

## The Influence of Price Perception and Trust on Purchasing Intention of Women's Care at E-commerce

Haryudi Anas<sup>1</sup>, Pratiwi Nilasari<sup>2</sup>, Rini Wijayaningsih<sup>3</sup>, Andrian<sup>4\*</sup>  
Universitas Bhayangkara Jakarta Raya

**Corresponding Author:** Andrian [andriantahar@gmail.com](mailto:andriantahar@gmail.com)

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### ABSTRACT

English This study aims to determine how much influence the perception of price and trust have on the intention to buy cosmetics at Shopee. This research is quantitative, using the T-test and F-test with a significance level of 5%. The sampling technique uses the Slovin formula to select 169 respondents. According to the results of testing the hypothesis in this study using the T-test, the price perception variable on buying interest has a T-count value of 5.104 greater than the T-table value of 1.974, so it can be said that the price perception variable has a significant influence on buying interest. The T-test variable of trust in buying interest has a t-count value of 14.116, which is greater than the T-table of 1.974, so it can be said that the trust variable has a significant influence on buying interest. Meanwhile, the results of the F-test showed that there was a positive influence of perceived price and trust on purchase intention, with an F-value of 218.139 and an F-table of 3.05. It can be concluded that perceived price and trust simultaneously had an effect on purchase intention.

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## **INTRODUCTION**

The Cosmetics are beauty tools that are widely used by women. And it can also be said that cosmetics at this time have become a necessity in daily activities for women, because cosmetics are usually used to beautify themselves so they can look attractive. The need for cosmetics that is so needed by women, in fact, has caused many local cosmetic brands to continue to emerge. This certainly makes competition in the cosmetics business increasingly stringent. Therefore, business people inevitably have to face competition in every change that occurs. The emergence of new ideas and continuing to innovate are important things that must be owned by cosmetics business actors, so that later the business they run can continue to survive.

Due to the large number of customer requests in Indonesia, resulting in more varied cosmetics being sold. By so much demanding for local cosmetics, cosmetics businesses continue to innovate to develop their business. One of them is by utilizing e-commerce or online trading. Where now there are many e-commerce with various features that support business people to sell products online and make it easier for consumers to meet the necessary needs. In Indonesia itself, there are several e-commerce sites that are very popular, one of which is Shopee. Shopee is an e-commerce site that is still under the auspices of the SEA Group, previously known as Garena, whose head office is in Singapore. Forrest Li was the founder of Shopee in 2009. This e-commerce is indeed not the first in Indonesia, but Shopee is able to compete with those in the Indonesian market.

From the survey conducted, the researchers saw that cosmetics had the highest percentage of sales among other online stores in Indonesia, such as Bukalapak, Tokopedia, Lazada, JD.ID, or Blibli. And from this data it shows that Shopee is the most potential online store in the business of selling cosmetics in Indonesia. Changes that can be made by cosmetics businesses are selling products online. One of the most popular cosmetic products among the public is wardah. This cosmetic brand is actually one of the brands produced by PT. Paragon Technology And Innovation (Wardah Cosmetics). The quality of its products is trusted in the community. So many women choose to use cosmetics from Wardah. From time to time, wardah always innovates and creates superior products that are needed by the community.

Wardah has many branches throughout Indonesia, both online and offline stores. So that loyal customers have no trouble buying cosmetics from Wardah. Besides being available at Wardah outlets, consumers can also buy it at other cosmetic stores. Affordable prices and Wardah's quality are well known in the eyes of the public, especially Indonesia, ranging from tens of thousands to hundreds of thousands. There are many stalls selling Wardah cosmetics at Shopee, the prices for Wardah cosmetics also vary. According to Malik, et al. (Sari, 2020) define price perception as a process in which consumers translate a price value and attribute to the goods or services they want to have. Therefore, price can be a factor that determines the level of buying interest. Because if the price is more affordable consumer buying interest will be even higher. And given the large number of stalls selling cosmetics, this will

certainly cause concern for the public when they buy the same product as the Wardah brand. Because the name of buying online can only be seen from the picture and is not physically tangible. So it can raise doubts to consumers, regarding the original product or not. According to (Kim, et. al, 2003). Trust is an important key thing in building a good value perception. Trust is consumer confidence in producers in fulfilling transactions in accordance with the agreement (Primandesera, 2018). Consumer trust to buy is usually by looking at reviews and product reviews done by other consumers. The higher the product rating, the more consumers give confidence in buying the product.

