



The Effect Of Information Quality, Customer Experience, Price, And Service Quality On Purchase Intention By Using Customer Perceived Value As Mediation Variables (Study On Gofood Applications On The Millennial Generation)

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Abstract

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This research was conducted with the aim of knowing the effect of information quality, customer experience, price and service quality on purchase intention by using a mediating variable, namely customer perceived value and knowing the partial relationship between the independent variable, the mediating variable and the dependent variable. The sample used is 100 respondents consisting of GoFood applications users in the millennial generation using non-probability sampling techniques. The data in this study came from a questionnaire with a Likert scale. Based on the results of data analysis, it shows that information quality has a positive effect on customer perceived value, customer experience has a positive effect on customer perceived value, price has a positive effect on customer perceived value and service quality has a positive effect on customer perceived value. In addition, customer perceived value has a positive influence on purchase intention. All relationships between variables have a positive influence and significant influence.

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1. Introduction

Along with the development of the industrial revolution 4.0, the development of information technology such as smartphone and social media has changed people's daily behavior. People's lifestyles in modern times like this are very different from the era before the industrial revolution 4.0. According to McLuhan (1962) changes and innovations in the field of information and communication technology provide very significant changes in all activities carried out by the community. Advances in technology like this are very useful, because they can facilitate all the work and activities carried out by the community.

There are so many impacts caused by the development of information technology at this time. One of them is the characteristic of society that becomes consumptive. The presence and advancement of technology change the principles of society, which causes people to want all activities to be carried out more practically, in a short time, and not cause disruption to their work.

The development of technology and coupled with the speed of internet access has clearly changed people's behavior, especially the way consumers want to buy a product. If previously shopping was limited by distance and time, now time and distance are no longer a limitation for someone in shopping. Currently, shopping can be done online or digitally which makes consumers do not need to come directly to the store/seller (Yanico & Keni, 2021).

In ancient times, when consumers wanted to buy a product, consumers first checked the product using sight and touch on the product. Currently, in the online market, consumers can only use visualizations on their gadget or smartphone screens. This is not a significant drawback of the online market and will become a sector that is developing very well and quickly in the world. And, in the future, the sector will definitely



experience continuous development and with increasing internet speed, smartphones and payments made via virtual.

The development of technology, internet and gadgets has increased the number of consumers who want to transact through digital services. Digital services that are growing rapidly in the era of technological advancement are payments via mobile applications, streaming movies, online product shopping, online transportation services, and online food delivery services using applications. Service in the field of food delivery is much preferred and has become a necessity for them if they want to eat. From research conducted by McKinsey in 2020, it shows that services in the food delivery service industry experienced a drastic increase of 34% through out 2020 (Setyowati, 2021).

The millennial generation is a group of individuals who want the results of an activity to be instantaneous and very fast, and they do not want to waste time doing these activities. With all the conveniences obtained, of course, many layers of society want to use existing technology. This convenience makes individuals lazy in doing things .

The fast-paced desire of the millennial generation is a business opportunity, because all technological advances and all business activities are carried out quickly. Technological advances allow groups of people to want to use technology and make it an important part in carrying out their lives and activities. This convenience affects the characters who use it, which makes them more lazy to get results.

One of the pioneers of food delivery services originating from Indonesia, GoFood, provides food delivery services from the GoJek application. GoFood has collaborated with many partners, MSMEs, restaurants, food stalls spread across all regions and big cities in Indonesia (Setyowati, 2019). There are factors that cause consumers to really like the GoFood application, including saving time, because there is no need to leave the house to queue at restaurants or places to eat and wait for food to be served. In addition, GoFood always presents very attractive promotions, discounts and offers that make consumers interested in using the GoFood application. The last factor is payment. Payments on GoFood are very practical, can use GoJek's e-wallet called GoPay, so consumers don't need to give physical money to GoJek drivers who deliver food. In addition, there are many menu choices offered on GoFood and the price of each food product can be seen and adjusted to the budget owned by the consumer.

The priority proclaimed by GoFood is to provide convenience and safety for consumers to explore all food and beverages provided by GoFood. In addition, GoFood has maintained good relationship with business partners and consumers, which is an important factor for GoFood to be able to maintain positive business performance.

