

THE INFLUENCE OF CONSUMER TRUST AND PERCEIVED VALUE ON CONSUMER PURCHASE DECISION OF E-COMMERCE IN SOCIAL MEDIA (STUDY CASE IN MANADO)

PENGARUH KEPERCAYAAN KONSUMEN DAN PERSEPSI NILAI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN E-COMMERCE DI SOCIAL MEDIA (STUDI KASUS DI MANADO)

By:

Reginald Andre Liusito¹

Joy Elly Tulung²

Regina Trifena Saerang³

^{1,2,3}Faculty of Economics and Business, Management Department
Sam Ratulangi University, Manado

E-mail:

¹reginaldliusito@gmail.com

²joy.tulung@unsrat.ac.id

³regina.saerang@unsrat.ac.id

Abstract: In this digital era, technological advances cannot be dammed especially in the field of business with an online platform making business activities become tighter due to massive competition. Thus, making purchase decisions absolutely controlled by consumers. The power of consumers in determining the purchase of a product makes producers competing to seduce consumer's buying interest. The ability of producers to meet the needs and wants of consumers is the key to success in business activities. This research aims to find out the influence of consumer trust and perceived value on consumer purchase decision of e-commerce in social media. Consumer trust variable consists of perceived integrity, perceived competence, perceived security control, and benevolence. Perceived value variable consists of emotional value, social value, quality/performance, and value price/value of money. This study uses purposive sampling that only observes people who have shopped online through social media. The sample is 100 respondents and analyzed using Multiple Linear Regression analysis. The results of this study have shown that perceived integrity, perceived competence, perceived security control, and benevolence contribute positively to consumer trust. Emotional value, social value, quality/performance, and price/value have positive contribution to perceived value. These results indicate that consumer trust and perceived value have significant and positive effect on consumer purchase decision of e-commerce in social media partially and simultaneously. This study suggests that producers should use social media as the means for selling and maximize its features so that the overall benefits can be felt.

Keywords: consumer trust, perceived value, consumer purchase decision

Abstrak: Diera digital, kemajuan teknologi tidak dapat ditahan khususnya dala bidang bisnis dengan platform online membuat aktivitas bisnis menjadi semakin ketat akibat dari persaingan yang sangat masif. Dengan demikina, pengambilan keputusan pembeilan sepenuhnya dikontrol oleh konsumen. Kekuatan konsumen dalam menentukan pembelian suatu produk memubat para produsen berlomba-lomba untuk mendapatkan ketertarikan konsumen untuk membeli produk mereka. kemampuan produsen dalam memenuhi kebutuhan dan keinginan dari konsumennya merupakan kunci sukses dalam aktivitas bisnis. Oleh karena itu penelitian ini ingin meneliti pengaruh dari kepercayaan konsumen dan persepsi nilai terhadap keputusan pembeli konsumen e-commerce di sosial media, dimana variabel kepercayaan konsumen merupakan dimensi dari integritas, kompetensi, keamanan, dan kebaikan. Sementara variabel persepsi nilai dari penelitian ini berdasarkan dari nilai emosional, nilai sosial, kualitas/kinerja, dan nilai ekonomi. Teknik pengambilan sampel dari penelitan ini menggunakan purposive sampling yang hanya mengobservasi orang-orang yang sudah berbelanja di sosial media. Sampel yang dikumpulkan dari penelitian ini adalah sebanyak 100 responden dan dianalisa menggunakan regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa kepercayaan konsumen dan persepsi nilai berpengaruh terhadap keputusan pembelian konsumen e-commerce di sosial media, dengan hasil yang didapatkan penelitian ini menyarankan produsen-produsen sebaiknya menggunakan sosial media sebagai salah satu sarana dari penjualan mereka dengan memaksimalkan fitur-fitur yang ada sehingga manfaat dapat dirasakan secara utuh.

Kata kunci: kepercayaan konsumen, persepsi nilai, keputusan pembelian konsumen

INTRODUCTION

Research Background

Nowadays, Indonesia is in the transition to enter the industrial era 4.0. The presence of 4.0 industrial era arises the existence of many technological that makes the growth of technologies occurred dynamically in every sectors. The presence of technological advanced is not only to facilitate those activities in the field of work but the benefits overall to fulfill people's needs.