## **THEORETICAL REVIEW**

### ***Price Perception***

Price is the measurement value of a product or service offered, meaning that the price can be determined from the purpose and function of a product. The higher the quality and function of a product offered, the higher the measuring value of a product. According to (Lee, et. al, 2011), expressed his opinion that price perception is a consumer's judgment and the associated emotional form of whether the price offered to consumers and the price when compared with other parties is reasonable, acceptable, and justifiable (Kusumawati, 2020). Zeithaml in (Kusumawati, 2020) says that price perception is how price information is fully understood and gives deep meaning to consumers. Perceived price becomes an important judgment for consumers regarding the comparison of the amount of sacrifice with what will be obtained from products and services. It can be concluded that the perception of price is a reference value shown in a product or service to consumers, where it considers the feasibility of the product or service being offered. So that this will affect the value of the sacrifices made in order to get the desired number of products or services.

### ***Trust***

Mayer et al. (Wong, 2017) said that trust is a person's willingness to be sensitive to the actions of other people from within the hope that other people will take specific actions on people who believe in them, without depending on their ability to supervise and control them. According to Gefen and Pavlou (Wong, 2017) suggesting trust is an assessment of one's relationship with other people who will carry out certain transactions according to the expectations of his confidants in an environment full of uncertainty. And according to Giantari et al (Adinata, 2018) trust is the most important component of online purchases, namely trust from customers to the online store itself. The trust factor is a key actor in every online sale and purchase, because the product offered by the seller is a product that is not real, in the sense that the product is only an image or a pseudo product (Kusumawati, 2020). When it comes to online purchases, a person needs to have a lot of considerations. Before making an online purchase, things to consider are looking at popularity, product ratings, product reviews and safety. Some of these things can be seen from the store's website which can be accessed by anyone. After seeing this, someone can give their trust to make

purchases online. Therefore, in online purchases, it is necessary to look more carefully for product information before deciding to purchase online.

### **Purchasing Intention**

According to (Duriyanto et al., 2001). Purchase intention is the desire to be able to own a product, which will arise when consumers are influenced by the quality and quality of a product, information about the product, such as the price offered, how to buy it, and the weaknesses and advantages of the product compared to other brands (Andrian, 2019). Another definition according to Kotler & Keller (Al Farisi, 2020) that the notion of purchase intention is consumer behavior that arises as a result of a response to an object that indicates a person's desire to buy a product. According to Priansa (Al Farisi, 2020) Purchase intention is an expression of feelings of pleasure towards an item or product, which then causes the belief to own the product because it is believed to have benefits. Because buying interest is the thing that underlies a person to make a purchase, in this case there is also a feeling of interest/desire and need for the goods or services offered. So making a good offer and packing it attractively is a factor that sellers must pay close attention to.

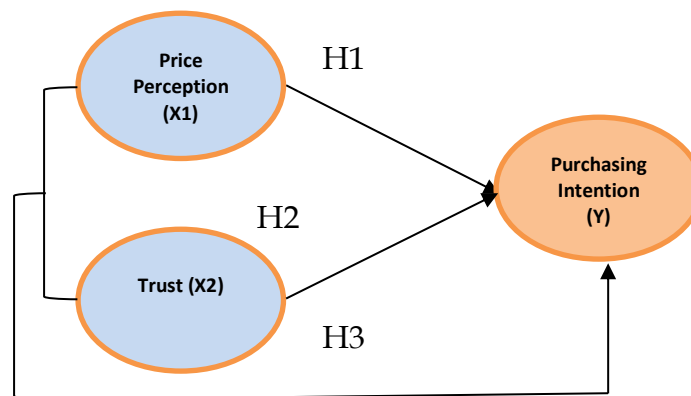


Figure 1. Conceptual Framework

### **Research Hypothesis**

Based on the review of the literature review and the framework described previously, the elaboration of the hypotheses in this study is as follows:

#### **1. The Effect of Perceived Price on Purchasing Intention**

Zeithaml in (Kusumawati, 2020) says that price perception is how price information is fully understood and gives deep meaning to consumers. Perceived price becomes an important judgment for consumers regarding the comparison of the amount of sacrifice with what will be obtained from products and services.