As the leader of food delivery services in Indonesia, GoFood makes various innovations that are good for the consumers in all aspects. In addition to delivering food, GoFood also has a role in creating culinary trends as a culinary business parameter that consumers always rely on when needed. Consumers can search for their favorite food through the features of the GoFood application. In 2021, GoFood will carry out internal developments to support the success of their application and to continue to improve experiences and good relationship with all consumers. GoFood prioritizes technology in a personalized manner, and focuses on becoming a culinary center favored by many people in Indonesia, through a variety of interesting.

2. Method

2.1 Literature Review

Information Quality

According to Tam and Oliveira (2017) research related to information quality uses measurements of usefulness, understanding, interest, reliability, and completeness. Based on the study, information quality is defined as how well the information contained in a platform or application (made by the application's founder), and how it is provided to users so that it is easily understood and applied by these users.

Furthermore, information quality refers to the extent to which the system provides users with useful and significant information in a fast and accurate manner (Zhao H, 2019). Ranganathan and Ganapathy (2017) consider the quality of information as the main determinant of how the quality of services and services provided by a company. Good and good quality information will lead to pleasure and positive behavioral intentions for users.

Information quality represents the most basic communication capacity between online shoppers and sellers, and is considered a basic factor in building trust between the two. A review of the literature on technology acceptance shows that trust in information is a major predictive factor for consumer or user

behavior. The decisions users make when using the system are determined by security and trust (Yadav & Sharma, 2016).

According to Kang and Namkung (2019), when buying a food product, the quality of information provided by e-commerce positively affects perceptions of usability and ease of use. In addition, the quality of information provided by a social network-based community plays an important role in the intention to participate in the community.

Customer Experience

Customer Experience is a subjective response by customers when interacting with a company or industry, either directly or indirectly (Schwager & Meyer, 2018). Customer experience consists of several touch points. Touch point is a customer activity when building a relationship with a brand owned by a company. At each touch point there is a customer gap, namely differences in customer perceptions and customer desires. Customer perception is a subjective assessment by customers of their experience using goods or services from an industry or company.

The company understands customer desires, namely by providing a good quality experience to customers when delivering the products or services offered. Customers do not hesitate to switch to other business actors (competitors) who can provide the best value and experience. To be able to retain customers and grow loyalty, companies must create experiences that can meet customer needs or even exceed what customers expect or customer expectations (Singh, 2019).

Roy (2018) states that experience quality is determined as an aspect that is affective and cognitive, resulting from services that can lead to an influential behavior, namely customer satisfaction. Quality of experience is the experience felt by consumers when using an application when they make a transaction in a company.

In addition to creating experiences that are created between consumers and companies, customer experience aims to manage the experience process, as perceived by consumers and build relationships between consumers and brands. Brands strengthen subjective responses to activate the five senses of consumers in their efforts to improve the customer experience. Customer experience is very important in various sectors including the hospitality sector and online services (Kuppelwieser VG, 2021).

Price

Price is one of the indicators that affect the perception of a product in the market. Price is a tangible indicator used by consumers in their purchasing decisions on goods and services. The price variable is always present in purchases made by consumers and represents the value of an economic expenditure (Essamri, A, 2019). Price can be stated as the value of the sacrifice that must be sacrificed to make the purchase of a certain transaction.

Price has sensitivity. High price sensitivity will indicate that a slight price change will have a substantial effect on consumer buying behavior (Amstrong, G, 2018). Price is often a key component of the existence of product positioning in a company. Consumers often see a high price on a product will have a high quality as well. If a product has a low price then the quality of the product is very poor resulting in consumers not buying it (Hsu, C., 2017).

Given that price is a key factor in consumer purchasing decisions, perceptions of product quality and behavioral intentions may differ between consumers who are price sensitive and those who are not. Consumers who are sensitive to price consider price as the main consideration in purchasing decisions for the products and services they want (Tarafder, T., 2020). If the price of a product is cheap, consumers will tend to buy more and believe that they will get more profit and benefit from their purchases (Ghali-Zinoubi Z, 2019).

Service Quality

Service quality refers to a form of attitude. Then quality can be explained as an effort to meet customer needs and requirements and ensure the service that has been provided. Quality is a component in balancing consumer expectations that they want to feel. Service quality is dynamic and varied, according to the demands given by consumers.

The concept of quality is something that is able to contribute in providing assistance to a company to gain a competitive advantage and success in the market, which has been applied in various service sectors. The quality of service provided by companies in the service sector attach great importance to the wishes of



their consumers. And if consumers have complaints and make them uncomfortable, companies will do their best and will take responsibility for their consumers (Teeroovengadam, V. 2019).

