

# THE INFLUENCE OF TRUST, EASE OF USE, AND ONLINE CONSUMER REVIEW ON CONSUMER PURCHASE DECISIONS (Study on TikTok Shop Users in Rembang City)

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## ABSTRACT

This study aims to test and analyze the influence of trust, ease of use, and online consumer reviews on purchasing decisions. The objects in this research are the consumers of the TikTok Shop in the city of Rembang. This research is a quantitative research that implements a purposive sampling method with a sample size of 100 respondents, obtained through the distribution of Google from. Scale measurements carried out by researchers using a 5-point Likert scale with the data testing method. Testing the data used is the instrument test, including validity testing and reliability testing (multiple linear regression analysis and model testing (coefficient of determination, F test, and t test)) which are processed with SPSS version 23. Based on the results of this study, it is drawn The conclusion is that trust, ease of use, and online consumer reviews have positive and significant influence on purchasing decisions.

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## 1. INTRODUCTION

Along with the development of the times, social media platforms are also experiencing development, which combines or integrates social media and e-commerce which can be used to shop online as well, this is known as social commerce. Examples of social commerce are Instagram Shop, Facebook Shop, TikTok Shop, and others. TikTok was first released in 2016, to be precise in September 2016 by founder Tautiao, founder of the ByteDance company. Apart from being a social media application that is used to make videos, TikTok continues to innovate to keep it growing. One of the innovations made by TikTok is the TikTok Shop. TikTok Shop officially launched on April 17, 2021.



Figure 1. Populix 2022 data

Based on data from Populix in 2022, TikTok Shop is able to prove that it can compete strictly with other social commerce (54%). However, TikTok cannot be complacent because, according to Instagram Shop data, it also continues to have tough competition. In addition, there are other large e-commerce companies that have dominated the online market in Indonesia. Thus, the TikTok Shop must always strive to improve consumer purchasing decisions so that it can maintain the number of users because of the increasingly intense competition between companies.

According [1] to consumers, purchasing decisions are not just one action (for example because of a product), but consist of several actions which are interrelated with one another. Buying decision carried out based on extracting information related to the product which is expected to foster consumer confidence. According to research [2] and [3] trust has a positive and significant effect on purchasing decisions, but it different from the research results, [4] trust does not have a significant influence on purchasing decisions.

Ease of use here means that technological advances on the internet have made limitations of distance, time and costs can be overcome, so that when innovations made to technology can be easily followed, users will find it easier to use and can influence consumer purchasing decisions. Ease of use is an important thing when making purchases online. According to [5] that is as a level where a person believes that technology can be easily understood and easy to use and free from effort. As in research conducted by [6] and [7] stated that the ease of use of online shopping has a positive effect on purchasing decisions. Unlike the case with research conducted [8] where ease of use has no significant effect on purchasing decisions.

Usually for some people as consumers on TikTok by making product *reviews* in the form of videos and adding yellow baskets in them it can be a reference for users who want to buy products at the TikTok Shop. With *online consumer reviews*, it can strengthen potential consumers to make purchasing decisions. According to [9] *Online consumer reviews* are known as one of the media for consumers to see reviews from other consumers about a product, company services, and about how a manufacturer is. As in previous studies conducted by [10] and also [11] that online consumer reviews have a positive and significant effect on purchasing decisions. While the results of research from [12] online consumer [13] *reviews* do not have a significant influence on purchasing decisions.

Judging from previous studies showing the influence of trust, ease of use, and online consumer reviews on purchasing decisions, the results are still different, forming differences in results or *research gaps*.

## 2. LITERATURE REVIEW

### Trust

Trust is the foundation of a business. Creating and building consumer trust is important in creating consumer loyalty. [14] said trust as a subjective probability, where the consumer expects the seller to make certain transactions according to the expectations of the consumer's trust. That's way the consumer trust will make the company or seller considered able to meet their expectations regarding the transactions that have been carried out.