The results of this study are in line with research conducted by (Kusumawati, 2020) that price perceptions have a significant positive effect on purchase intention. This is supported by the results of research conducted by (Aidinata, 2018), (Sari, 2020) and (Primandesera, 2018) that price perception has a significant positive effect on purchase intention.

By referring to the theory and also supported by previous researchers, the hypothesis can be formulated as follows:

Hypothesis 1 (H1).

- $H_0$  : Allegedly the perception of the price of Wardah cosmetics at Shopee has no positive effect on purchase intention.
- $H_a$ : It is suspected that the perception of the price of Wardah cosmetics at Shopee has a positive effect on buying interest.

## 2. The Effect of Trust on Purchasing Intention

The trust factor is a key factor in every online sale and purchase, because the product offered by the seller is a product that is not real, in the sense that the product is only an image or a pseudo product (Kusumawati, 2020). When it comes to online purchases, a person needs to have a lot of considerations. Before making an online purchase, things to consider are looking at popularity, product ratings, product reviews and safety. Some of these things can be seen from the store's website which can be accessed by anyone. After seeing this, someone can give their trust to make purchases online. Therefore, in online purchases, it is necessary to look more carefully for product information before deciding to purchase online. The results of this study are in line with research conducted by (Kusumawati, 2020) that trust has a significant positive effect on purchase intention. This is supported by the results of research conducted by (Adinata, 2018) and (Primandesera, 2018) that trust has a significant positive effect on purchase intention.

By referring to the theory and also supported by previous researchers, the hypothesis can be formulated as follows:

Hypothesis 2 (H2)

- $H_0$ : It is suspected that Wardah's cosmetic trust in Shopee has no positive effect on buying interest.
- $H_a$ : It is suspected that Wardah's cosmetic trust in Shopee has a positive effect on buying interest.

## 3. The Effect of Perceived Price and Trust on Purchasing Intention

Because buying interest is the thing that underlies a person to make a purchase, in this case there is also a feeling of interest/desire and need for the goods or services offered. So making a good offer and packing it attractively is a factor that sellers must pay close attention to. According to Gefen and Pavlou (Wong, 2017) stated that trust is an assessment of a person's relationship with another person who will carry out certain transactions according to the expectations of his confidants in an environment full of uncertainty. According to Priansa (Al Farisi, 2020) Purchase intention is an expression of feelings of pleasure towards an item or product, which then causes the belief to have the product because it is believed to have benefits. The results of this study are in line with research conducted by (Kusumawati, 2020) that perceptions of price and trust have a simultaneously significant positive effect on purchase intention.

By referring to the theory and also supported by previous researchers, the hypothesis can be formulated as follows:

### Hypothesis 3 (H3)

- $H_0$  : Allegedly the perception of price and trust in Wardah cosmetics at Shopee together have no effect on purchase intention.
- $H_a$ : It is suspected that the perception of price and trust in Wardah cosmetics at Shopee together influence buying interest.

## METHODOLOGY

This study aims to obtain an overview of the effect of perceived price and trust on buying interest in Wardah cosmetics at Shopee. This type of research uses quantitative methods. According to (Sugiyono, 2017) this research method is descriptive quantitative can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses.

According to (Sugiyono, 2017) the sample is part of the total characteristics possessed by the population. This study used a non-probability sampling technique with purposive sampling, which is a technique used to determine samples with certain considerations. By doing this technique, sample members are selected who have actually purchased Wardah products online at Shopee. And the sample chosen is respondents who have purchased Wardah products online at Shopee, at least twice. In this study, the slovin formula was used to take samples from the population.

