of data analysis, from table 7, it can be concluded that BI is able to moderate the relationship between SQ and TR between BD on passengers of Tranex Mandiri.

Path Analysis Results

After testing the model described in the previous section, the path construction obtained based on the analysis results can be seen in Figure 6.

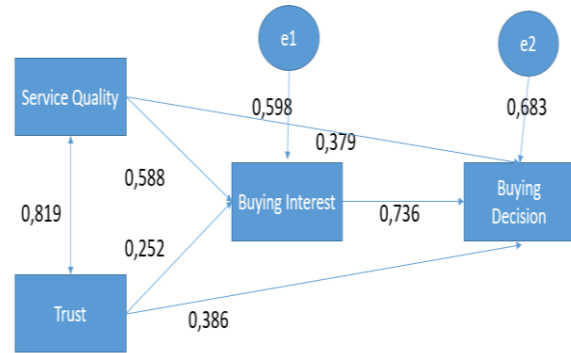


Figure 6. Statistical Decomposition Model

The findings in this study are that by looking at the path coefficient, it can be seen that service quality has a significant influence on trust. On the contrary, the results of the trust path coefficient on buying interest have a minor effect. The residual value (e1) of 0.598 means that the influence of other variables is quite significant on buying interest, service quality, and trust. Furthermore, the residual value on the path of service quality, trust, purchase interest with buying decision (e2) is 0.683.

5. DISCUSSION

Effect of Service Quality on Trust

Research on the effect of service quality on trust simultaneously has a significant effect. Companies that have good service quality can have the trust given by passengers have of the Tranex Mandiri fleet. The Tranex Mandiri Company applies good service quality to passengers it can increase trust. The results of this study support [27] [28], that service quality shows a positif and significant effect on trust.

The Effect: Service Quality on Buying Interest

The results showed that service quality had a significant effect on buying interest. This means that service quality is able to make passengers buying interest in the Tranex Mandiri fleet. This shows that if

the service quality is provided to passengers, it can increase the buying interest of passengers of the Tranex Mandiri Fleet. The results of this study support the opinion of [29], revealed that there is a significant effect of service quality variables on buying interest.

#### **The Effect: Trust on Buying Interest**

Table 4 above shows the results of inter-construct correlations. Based on the table 4, the effect of trust on buying interest was significant at alpha 0.05 with the parameter coefficient of p-value 0.000 This means that the higher the trust in the Tranex Mandiri fleet, the more buying interest. This shows that if passengers feel the trust, it can increase the buying interest of passengers of the Tranex Mandiri Fleet. The results of this study support the opinion of [30], indicating that trust has a significant effect on buying interest. The more intense the existing business competition, the more companies are required to attract buying interest faster [31].

#### **Effect of Service Quality on Buying Decision**

The results showed that service quality had a significant effect on buying decisions. This means that purchase interest can be seen from the excellent service quality in the company. This is service quality in the form of convenience, speed, and hospitality shown through the attitude and nature of providing passenger service to the Tranex Mandiri Fleet. This research finding is also reinforced by the finding of a previous study conducted by [32], that service quality has a significant influence on buying decisions.

#### **The Effect: Trust on Buying Decision**

Based on the results of data analysis, trust has a significant effect on buying decisions in passenger of Tranex Mandiri. Trust is essential for passengers who use transportation services. If passengers feel they don't trust the transportation service fleet, their level of trust decreases, making the buying decision to follow suit. Therefore, trust must be prioritized by the Tranex Mandiri transportation service fleet and become an essential factor in business. The results of this study are in line with those of [33], who concluded that trust affects buying decision

#### **The Effect: Buying Interest on Buying Decision**

Based on the results of data analysis, buying interest has a significant effect on buying decision in passengers of Tranex Mandiri with the significance value of  $0.000 < 0.05$ . This means that buying interest is very decisive for passengers to use the services of the Tranex Mandiri fleet or not. The results of this study are relevant to several previous studies that examined the same thing, concluding that buying interest affects buying decisions [34] [35] [36].

#### **Buying Interest: Mediating Service Quality and Trust in Buying Decision**

The results of this study analysis table 7, show that buying interest is able to moderate the relationship between service quality and trust on buying decision. During the Covid-19 pandemic, service quality and passenger trust wanted the transportation services offered by Tranex Mandiri to be free from the risk of exposure to Covid-19. Purchasing interest is considered good if passengers are interested in taking transportation services, becoming the primary preference, and seeking information before using transportation services. Buying decisions are considered good if passengers have confidence in using transportation services, the frequency of income is high, passengers will recommend to others and want to return to using transportation services in the future.

## **6. CONCLUSION**

Based on the findings of the researchers and their discussion, it can be concluded that: 1) there is a significant influence between service quality on trust in Tranex Mandiri passengers; 2) there is a significant influence between service quality on buying interest in Tranex Mandiri passengers; 3) there is a significant influence between trust on buying interest of Tranex Mandiri passengers; 4) there is a significant effect between service quality on buying decisions of Tranex Mandiri passengers; 5) trust has a significant effect on buying decisions for passengers of Tranex Mandiri; 6) buying interest has a significant effect on the buying decision of Tranex Mandiri passengers; and 7) there is a partial service quality and trust on buying decisions moderated by buying interest in passengers of Tranex Mandiri.

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