Internet is the most crucial thing in the development of technologies. The advances in the technological era makes most people have already integrated with the internet. Furthermore, the existence of technology advances have changes people's minds caused the easiness services that offered relying on internet networks, it can facilitate the various daily activities such as online shopping that provides the easiness of its users.

In the past, consumers used to shop merely consider based on their basic needs. The emergence of online shopping platforms have made consumer behavior change. It is inseparable from the convenience and practicality offered which makes shopping nowadays is not solely to fulfill basic needs yet becomes the lifestyle of most people. Certainly, many weaknesses in online shopping platforms that still need to be improved. The lack of access physically to the products that will be bought is the crucial constraint required for those producers to facilitate safety networks to make the consumers feel comfortable. However, online shopping is a new way for people especially consumers to buy something whether products or services considering the changes in consumer behavior that wants something instantaneously to fulfill their needs and wants. "Indonesia has a large population with more than one hundred tribes and local languages, and a number of diverse religions" (Saerang, Tulung, and Ogi, 2018, p.13), then based on the data from We Are Social in 2019 stated that 96% internet users in Indonesia have used e-commerce for shopping despite the weaknesses of online shopping, consumers tend to consider the easiness that will be received.

According to We Are Social (2019), there are total of 150 million people or 56% of the total population in Indonesia has used the internet to access social media. In Manado, the level of economic development continuously increased that makes most people in Manado are technologically literate. It makes people cannot be separated from social media platforms which then causes high social media users in Manado. High number of social media users can encourage people's desire to do other activities besides socializing virtually such as shopping.

Indonesia E-Commerce Association (2017), has shown the data of online platforms market share, wherein people tend to use social media as the main platform for online shopping. Facebook has the greatest value with 43% compared to marketplace with 16%, following by offline shopping 12%, Facebook and Instagram 11%, 7% through website, 6% others, and 5% through Instagram. In fact, marketplace is the core of online shopping business compared to social media that primarily used for social activities. However, the data shows inversely proportional which indicate consumer purchase decision process due there a tendency of consumers to find out the alternatives to choose which place is best to shop.

Kotler and Armstrong (2006) state "purchase decision is a process of consumers to make purchases of products" (p. 147). In making online purchase consumers will certainly consider a variety of factors, trust is one of consumer consideration before consumer making a purchase decision. According to Gefen, Straub, and Karahanna, E. (2003), "trust is an essential thing in economic activity and especially in online shopping because of the lack of interaction between sellers and buyers" (p. 52). Perceived value is an added value felt by consumers. In shopping online perceived value can be seen in terms of how information obtained by consumers, it can be obtained in form of descriptive, pictures, and videos. The better information received by consumers, the more consumer is interested to shop, customer perceived value conducts with determining purchase assessment towards products or services to measure the benefits that will be received.

Research Objectives

The research objectives are to identify the influence of:

1. To identify partial influence of Consumer Trust on Consumer Purchase Decision of e-Commerce in Social Media.
2. To identify partial influence of Perceived Value on Consumer Purchase Decision of e-Commerce in Social Media.
3. To identify simultaneous influence of Consumer Trust and Perceived Value on Consumer Purchase Decision of e-Commerce in Social Media.

Marketing

“Company’s main goal is to maximize the profits” (Tulung, Saerang, and Pandia, 2018, p. 61). Marketing has a vital impact in maximizing company’s profits. According to Kotler and Armstrong (2006), “marketing as the process by which companies create value for customers and build strong customer relationships to capture value from customer in return” (p. 5). Thus, Kotler and Levy (1969), state that “marketing is seen as the tasks of finding and stimulating buyers for the firm’s output. It involves product development, pricing, distribution, and communication” (p. 10). “Customer, firm’s distribution, channels are important to company to gain more market share” (Tulung, 2016, p. 163).

Online Shopping

Jusoh and Ling (2012), define “online shopping as the process a customer takes to purchase a service or product over the internet. Furthermore, they state that “from the buyer’s perspective, e-commerce offers a lot of tangible advantages, enjoy online shopping for 24 hour per day, more environmental friendly, and fulfill their desires just with a click of mouse without going out from house by taking any transportation” (p. 224).