In collecting data that is accurate and expected to be accounted for. The data collection technique used is a questionnaire. According to (Sugiyono, 2017) a questionnaire is a data collection technique that is carried out by giving a set or written statements to respondents to answer. This research was taken by collecting data by using questions indirectly with Wardah cosmetics consumer respondents at Shopee. For the technique of measuring scores or variable values used in this study using a Likert scale, because this scale has high reliability. According to (Sugiyono, 2017) the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by researchers, which are hereinafter referred to as research variables.

Data analysis technique is a way of analyzing data to be obtained with the aim of testing the problem formulation. Researchers must ensure that the pattern of analysis used depends on the type of data that has been collected. The data analysis used in this study is the Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis Test, Hypothesis Test (t test and F test) and Coefficient of Determination Test ( $R^2$ ).

## RESULTS AND DISCUSSIONS

Data collection was carried out by distributing questionnaires via the Google form to Wardah customers at Shopee for 2017 class of 2017 Management Study Program students at Bhayangkara University, Jakarta Raya Bekasi, by distributing questionnaire links via WhatsApp to 169 people. The number of completed questionnaires was 169 forms. Data collection is used as the basis for the analysis of each variable: the independent variable is price perception (X1), trust (X2), and the dependent variable is purchasing interest (Y).

### *Validity Test Results*

Validity is the degree of accuracy between data that actually occurs on the object of research and data that can be reported by researchers. To measure the legitimacy or validity of a questionnaire on each instrument, both test and non-test, there are statement items. A questionnaire is said to be valid if the statements in the questionnaire are able to reveal something that will be measured by the questionnaire. Measuring validity is done by correlating between construct scores or variables. A statement is said to be valid if the r-count value is the Corrected Item - Total Correlation > r-table value. The validity test was carried out by comparing the r count (corelated item-total correlation column results) with the r table calculation results for degree of freedom (df) = n-2, where n is the number of sample items or indicators declared valid if the value of r count > r table. With n = 169, we get df = 169-2 = 167, so r table = 0.151. The complete results of the validity test are in the following table:

Table 1. Validity Test

Price Perception			
Statements	T count	T table	Results
1	0.564		Valid
2	0,599		Valid
3	0,621	0.151	Valid
4	0,672		Valid
Trust			
5	0.588		Valid
6	0.593		Valid
7	0.622	0.151	Valid
8	0.636		Valid
Purchasing Interest			
9	0.734		Valid
10	0.614		Valid
11	0.521	0.151	Valid
12	0.536		Valid
13	0.643		Valid

Source : data processed by SPSS (2021)

From the table above it can be seen that the value of r count or corrected item-total correlation for all statement items has a value greater than the rtable and is declared valid. So that all statement items can be used as a tool to measure price perceptions and trust in the buying interest of Wardah consumers at Shopee.

**Reliability Test**

This reliability test was conducted on 169 respondents who distributed it to Wardah consumers at Shopee. A variable is said to be reliable if it gives a Cronbach alpha value > 0.7.

Table 2. Reliability Test

Variables	Cronbach Alpha	Cut-off-value	Results
Price Perception	0.833		Reliable
Trust	0.836	0.70	Reliable
Purchasing Interest	0.866		Reliable

Source : data processed by SPSS (2021)

From the table above it can be seen that the Cronboach alpha value of price perception, trust and buying interest is greater than 0.70. So that all statement items in the questionnaire are reliable and can be used as a tool to measure price perception and trust in buying interest of Wardah consumers at Shopee.

**Normality Test**

The normality test is used to see whether the residual values are normally distributed or not. So, the normality test is not carried out on each variable but on the residual value. To detect the normality of the data, you can also use the Kolmogrof - Smirnov test to see the residual value. It is said to be normal if the resulting residual value is above the specified significant value. The test criteria are as follows:

- a. If the significance value (asypm sig 2 tailed) > 0.05, then the data is normally distributed.
- b. If the significance value (asypm sig 2 tailed) < 0.05, then the data is not normally distributed.