According to [15] explaining the benefits of consumer trust for companies as follows: cooperation, commitment, relationship duration, and quality. There [15] are two dimensions which include several indicators that can be used to measure the level of consumer trust. The first dimension is *trusting belief*, measuring the extent to which a person believes and feels confident in other people in a particular situation. In this first dimension, there are three indicators, such as: *benevolence*, *integrity*, and *competence*. Then the second dimension is *trusting intention*, an intentional matter where a person is ready to depend on other people in a situation, this happens personally and leads directly to other people. The second dimension is divided into two indicators, *willingness to depend* and *subjective probability of depending*. Previous research conducted by [16]; [3]; and [2] prove that trust has a positive effect on purchasing decisions.

### Ease of Use

Ease of use relates to how a system can be run easily so that users do not require more effort. Ease of use [17] is defined as the extent to which a person believes that using technology will be free of problems. Moreover, a consumer tends to like something instant, with easy system operation, it will be more effective and efficient for them, can be accessed at any time, does not recognize regional boundaries, and does not take up much time.

Factors that affect ease of use according [18] to focus on the technology itself, the technology has earned user reputation, and the user's perception of the ease of use of technology is the availability of good support mechanisms. *The indicators of ease of use* in this study were developed from [5] *easy to learn*, *controllable*, *flexible*, *easy to use*, and *clear and understandable*. The finding research of [6]; [17]; and [7] states that the ease of use of online shopping has a positive effect on purchasing decisions.

### Online Consumer Reviews

*Online consumer review* is a feature that makes it easier for prospective buyers and buyers to be able to make product purchasing decisions. According to the opinion of [19] *online consumer reviews* can contain things that are positive or negative about a product or company (as a seller) and are made by other consumers via the internet. Before buying a product, consumers usually look for information about the specifications, advantages and disadvantages of the product as well as the price of the product [20].

There are three indicators used to measure online consumer review in making purchasing decisions. According to [21] the dimensions of online consumer reviews, namely *motivation*, *source*, and *content*. As for the previous research that has been done by [10] and [11] states that online consumer reviews have a positive and significant effect on purchasing decisions.

### Buying decision

Purchasing decisions are actions taken by consumers to carry out the process of purchasing goods and or services in order to fulfill the desires or needs of consumers. According to [1], purchasing decisions are not just one action (for example because of a product), but consist of several actions which are interrelated with one another. According to him [1], there are five measuring instruments or indicators for a consumer to make a purchase decision is product choice, brand choice, purchase channel choice, purchase time, purchase amount, and payment method.

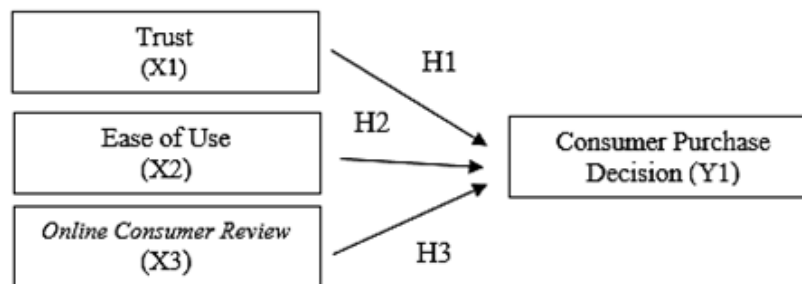


Figure 2. Research Model

### Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis proposed by the researcher is as follows:

1. Trust has a positive effect on purchasing decisions.
2. Ease of use has a positive effect on purchasing decisions.
3. Online consumer reviews have a positive effect on purchasing decisions.

### 3. METHOD

According to Supranto (2000:21) the research object is a set of elements which can be in the form of people, organizations or goods to be studied. The object of this research is TikTok Shop marketplace. The population in this study are all consumers who use online shopping sites at the TikTok Shop in the City of Rembang, Central Java. The sampling method used in this research is purposive sampling, the sampling technique which is taken the samples by using certain considerations. The sampling criteria using in this research are: having used the online shopping feature on the TikTok application, having made a purchase at the TikTok Shop at least once, the respondent's minimum age is 17 years, and domiciled in Rembang City. Due to the unavailability of overall data from the number of consumers purchasing TikTok Shop in Rembang City, it was not possible for researcher to develop a sample frame. Then the sample size is 100 using the formula proposed by Roa Purba (2006) as below:

$$n = \frac{Z^2}{4[Moe]^2}$$

#### 4. RESULTS AND DISCUSSION

##### Results

Questionnaires were distributed to 100 respondents by filling in the *Google Form* link. An overview of the characteristics of the respondents explaining identity in the form of name, age, frequency of time using the TikTok Shop, and frequency of shopping at the TikTok Shop are presented in the table below.