Consumer behavior

Kotler and Armstrong (2006), “consumers around the world vary tremendously in age, income, education level, and tastes with the more variety of goods and services” (p. 129).

Consumer Trust

According to Gefen, Straub, and Karahanna (2003), “Trust is an essential thing in economic activity, especially in Online Shopping because of the lack of interaction between sellers and buyers” (p. 52). Mayer et al. (1995) have defined three factors that can be measured consumer trust, which are “ability, benevolence, and integrity, thus Connolly and Bannister (2007) in their research trust in consumers is obtained based on several factors that must be maintained by online vendors including integrity, competence, and security control.

Perceived Value

Monroe and Chapman (1987), explain that “consumer perceived value can be defined consumers' preferences or choices would depend on how they evaluate the quality or benefits to be received from a product relative to the cost or sacrifice inherent in the price.” According to Kotler and Armstrong (2006), “a customer buys from the firm that offers the highest customer perceived value, the customer’s evaluation of the difference between all the benefits and all the cost of marketing offer relative to those of competing efforts, customers often do not judge product values and cost accurately or objectively, they act on the perceived value” (p. 13). Sweeney and Soutar (2001), have constructed and tested four dimensions of perceived value which are termed “emotional, social, quality/performance, and value/price.

Consumer Purchase Decision

“Purchase decision of consumer is the decision-making process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services” (David et al., 2002). Kotler and Armstrong (2006), state that “purchase decision is the process wherein consumers make purchase of products and services (p.147). thus, they argued that “buyer decision process consists of five stages which are: Need Recognition, Information Research, Evaluation of Alternative, Purchase Decision, and Postpurchase Decision” (p. 147).

Previous Researches

Kim, Ferrin, and Rao (2008) in their study to examine the effect of trust, perceived risk, and perceived benefit on consumer purchase decision. The result of this study reveals that trust, perceived risk, perceived benefit have an influence on purchase intention that ultimately have a “downstream” effect on consumers’ actual purchase decisions.

Che, Cheung, and Thadani (2017) aim to find out what encourages people to shop online on Instagram, the research have shown that trust which consists of perceived benevolence, perceived integrity, and perceived competence and other external factors such as endorsement and peer customer endorsement influence consumer purchase decision on Instagram.

Liu, Yu, and Huang (2017) in their study aims to find out purchase decision model indirectly influencing purchase intentions through perceived value by consumers. The result indicates the dimension of perceived value (quality value, economic value, emotional value, and social value) have positive influence on purchase decision that contribute to purchase intention.