Service quality is a comparison of how well the services provided match consumer expectations. Indirectly, a satisfactory level of service quality can be achieved when the results provided are recognized to be greater than the expectations of consumers. Service quality affects consumer satisfaction obtained when making transactions (Niu & Lee, 2018).

According to Laroche (2016) service quality is a condition in which the services provided are able to meet the needs of consumers. From the services provided by the company will result in satisfaction or not from these consumers. If the service provided is very good then consumers will get satisfaction and in the future these consumers will trust the company. Customer satisfaction is an intermediary factor that can link the quality of the service provided with the purchase intentions made by consumers.

Customer Perceived Value

Customer perceived value is the value of a product/service that is in the minds of consumers. Customer perceived value from consumers determine the price that can be accepted by someone to buy an item/service. Customer perceived value is an assessment by consumers that is carried out by comparing the benefits and benefits to be received through the sacrifices incurred to obtain goods/services. However customer perceived value can also be interpreted as the effort made by consumers when comparing the products/services of a company with its competitors in terms of benefits, quality and price.

Value is something that is global, made by consumers as something important because there are great benefits. The quality of services and products is made by consumers as a big benefit. Perceived value is a much broader concept, defined as consumer global evaluation of product usefulness based on perceptions of what is received and what is given (Garcia-Fernandez et al., 2018). Value has meaning in all factors, both qualitative, quantitative, objective and subjective. And in the end consumers will get a good transaction experience (El-Adly & Eid, 2016).

According to Hapsari, Clemes and Dean (2017), consumers can feel value when making purchase using three measurement dimensions, namely price, benefits, and sacrifices. In the research they do, consumers can make an assessment of the perceived value based on the information provided and the experiences felt by consumers.

Purchase Intention

According to Ajzen (2020), purchase intention is considered as the emotional intensity or desire of an individual to make a purchase on an item and service, and is likely to result in a purchase action in a short time. It can be said that purchase intention is one of the dimensions of consumer behavior. The purchase intention variable is recommended to be used to predict consumer behavior patterns because it will reflect actual consumer behavior patterns.

Alalwan et al. (2017) mentions that purchase intention can increase consumers ability to buy products and services. Then it is stated that consumers may buy products and services because of the real preferences experienced by consumers.

Intentions to transact or are interpreted as buying intentions made by consumers when they are involved in transaction, such as sharing information, maintaining business relationship, and making business transactions (Dachyar & Banjarnahor, 2017). Consumer purchase intention is developed through a harmonious integration between all factors of the product and the consumer itself. The process of selecting and purchasing a product is carried out when a person needs a tool that is intended to help meet his or her needs for household electronic goods (Imelia & Ruswanti, 2017).

2.2 Research Hypothesis

Information Quality and Customer Perceived Value

Ivonne Maria & Valentino Wijaya (2021) conducted a study, stating that the information quality variable has a positive and significant effect on customer perceived value. Nia and Shokouhyar (2020) stated that information quality provides information that is clear and easily understood by customers. In addition, information quality also provides trust so that customers can easily make transactions with a product. So from the explanation above, the hypothesis is formulated as follows:

H₁: Information quality has a significant positive effect on customer perceived value GoFood application.

Customer Experience and Customer Perceived Value

When consumers are looking for a product or service, they will be met with a large number of product and services choices and after that they will think about whether the product is worth buying (Huang & Rust, 2021). Emotional factors play a role when consumers look for products and evaluate an alternative if needed (Stankevich, 2017). So based on the explanation above, the hypothesis is formulated as follows:

H₂: Customer experience has a significant positive effect on customer perceived value GoFood application.

Price and Customer Perceived Value

Product value awareness influences consumer purchasing decisions, because consumers use price information as a unit of value measurement. Research show that when there is no quality in a particular product, consumers have used price and brand to infer that quality of a product. The quality gap between national brands and premium brands has decreased (reflected by the growing market share), so that the more consumers see value in a product, the greater the purchase intention ability of consumers (Krucien & Ryan, 2017). In addition, according to research conducted by Gabriel and Mirela (2021), pricing has a positive effect on customer perceived value. So based on the explanation above, the hypothesis is formulated as follows:

H₃: Price has a significant positive effect on customer perceived value GoFood application.