Table 1. Characteristics of Respondents

| No | Information                          | Percentage (%) |
|----|--------------------------------------|----------------|
| 1. | Age                                  | 17-27          |
|    |                                      | 92.0           |
|    |                                      | 28-38          |
|    |                                      | 4.0            |
|    |                                      | 39-49          |
| 2. | Old frequency of using TikTok Shop   | 3.0            |
|    |                                      | >50            |
|    |                                      | 1.0            |
|    |                                      | <4 months      |
|    |                                      | 44.0           |
| 3. | Frequency of shopping on TikTok Shop | 5-8 months     |
|    |                                      | 22.0           |
|    |                                      | 9-12 months    |
|    |                                      | 14.0           |
|    |                                      | >1 year        |
|    |                                      | 20.0           |
|    |                                      | 1-3 times      |
|    |                                      | 38.0           |
|    |                                      | 4-6 times      |
|    |                                      | 30.0           |
|    |                                      | 7-9 times      |
|    |                                      | 6.0            |
|    |                                      | >10 times      |
|    |                                      | 26.0           |

Based on the table above, it is known that the largest number of respondents are respondents in the age range of 17-27 years, there are 92 people, then 4 people are in the age range of 28-38 years, and the remaining 4 people are over 39 years old . It can be concluded that most of the respondents who used the TikTok Shop in this study were in the young age category.

Then it was found that there were 44 respondents who used the TikTok Shop for less than 4 months, 22 people used the TikTok Shop for 5-8 months, then there were 14 people who used the TikTok Shop for 9-12 months, the remaining 20 people who had used TikTok for more than 1 year . Thus it can be concluded that the majority of respondents in this study were TikTok Shop consumers for less than 4 months is 44 people (44%).

Respondents who shopped 1-3 times were 38 people, meanwhile there were 30 people who had made purchases 4-6 times, then there were 6 people who had shopped 7-9 times, while the remaining 26 people had shopped more than 10 times . Thus it can be concluded that the majority of respondents in this study had only made purchases at the TikTok Shop 1-3 times, supported by the profiles of the respondents which indicated that the majority of respondents in this study had not been using the TikTok Shop for a long time (< 4 months).

##### Validity test

The validity test uses factor analysis and the KMO value that must be desired is more than 0.5 (> 0.5) and for each item used in this reaserch is valid if the *component matrix* or *loading factor* has a value of more than 0.4 (> 0.4 ).

Table 2 Validity Test Results

| Variable         | Indicator | KMO value (> 0.5) | Loading Factor (> 0.4) | Information |
|------------------|-----------|-------------------|------------------------|-------------|
| Trust (X1)       | X1.1      | 0.820             | 0.834                  | Valid       |
|                  | X1.2      |                   | 0.788                  | Valid       |
|                  | X1.3      |                   | 0.745                  | Valid       |
|                  | X1.4      |                   | 0.743                  | Valid       |
|                  | X1.5      |                   | 0.749                  | Valid       |
| Ease of Use (X2) | X2.1      | 0.843             | 0.746                  | Valid       |
|                  | X2.2      |                   | 0.729                  | Valid       |
|                  | X2.3      |                   | 0.868                  | Valid       |
|                  | X2.4      |                   | 0.873                  | Valid       |
|                  | X2.5      |                   | 0.819                  | Valid       |

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|               |      |       |       |       |
|---------------|------|-------|-------|-------|
| Online        | X3.1 |       | 0.713 | Valid |
| Consumer      | X3.2 | 0.644 | 0.851 | Valid |
| Reviews (X3)  | X3.3 |       | 0.856 | Valid |
|               | Y1.1 |       | 0.826 | Valid |
|               | Y1.2 |       | 0.792 | Valid |
| Purchase      | Y1.3 | 0.886 | 0.802 | Valid |
| Decision (Y1) | Y1.4 |       | 0.882 | Valid |
|               | Y1.5 |       | 0.821 | Valid |
|               | Y1.6 |       | 0.817 | Valid |

Based on table 2 above, it can be seen that the validity test output display shows a KMO value of > 0.5, which means that the 100 samples in this study meet the requirements. In addition, the value of the loading factor > 0.4 which shows that all the indicators used in this study are declared valid. So that the question indicators for the variables of trust, ease of use, *online consumer reviews* and purchase decision variables are declared valid.