Conceptual Framework

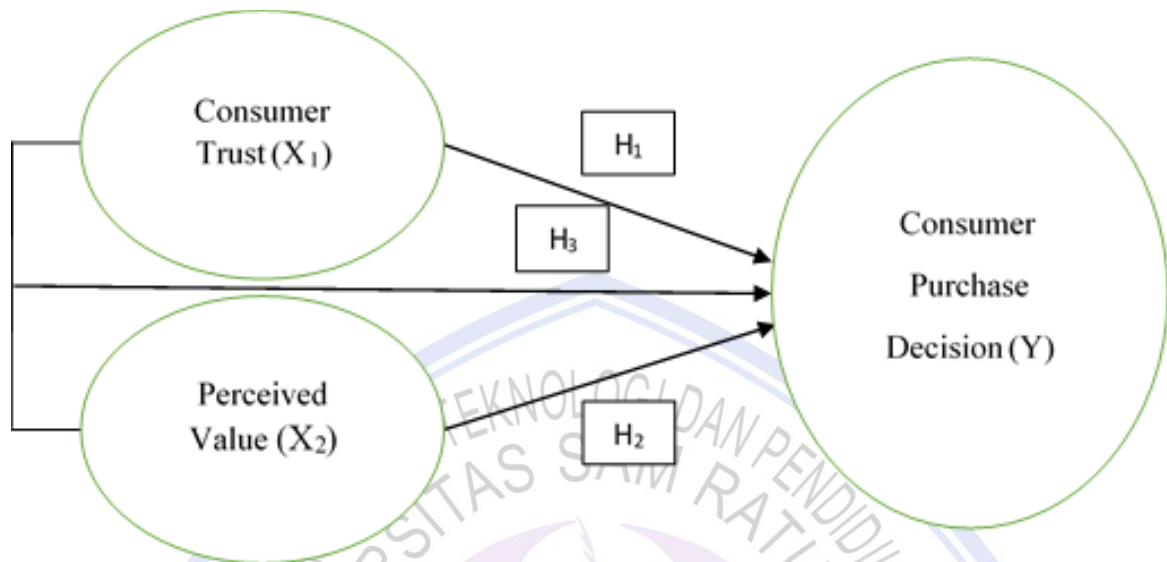


Figure 1. Conceptual Framework

Source: Data Processed, 2020

Research Hypothesis

H₁: There is a significant influence of consumer trust on consumer purchase decision partially.

H₂: There is a significant influence of perceived value on consumer purchase decision partially.

H₃: There are significant influence of consumer trust and perceived value on consumer purchase decision simultaneously.

RESEARCH METHOD

Research Approach

The research type is causal research to test whether or not one event causes another (does X cause Y), it means a change in one event brings about a corresponding change in another event.

Population, Sample Size and Sampling Technique

The population in this research is those people who have an experience to shop through social media which located in Manado, for the sample size in this study is counted by using Leedy's formula and the result is 96,4 and rounded up to 100 respondents. The sampling technique in this study is purposive sampling wherein the sample is collected based on certain considerations in accordance with the objectives of the research by specifying potential respondents.

Data Collection Method

The data of this study is collected based on both primary and secondary data, where the primary data is collected through questionnaire, and the secondary data is collected from various books, journals, articles and etc.

Operational Definition and Measurement of Research Variable**Table 1. Definition of Research Variable**

Variable	Operational Definition	Indicators
Consumer Trust (X1)	Consumer trust is such as belief between producers and consumers to build relationships without exploitation or take the advantage of one each other.	1. Perceived Integrity, 2. Perceived Competence, 3. Perceived Security Control, 4. Benevolence.
Perceived Value (X2)	Consumer perception of the benefits of a product or service and its ability to meet their needs and expectations.	1. Emotional Value, 2. Social Value, 3. Quality/Performance, 4. Value Price/Value of Money.
Consumer Purchase Decision (Y)	Consumer's desire to buy goods or services through several evaluations to determine which place have the potential to make a transactions.	1. Need Recognition, 2. Information Search, 3. Evaluation of Alternative, 4. Purchase Decision, 5. Postpurchase Decision.

Source: Journals Review, 2020

Research Instrument Testing (Validity and Reliability)

Validity test is used to measure whether the questionnaire valid or not, a valid questionnaire if the questions in the questionnaire are able to reveal something that is measured, refers to the formula $df = n-2$ with the standard significant value of 5% inside the statistical table r , where if r count is greater than r table then concluded as valid otherwise if r count is less than r table then the result is invalid. "Reliability test is a test to measure how well the items in a set are positively correlated to one another, the closer cronbach's alpha to 1, the higher the internal consistency reliability, if the reliability less than 0.60 are considered to be poor result.

Multiple Linear Regression

According to Kurniawan (2014), "multiple linear regression equation is a linear regression model with more than one independent variable to predict the dependent variable" (p. 194). The equation as follows:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e$$

Where:

Y	= Consumer Purchase Decision
α	= Intercept
β_1, β_2	= The regression coefficient of each variable
X1	= Consumer Trust
X2	= Perceived Value
e	= Standard Error

RESULT AND DISCUSSION**Result Research Instrment Testing (Validity and Reliability)****Validity Test****Table 2. Validity Test**

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Consumer Trust (X1)	X _{1,1}	0.809	0.000	100	0.196	Valid
	X _{1,2}	0.804	0.000	100	0.196	Valid
	X _{1,3}	0.814	0.000	100	0.196	Valid
	X _{1,4}	0.845	0.000	100	0.196	Valid

Perceived Value (X2)	X _{2.1}	0.556	0.000	100	0.196	Valid
	X _{2.2}	0.619	0.000	100	0.196	Valid
	X _{2.3}	0.648	0.000	100	0.196	Valid
	X _{2.4}	0.434	0.000	100	0.196	Valid
	X _{2.5}	0.725	0.000	100	0.196	Valid
	X _{2.6}	0.656	0.000	100	0.196	Valid
Consumer Purchase Decision (Y)	Y _{1.1}	0.522	0.000	100	0.196	Valid
	Y _{1.2}	0.560	0.000	100	0.196	Valid
	Y _{1.3}	0.705	0.000	100	0.196	Valid
	Y _{1.4}	0.584	0.000	100	0.196	Valid
	Y _{1.5}	0.662	0.000	100	0.196	Valid

Source: Data Processed, 2020.