Service Quality and Customer Perceived Value

Service quality is a variable that has a purpose in terms of the direction and magnitude of the consideration between the desired and perceived service. When customer feel service quality will result in how far an e-commerce is able to do it well and facilitate every transaction made by customers and efficient product delivery to customers (Rezaei et al., 2019). Research conducted by Nia and Shokouhyar (2020) states that there is a positive influence of service quality on perceived value. Wang and Kim (2019) also confirmed that the impact of formality and aesthetics is related to e-service quality. So from the explanation above, the hypothesis is formulated as follows:

H₄: Service quality has a significant positive effect on customer perceived value GoFood application.

Customer Perceived Value and Purchase Intention

Purchase intention is the ability of consumers to plan when buying products and services. And also based on the tendency of consumers to buy a brand continuously. Consumers purchase intention arise when they feel a value in the product or brand purchased and become a benchmark for what consumers will get from the transactions that have been made. Cristina and Jean (2017) state that customer perceived value has a positive effect on purchase intention. Perceived value is an important antecedent for consumer satisfaction and behavioral intentions. Research studies conducted show that the value obtained is a better purchase intention predicate compared to the satisfaction and quality of a product and service (Quoc & Xuan, 2018). So based on the explanation above, the hypothesis is formulated as follows:

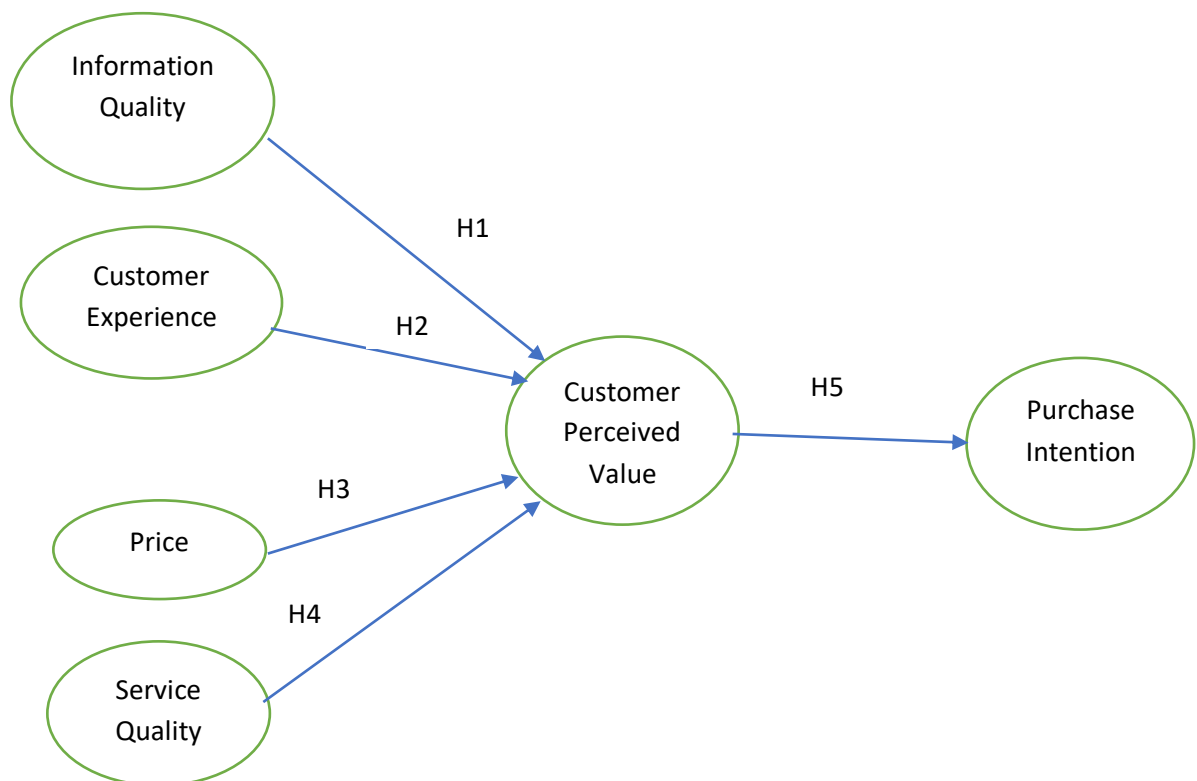
H₅: Customer perceived value has a significant positive effect on purchase intention GoFood application.