### Reliability Test

The reliability test was used to determine whether each indicator on the questionnaire used was reliable as a variable measuring tool. A questionnaire is reliable when a person's answers to statements are consistent or stable from time to time. Reliability testing is carried out using *cronbach's alpha* and the instrument is reliable if the value of *cronbach's alpha* more than 0.6 (> 0.6).

Table 3. Reliability Test Results

| Variable                     | Cronbach Alpha<br>Based on Std. Items | Standard Value | Information |
|------------------------------|---------------------------------------|----------------|-------------|
| Trust (X1)                   | 0.840                                 | >0.60          | Reliable    |
| Ease of Use (X2)             | 0.866                                 | >0.60          | Reliable    |
| Online Consumer Reviews (X3) | 0.734                                 | >0.60          | Reliable    |
| Purchase Decision (Y1)       | 0.905                                 | >0.60          | Reliable    |

Based on table 3 in above, the results of the reliability test show that all values are more than 0.60 (> 0.60). The trust variable has a *cronbach alpha* value of 0.840; ease of use = 0.866; *online consumer reviews* = 0.734; and purchase decision = 0.905. So, it can be concluded that the questionnaire as a data collection instrument used in this study is reliable or can be trusted as a measuring tool.

### Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was used to examine the influence of the variables trust (X1), ease of use (X2), and *online consumer reviews* (X3) on purchasing decisions (Y1).

Table 4 Multiple Linear Regression Output

| Model         | Independent Variable                        | Standardized Coefficients | Sig.  | Information |
|---------------|---------------------------------------------|---------------------------|-------|-------------|
| The equation  | Trust (X1)                                  | 0.301                     | 0.000 | Accepted    |
| between X1,   | Ease of use (X2)                            | 0.304                     | 0.001 | Accepted    |
| X2, X3 toward | Online consumer reviews (X3)                | 0.344                     | 0.000 | Accepted    |
| Y1            | Dependent Variable: Purchase decision (Y)   |                           |       |             |
|               | Adjusted R Square (R <sup>2</sup> ) = 0.697 |                           |       |             |
|               | F = 77.007                                  |                           |       |             |
|               | Sig = .000                                  |                           |       |             |

Based on the regression output in table 4 above, a regression line equation can be compiled as follows:  $Y = 0.301 X_1 + 0.304 X_2 + 0.344 X_3 + e$ . This regression equation shows that the variable that has the greatest influence on purchasing decisions is *online consumer review* which is indicated by a beta coefficient value ( $\beta_1$ ) of 0.344 followed by the ease of use variable with a beta coefficient value ( $\beta_2$ ) of 0.304 and the trust variable with a beta coefficient value ( $\beta_3$ ) of 0.301.

The coefficient of determination (R<sup>2</sup>) is used to measure the ability of the independent variable to explain the dependent variable. The R<sup>2</sup> value is 0.697 means that the variable ability, trust, ease of use, and *online consumer reviews* in explaining variations in changes to consumer purchasing decision variables in

the TikTok Shop feature in Rembang is 69.7%, while the remaining 30.3% is influenced by other variables not analyzed in this study.

The F test is used to determine the effect of the independent variables on the dependent variable simultaneously or simultaneously. The simultaneous influence can be seen from the sig.  $F \leq 0.05$ . The statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. The calculated F value of Y1 is 77.007 with a significance level of 0.000 ( $<0.05$ ), so the model used is good and the choice of explanatory variables is correct. This means that trust, ease of use, and *online consumer reviews* together have a positive and significant influence on purchasing decisions.