Based on table 2 shows validity test, where the significant level of each indicator below 5% and the r count have greater than r table which concluded that all the indicators in this study are valid and can be used for future analysis.

Reliability Test

Table 3. Reliability Test

Cronbach's Alpha	N of Items	Status
0.762	3	Reliable

Source: Data Processed, 2020.

Table 3 has shown that the Cronbach's Alpha is higher than 0.600, it means all the indicators that representing each variable are reliable and can be used for future analysis.

Result of Multiple Linear Regression Analysis Table

Table 4. Multiple Linear Regression

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Toleranc e		VIF
	B	Std. Error	Beta					
(Constant)	6.515	.906		7.190	.000			
1 sumX1	.317	.053	.360	5.996	.000	.887		1.128
sumX2	.412	.039	.637	10.617	.000	.887		1.128

a. Dependent Variable: sumY1

Source: Data Processed, 2020.

The regression equation based on the result in table 4. above as follows:

$$Y = 6.515 + 0.317X1 + 0.412X2 + e$$

- Constant has a positive value at 6.515 that means if the value of independent variables' increase in certain of numbers then the dependent variable will be increased too.
- The value of regression coefficient of Consumer Trust (X1) is 0.317. It shows that if Consumer Trust (X1) increases in one unit, then Consumer Purchase Decision (Y) increases at 0.317 or 31.7%.
- The value of regression coefficient of Perceived Value (X2) is 0.412. It means that if Perceived Value (X2) increases in one unit then Consumer Purchase Decision (Y) increases at 0.412 or 41.2%.

Coefficient of Multiple Correlation (R) and Coefficient of Determination (R²)

Table 5. Correlation Coefficient and Coefficient Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.690	.684	1.22295

a. Predictors: (Constant), sumX2, sumX1

b. Dependent Variable: sumY1

Source: Data Processed, 2020.

Based on table 5 shows R value at 0.831 which means it is close to 1 reflecting a strong correlation between each independent variable towards the dependent variable. The value of R² is at 0.690 that means consumer trust and perceived value can explain consumer purchase decision in social media as much as 69%, while the rest 31% is explained by other factors which not discussed in this research.

Normality

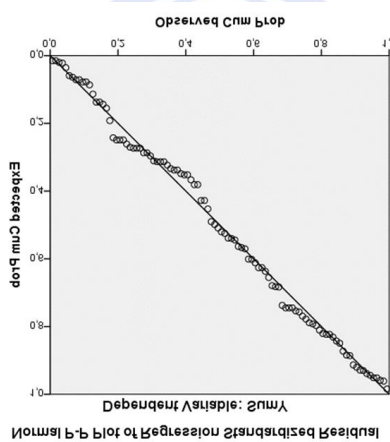


Figure 2. Normal P-P Plot Graphic

Source: Data Processed, 2020.

This figure shows that the dots are spread around the diagonal line and follow the diagonal line, which indicate the data distributed normally.

Multicollinearity

Table 6. Multicollinearity Test

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Consumer Trust	0.887	1.128	No Multicollinearity
Perceived Value	0.887	1.128	No Multicollinearity

Source: Data Processed, 2020.

Based on table above has shown that the tolerance value of both variable is at 0.877 which is over than 0.10, and the value of VIF (Variance Inflation Factors) of both variable is 1.128 which below 10. Regarding the data there is no multicollinearity symptom from those independent variables.