Mindset Chart

Figure 1 Research Model

2.3 Research Methods

This study aims to analyze the effect of the influence of information quality, customer experience, price, and service quality on purchase intention by using customer perceived value as a mediating variable on GoFood



application in the millennial generation. Where the independent variables in this study are information quality, customer experience, price and service quality. While the dependent variables is purchase intention and the mediating variable is customer perceived value. The target population of this study are millennial generation customers who use the GoFood application. In this study, the number of samples was determined based on the cochran formula which obtained a sample of 100 people.

In this study, the sampling technique used was non-probability sampling. In this study, the samples used were users of GoFood application in millennial generation. The form of data collection was carried out with the help of a questionnaire using a Likert scale 1) strongly disagree, 2) disagree 3) neutral 4) agree 5) strongly agree. The data was then analyzed using the PLS-SEM application to determine the effect of Information quality, Customer experience, Price, and Service quality on Purchase intention using Customer perceived value variable as a mediating variable. Then the form of data analysis carried out is hypothesis testing, namely t-test and also see the coefficient of determination R².

3. Results And Discussion

Research Result

Table 1. Descriptive Statistical Analysis

Profile	Categories	Respondent
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		Freq	Percent
Gender	Male	43	43
	Female	57	57
	Total	100	100
Income per month	< 5 million	58	58
	5 – 10 million	21	21
	10 – 15 million	9	9
	Above 15 million	12	12
	Total	100	100
Profession	Government Employees	12	12
	Private Employees	39	39
	Entrepreneur	15	15
	Student	7	7
	Student College	27	27
	Total	100	100
Education	High School	26	26
	Diploma (D1, 2, 3)	6	6
	Bachelor (S1, S2)	68	68
	Total	100	100

Source: Data Processing Results

Classical Assumption

Table 2. Value of R-square

Variable	R Square
Customer Perceived Value	0.761
Purchase Intention	0.599

Source: Data Processing Results

The R-square value for the customer perceived value variable is 0.761. This value indicates that customer perceived value can be explained by the variables of information quality, customer experience, price and service quality of 76.1% while the remaining 23.9% can be influenced by other variables not examined. Then the purchase intention variables has an R-square value of 0.599. This value explains that



purchase intention can be explained by the customer perceived value variable of 59.9% while the remaining 40.1% can be influenced by other variables not examined.

Table 3. Hypothesis testing

Hypothesis	Influence	Original Sample	T-Statistic	Result
H1	Information quality => Customer perceived value	0,224	2,284	Supported
H2	Customer experience => Customer perceived value	0,232	2,073	Supported
H3	Price => Customer perceived value	0,189	2,385	Supported
H4	Service quaity => Customer perceived value	0,350	3,883	Supported
H5	Customer perceived value => Purchase intention	0,774	22,022	Supported

Source: Data Processing Results

Based on the table above, it can be seen that the information quality variable has a positive and significant effect on customer perceived value. This is indicated by the t-statistical value (2.284) which is greater than the t-table (for a confident level of 95% = 1.96).

Customer experience variable was found to have a positive and significant effect on customer perceived value. The t-statistic value of the relationship between customer experience and customer perceived value is 2.073, which is greater than the t-table value (1.96).

Price variable was found to have a positive and significant effect on customer perceived value. The t-statistic value of the relationship between price and customer perceived value is 2.385, which is greater than the t-table value (1.96).

Service quality variable was found to have a positive and significant effect on customer perceived value. The t-statistic value of the relationship between service quality and customer perceived value is 3.883, which is greater than the t-table value (1.96).

Customer perceived value variable was found to have a positive and significant effect on purchase intention. The t-statistic value of the relationship between customer experience and customer perceived value is 22.022, which is greater than the t-table value (1.96). Positive and negative effect can be seen in the path coefficient value.

Discussion

Based on the results of the study, the t-values was 2.284 (t-statistics), which was greater than the t-table (1.96). That is, the quality of information has a significant and positive effect on the perceived value of customers. This means that if the quality of information increases, the value perceived by customers will increase. On the other hand, if the quality of information decrease, the perceived value of the customer will decrease. The path coefficient is 0.224 which contributes to the magnitude of the influence of the quality of information perceived by the customer is 22.4% and the remaining 71.6% is another factors not investigated. The results of the study support the research conducted by Maria and Wijaya (2021), Nia and Shokouhyar (2020), and Molinilo et al. (2020) which states that information quality has a significant effect on customer perceived value.