To see the complete results of samples from populations with normal distribution or not, it can be seen in the following normality test table:

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		169
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.22293278
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.051
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source : data processed by SPSS (2021)



Based on table above, it is known that the Asymp. Significant (2 tailed) of 0.200 greater than 0.05. So according to the basis for decision making in the Kolmogorov - Smirnov normality test above, it can be concluded that the data is normally distributed.

### ***Multicollinearity Test***

The multicollinearity test in this study was conducted to test whether the regression model found a correlation between the independent (independent) variables, because a good regression model should not have a strong correlation between the independent variables. Multicollinearity can be seen from the tolerance value and VIF (Variance Inflation Factor). Multicollinearity does not occur if the tolerance value is  $\geq 0.10$  or  $VIF \leq 10$ . The following are the results of multicollinearity:

Table 4. Multicollinierity Test

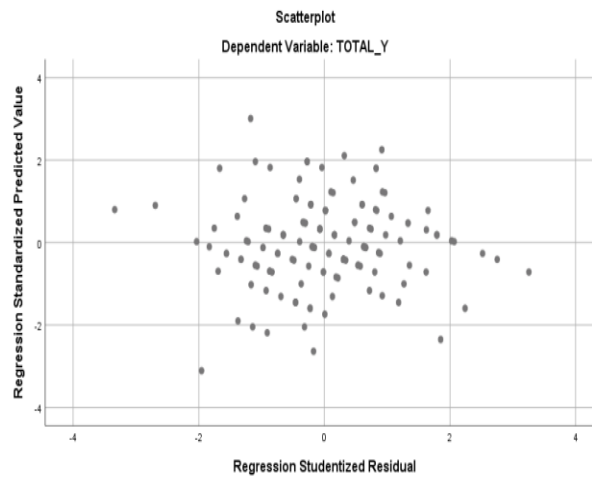
<b>Variables</b>	<b>Tolerance</b>	<b>VIF</b>
Price Perception	0.698	1.433
Trust	0.698	1.433

*Source : data processed by SPSS (2021)*

Based on the table above, it can be seen that the tolerance value price perception variable (X1) is 0.698. Because the tolerance of the price perception variable (X1)  $> 0.10$  means that there is no multicollinearity in the price perception variable (X1). The tolerance value of the trust variable (X2) is 0.698. Because the tolerance of the confidence variable (X2)  $> 0.10$  means that there is no multicollinearity in the confidence variable (X2). Likewise, the VIF value of the variable, namely price perception (X1), is  $1,433 < 10$ , meaning that there is no multicollinearity in the price perception variable (X1). The VIF value of the variable, namely trust (X2), is  $1,433 < 10$ , meaning that there is no multicollinearity in the trust variable (X2). It can be concluded that this study did not have a strong correlation between the independent variables, so that this regression model can still be tolerated.

### ***Heteroscedasticity Test***

This test is used to test whether the regression model occurs variance dissimilarity from the residual of one observation to another observation. If the variance from one observation residual to another observation remains, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is homoscedasticity or there is no heteroscedasticity. It can be seen from the scatterplot graph between the predicted value of the dependent variable, namely ZPRED with its residual. SRESID detects whether there is heteroscedasticity. It can be done by looking at whether there is a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the Y that has been predicted and the X axis is the residual (Y predicted - Y actually) that has been studied. The results of the heteroscedasticity test in this study are as follows:



Source : data processed by SPSS (2021)  
Figure 2. Heteroscedasticity Test

Based on the scatterplot graph in the image above, it can be seen that there is no heteroscedasticity because there is no certain pattern on the scatterplot graph.

### Multiple Linear Regression Analysis

Linear regression is a statistical method used to model the relationship between the dependent variable (Y) and one or more independent variables (X1 and X2). The use of multiple linear regression in this study aims to describe and predict how perceived price and trust affect purchase intention using observational data from the results of distributing questionnaires. The results of multiple linear regression calculations in this study will produce answers to the hypothesis statements and see the magnitude of the influence of all independent variables on the dependent variable. To get the value of a multiple linear regression, it can be seen from the results of the data that has been analyzed with the help of the SPSS program as shown below:

Table 5. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.162	.843		1.378	.170
	TOTAL_X1	.284	.056	.249	5.104	.000
	TOTAL_X2	.892	.063	.688	14.116	.000

Source : data processed by SPSS (2021)

Based on the picture above, the multiple linear regression equation model can be obtained as follows:

$$Y = 1.162 + 0.284 X1 + 0.892 X2 + 843 + e$$

The model shows the meaning that:

- a. The multiple linear regression equation above is known to have a constant of 1.162. The magnitude of the constant shows that if the independent variables are assumed to be constant, then the dependent variable, namely Y, increases by 1.162.
- b. Price Perception Coefficient (X1)  
 Price perception coefficient value of 0.284. Shows that if the price perception variable is increased, it will result in an increase in buying interest of 0.284 assuming other variables are constant.
- c. Trust Coefficient (X2)  
 The trust coefficient value is 0.892. Shows that if the trust variable is increased, it will result in an increase in purchasing interest of 0.892 assuming other variables are constant.

**Partially t test**

To determine the effect of the independent variable price perception and trust on the dependent variable, namely purchase intention, it is necessary to do a t test. Partial testing can be seen from the t test. If the probability value is less than 0.05 then H0 is rejected which means there is a significant effect. Partial test results can be seen in the following table:

Table 6. Partially t test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.162	.843		1.378	.170
	TOTAL_X1	.284	.056	.249	5.104	.000
	TOTAL_X2	.892	.063	.688	14.116	.000

Source : data processed by SPSS (2021)

Based on the picture above shows the results of the t (partial) test which will be explained as follows:

1. The positive influence of price perceptions (X1) on buying interest (Y) with a t-count value of price perceptions (X1) of 5.104 > t-table 1.974 is supported by a sig value. of 0.000 which is less than 0.05 (5%) then H0 is rejected and Ha is accepted, so that it can be said that the price perception variable (X1) has a significant influence on buying interest (Y).
2. The positive influence of trust (X2) on purchase intention (Y) with a tcount value of price perceptions (X2) of 14.116 > t table 1.974 is supported by a sig value. of 0.000 which is less than 0.05 (5%) then H0 is rejected and Ha is accepted, so that it can be said that the trust variable (X2) has a significant influence on buying interest (Y).

**Simultaneous F test**

The F test (simultaneous) is used to determine the effect of price perception and trust variables on buying interest variables simultaneously (simultaneously). The results of the F test can be seen in the table below, if the

probability value is less than 0.5 then H1 is accepted and H0 is rejected, whereas if the probability value is greater than 0.5 then H0 is accepted and H1 is rejected.

**Table 7. Simultaneous F test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	660.343	2	330.171	218.139	.000 <sup>b</sup>
	Residual	251.255	166	1.514		
	Total	911.598	168			

Source : data processed by SPSS (2021)

From the results of simultaneous calculations on the image, the value of F is obtained count 218.139 and F table of 3.05, then as the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words perceived price (X1) and trust (X2) simultaneously affect purchase intention.

**Determination Coefficient Test (R<sup>2</sup>)**

Testing the effect of price perceptions and trust on purchase intention produces R<sup>2</sup> (coefficient of determination) as follows:

**Table 8. Determination Coefficient Test (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 <sup>a</sup>	.724	.721	1.230

Source : data processed by SPSS (2021)

Based on the picture above, it can be seen that the Adjusted R Square value of 0.724 = 72.0%. From this value it shows that the perception of price (X1) and trust (X2) affect buying interest by 0.724 (72.0%).

**CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the research that has been done, it can be concluded as follows:

1. There is a positive influence on perceived price on the intention to buy Wardah cosmetics at Shopee, so it can be said that the price perception variable has a significant influence on buying interest.
2. There is a positive influence of trust on buying interest in Wardah cosmetics at Shopee, so it can be said to be a variable of Trust has a significant influence on purchase intention.
3. The results of the study show that there is a positive influence on price perception and trust together on purchase intention. It can be concluded that the hypothesis is accepted or in other words the perception of price and trust simultaneously influence purchase intention.

## FURTHER STUDY

Every research is subject to limitations; thus, we need some suggestions that can make it better for the next research.

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