Heteroscedasticity

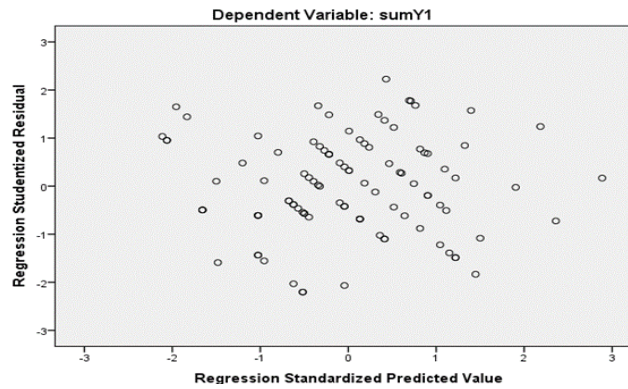


Figure 3.Scatterplot

Source: Data Processed, 2020.

Based on the figure 3 above shows that the dots spread above and below 0 in Y-axis and have no clear pattern, which means it is free from heteroscedasticity symptom.

Hypothesis Testing

F-Test

Table 7. F-Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	323.116	2	161.558	108.021	.000 ^b
	Residual	145.074	97	1.496		
	Total	468.190	99			

a. Dependent Variable: sumY1

b. Predictors: (Constant), sumX2, sumX1

Source: Data Processed, 2020.

Table 7 shows the significant level at 0.000 which means it is below 5%. Thus, the F table that is obtained as much as 3.090 and the value of F count is 108.021, meaning F count is higher than F table which shows the third hypothesis is accepted.

t-Test

Table 8. t-Test Result

Model	t	t table	Sig.	Status
(Constant)	7.190		0.000	
Consumer Trust	5.996	1.984	0.000	Accepted
Perceived Value	10.617	1.984	0.000	Accepted

a. Dependent Variable: Consumer Purchase Decision

Source: Data Processed, 2020.

The results shows that the significant level of each of independent variable is 0.000, meaning it is below 5%, and the value of t table is gathered at 1.984, the value of consumer trust is 5.996 and for perceived value is 10.617 which means the value of all independent variables is over than t table, and can be concluded the first and the second hypothesis are accepted.

Discussion

The less level of trust perceived by consumer makes consumers less interested in shopping. Based on the results show that consumer trust which are consists of integrity, competence, security control, and benevolence have a significant influence on consumer purchase decision on social media positively, which indicate trust as an absolute matter for consumers in determining purchase decision especially in online shopping. It is because of the

limited access to the products for making purchases that make the consumers should have high level of trust to the producers where they will shop. The flexibility in social media makes producers easily offer both descriptive and image/video that makes the promotion looks more realistic for making consumers believe and more comfortable in making purchases on social media.

Perceived value is a variable that has a broad definition. It depends on how this variable is viewed and used. In this study, perceived value is value-added that causes consumers to shop on social media. Perceived value is the value expected by sacrificing something such money to meet their expectation. Perceived value shows positive influence on purchase decision, moreover, emotional value, social value, quality/performance, and price/money have an important role for consumers to decide whether it looks good to meet their expectation or not, this finding is consistent with the statement of Kotler and Armstrong (2006) where "a customer buys buy form the firm that offers the highest customer perceived value, the customer's evaluation of the difference between all the benefits and all the costs of marketing offer relative to those of competing efforts" (p. 13).

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results it can be concluded as follows:

1. Consumer Trust namely perceived integrity, perceived competence, perceived security control, and benevolence has a significant influence on Consumer Purchase Decision of e-Commerce in Social Media.
2. Perceived Value which consists of emotional value, social value, quality/performance, and value price/money has a significant influence on Consumer Purchase Decision of e-Commerce in Social Media.
3. Both Consumer Trust and Perceived Value have significant influence on Consumer Purchase Decision of e-Commerce in Social Media.

Recommendation

Based on the research findings results, this study provided some recommendation that listed in the following sentences:

1. This study recommends that producers must build a good reputation in order to increase the level of consumer trust in shopping online by varying the testimonials through integrating the combination of text, photos, and video features in order to increase the level of consumer trust in shopping on social media.
2. Producers who have not used social media platform for selling products have to try to use it, because social media offered many features that other platforms do not have. Moreover, many users use social media platform that gives a value-added for running the business in there.
3. Further research can be done by adding more number of samples so that the level of data accuracy is higher, and adding more independent variables that can cover a broader aspect so that the results obtained more measurable and can show other factors that might influence consumer purchase decision on social media.

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