Based on the results of the study, the t-value of 2.073 (t-statistics) was greater than the t-table (1.96). That is, customer experience has a significant and positive effect on customer perceived value. This means that the better customer experience, the higher the customer perceived value. On the other hand, if the

customer perceived value decreases, the customer perceived value also decreases. The path coefficient is 0.232, which means that the contribution of the influence of customer experience on customer perceived value is 23.2%, while the remaining 76.8% are other factors not investigated. The company will definitely provide a good quality experience to customer when delivering the products or service offered, and customers do not hesitate to switch or move to competitors if the competitors is able to complete with its advantages. To be able to retain customers and grow customer loyalty, companies must provide a good experience or even exceed what customer expect or customer expectations (Singh, 2019). The results of this study support research that has been carried out by Huang and Rust (2021), Stankevich (2017), Pansaridan Kumar (2016), Jacob (2021), which states that customer experience has a significant effect on customer perceived value.

Based on the results of the study, the t-value was 2.385 (t-statistics), which was greater than the t-table (1.96). That is, price has a significant and positive effect on customer perceived value. This means that the better the price offered, the higher the customer perceived value. If the price offered is not attractive, then the customer perceived value will decrease. The path coefficient is 0.189, which means that the contribution of price influence on customer perceived value is 18.9%, and the remaining 81.1% are other factors not investigated. High price sensitivity will indicate that a slight price change will have a substantial effect on customer buying behavior (Amstrong, G., 2018). Price is often a key component of the existence of product positioning in a company. Consumers often see that a high price for a product will have a high quality as well. If a product has a low price then the quality of the product is very lacking and results in consumers not buying it (Hsu, C., 2017). The results of this study support research conducted by Cristina and Jean (2017), Krucien and Ryan (2017), and Gabriel and Mirela (2017), which state that price has a significant effect on customer perceived value.

Based on the results of the study, the t-value was 3.883 (t-statistics) which was greater than the t-table (1.96). This shows that service quality has a significant and positive effect on customer perceived value. This means that if the service quality has increased, the customer perceived value will increase, and conversely if the service quality has decreased, the customer perceived value will decrease. The path coefficient is 0.350, which means that contribution of service quality to customer perceived value is 35%. The rest, amounting to 65% are other factors not studied. Service quality is a measure of how well the services provided match the expectations and expectations of customer. In other words, a satisfactory level of service quality can be achieved when the results provided are recognized to be greater than the expectations of customers. Service quality affects perceived value and customer satisfaction (Niu & Lee, 2018). The results of this study support research conducted by Rezaei, Shokouhyar and Zandieh (2019), Nia and Shokouhyar (2020), Wang and Kim (2019), and Annalah and Tan (2016), which state that service quality has a significant effect on customer perceived value.

Based on the results of the study, the t-value of 22.022 (t-statistics) is greater than the t-table (1.96). That is, customer perceived value has a significant and positive effect on purchase intention. This means that the better the customer perceived value, the higher the purchase intention. If the customer perceived value decrease, the purchase intention also decrease. The path coefficient is 0.774, which means that the contribution of the influence of customer perceived value on purchase intention is 77.4%, and the remaining 12.6% are other factors not investigated. This is in accordance with research conducted by Cristina and Jean (2017), Pham and Tran (2018), and Chen et al. (2017), which states that customer perceived value has a significant effect on purchase intention.

4. Conclusion

From the hypothesis test that has been carried out on the influence of Information Quality, Customer Experience, Price and Service Quality on Purchase Intention through Customer Perceived Value, it can be concluded Information quality significantly has a positive influence on customer perceived value for consumers using the GoFood application. When the Information quality provided by the GoFood application is accepted and can be used properly by consumers, the consumer's purchase intention will also increase. Customer experience significantly has a positive influence on customer perceived value for consumers using the GoFood application. When the customer experience felt by consumers using the GoFood application is good, the consumer's purchase intention will also increase. Price significantly has a positive influence on customer perceived value for consumers using the GoFood application. When the price offered on the GoFood application is well received by consumers, the consumer's purchase intention will also increase



Service quality has a significant positive influence on customer perceived value for consumers using the GoFood application. When the service quality provided by GoFood makes consumers happy, the consumer's purchase intention will also increase. Customer perceived value has a significant positive effect on purchase intention of consumers using the GoFood application. When the customer perceived value is increasingly perceived and accepted by consumers, the consumer's purchase intention will also increase.

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