Hypothesis testing is carried out based on the t test which is used to determine the effect of the independent variables on the dependent variable individually or partially. The test results for the influence of trust, ease of use, and *online consumer review variables* partially on purchasing decisions can be seen in table 4. The results of hypothesis testing 1 (H1) which tested the influence of the trust on purchasing decisions obtained a regression coefficient ( $\beta_1$ ) of 0.344 with a significance level of 0.000  $<0.05$ . So it can be concluded that the first hypothesis (H1) is accepted, which means that there is a positive and significant influence of the trust variable on purchasing decisions. Then in hypothesis testing 2 (H2), which tests the effect of the ease of use on purchasing decisions, it produces a regression coefficient ( $\beta_2$ ) of 0.304 with a significance level of 0.001  $<0.05$ . So it can be concluded that the second hypothesis (H2) is accepted, meaning that the ease of use variable has a significant positive effect on purchasing decisions. Finally, in testing hypothesis 3 (H3), which tested the effect of *online consumer review* on purchasing decisions, the regression coefficient ( $\beta_3$ ) was 0.301 with a significance level of 0.000  $<0.05$ . So it can be concluded that the third hypothesis (H3) is accepted, which means that the *online consumer review variable* has a significant positive effect on purchasing decisions.

## Discussion

The purpose of this study was to determine the effect of trust, ease of use, and online consumer review on consumer purchasing decisions. According to the research's conclusion, trust has a favorable and considerable impact on consumers' decision-making. The higher the level of trust consumers have in the TikTok Shop, the more likely they are to make a purchase, as indicated by a significant value of 0.000  $> 0.05$ . Goodwill, Integrity, Competence, Willingness to Depend, and Subjective Probability of Depending are the five factors that make up the trust variable. The trust variable's KMO (Kaiser-Meyer-Olkin) value is 0.820  $> 0.5$ , and each indicator's loading factor value (shown in table 2) is greater than 0.4 as a whole. The trust variable is therefore valid based on the results that were found. Respondents agreed that building a sense of trust can improve the likelihood that a customer will make a purchase by meeting their needs, wants, and expectations at the TikTok Shop. This is consistent with studies [2], [16], and [3] that found trust to be a positive and important factor in purchasing decisions.

Additionally, based on the findings of this study, it was discovered that the ease of use variable had a positive and significant effect on purchasing decisions, as evidenced by a significance value of 0.001  $< 0.05$ . So that the easier it is to use, the purchasing decision can increase. The ease of use variable uses 5 indicators, easy to learn; controllable; flexible; easy to use; and clear and understandable. The KMO (Kaiser-Meyer-Olkin) value on the ease of use variable is 0.843  $> 0.5$ , and each indicator's loading factor value (in table 2) is over 0.4 as a whole. So based on the results obtained it means that the trust variable is valid. Respondents agreed that the easier it is to use the TikTok Shop feature, the more purchasing decisions will be made. This is in line with research conducted by [7]; [17]; and [6] which states that ease of use has a positive and significant effect on purchasing decisions.

Last one is the effect of *online consumer reviews* on purchasing decisions, the results of the study show that *online consumer reviews* have a positive and significant effect on purchasing decisions as indicated by a significance value of 0.000  $<0.05$ . So that the more positive reviews or reviews given by TikTok Shop consumers, the more purchasing decisions they will make. The *online consumer review* variable uses 3 indicators, namely motivation, source and content. The trust variable's KMO (Kaiser-Meyer-Olkin) value is 0.644  $> 0.5$ , and each indicator's loading factor value (shown in table 2) is greater than 0.4 as a whole. The trust variable is therefore valid based on the results that were found. The respondent agrees it is important to search and see reviews first on the product to be purchased at the TikTok Shop. Thus indicating that providing positive reviews will have a major impact on increasing purchasing decisions at the TikTok Shop. This is in line with research that has been conducted by [11] and also [10] the results of *online consumer reviews* have a positive and significant effect on purchasing decisions.

## 5. CONCLUSIONS

Based on the results of this study as a whole, it has answered the formulation of the problem, achieved the research objectives and proved that the research hypothesis with the variables of trust (X1), ease of use (X2), and *online consumer review* (X3) as a whole both have a positive and significant influence on purchasing decisions (Y1) *online* at the TikTok Shop in the city of Rembang.

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