

The Influence of Customer Value and E-Service Quality on the Purchase Decision of Service Products Through PLN Mobile in Medan Baru Customer Service Unit

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Abstract: Technological developments in the internet sector make companies have to create online-based services in order to improve service quality and consumer interest in making purchasing decisions. In the decision to purchase electrical service products in the PLN Mobile application at the Medan Baru Customer Service Unit, the realization which is less than optimal is also evidenced by the low desire of the public to use mobile PLN as a medium for purchasing PLN services. This research is intended to analyze the influence of customer value and e-service quality on purchasing decisions of service products through PLN Mobile on electricity customers of Medan Baru rayon. The form of research used in this research is quantitative research with an associative approach. Sampling was done through probability sampling technique and used 78 respondents as samples. The primary data used in this study was obtained by distributing questionnaires directly to customers and through google forms, while the secondary data was obtained through library research. The data analysis method used is validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis testing. The results of the research conducted indicate that the customer value variable (X1) has a significant effect on purchasing decisions. The variable e-service quality (X2) also affects consumer purchasing decisions. The variable customer value and e-service quality on purchasing decisions have a simultaneous effect on the dependent variable, namely purchase decision (Y).

1 INTRODUCTION

In line with the development of technology, communication and information along with the needs of the community, every community as a consumer needs the service role of a company or organization. Innovation that triggers especially in the field of service is essentially created to make it easier and more comfortable for consumers to make transactions via online. Advances in technology and the increasingly advanced internet have made almost no areas of human life unused, either exclusively or not. With the development of globalization and the need for rapid exchange of news, the role of technology and the internet has become very important. Telecommunication and internet technology has brought various conveniences to people's lives.

The development of technology, especially in the field of the internet, in the field of information transmission, has no longer encountered obstacles, which means that interaction and exchange of

information between humans has become easier, especially with the internet, people can see and understand current and future trends. Here the internet is able to penetrate the boundaries of space and time, besides that the internet can also penetrate the dimensions of its use, for example in terms of purchasing decisions. According to Kotler and Armstrong (2016) define that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas to satisfy they needs.

To Indonesia is one of the countries where the development of internet usage is increasing very fast from year to year. Considering that Indonesia is a country that has a large population, technological advances in the internet sector are welcomed by all levels of Indonesian society. Factors that influence so that the internet is growing so rapidly among the community, namely with the development of information so rapidly from year to year that makes people have to follow these developments. The

existence of the internet is also able to increase sales of products or services that have been offered by a company and customers can provide an assessment of the products or services they have purchased. The existence of the internet makes companies able to keep up with technological developments, especially in the internet and create innovations in the form of websites or websites in terms of e-service quality, as is the case with one of the electricity companies, namely PT PLN (Persero).

This company is engaged in the electricity sector with a background in providing services to the public as electricity users. Along with advances in information technology and the internet, it can be said that the standard of living of the community has increased the public's need for PLN services. This is done by PT. PLN (Persero) Branch of the Customer Service Unit (ULP) Medan Baru as an institution that provides electricity services to the community as customers. The company located on Jl. Sei Batu Ginggaing Ps. X, Merdeka, Kec. Medan Baru, Medan City, North Sumatra 20154, Indonesia which has mastered the business of managing electrical energy sources without competition. The weakness of a resource management company without competition can prevent the company from working hard and satisfying its customers. In fact, in practice, the Company is forced to continuously improve the quality of its services to the public in order to attract people's purchase interest as consumers. The company must optimize the form of service, both in terms of facilities, procedures and employee behavior.

PT. PLN (Persero) Medan Baru Customer Service Unit always maintains the number of purchases of electrical service products which of course is related to customer value. This statement was also conveyed by Tjiptono (2014), Marketing is closely related to efforts to create and provide value to customer. Simply put, customer value is determined by the difference between the total profit and the total cost to the customer. In the Medan Baru area itself, several forms of PLN's new program, namely prepaid electricity, can change customer behavior. Customers who are used to paying monthly electricity bills now have to change this habit, because in a prepaid electricity system, customers pay a certain amount of money or fees in advance to buy the electricity they consume.

Technological developments PT. PLN (Persero) in the Medan Baru area has implemented one of the innovations to improve the quality of online-based services. One form of innovation is the PLN Mobile application as a form of e-service quality. According to Jacobs, Chase, and Lummus (2014) e-service

quality is refined to evaluate the services that are available through the internet. E-service quality is defined as an extension of the power of a website to provide certain buying and selling activities and distribution effectively and efficiently. This application is a PLN service application to customers (Customer Self Service) after previously using Call Center 123, Facebook, Twitter and PLN Web. Through the PLN Mobile application, customers can find various information ranging from payment of electricity bills, electricity bills, token transactions, as well as purchasing service products, both new installations and additional electricity..

The first phenomenon that occurs is the growth of customers in the Medan Baru area from year to year has experienced a significant increase, but in the realization of the PLN Mobile application itself, this area always does not reach the target set for the UP3 Medan area, the reason behind this is the low desire of people to use the PLN Mobile application. as a medium for purchasing electrical service products. This is also evidenced in table 1 regarding the list of the number of downloaders for the PLN Mobile application in the Medan Baru area in the period December-January 2022:

Table 1: List of PLN Mobile Application Downloaders PT. PLN UP3 Medan December-January 2022

Region	Target	Realization	Difference
Medan Kota	412	427	+15
Medan Baru	419	352	-67
Medan Selatan	462	16	-446
Sunggal	213	289	+17
Medan Johor	193	624	+431
Deli Tua	275	100	-175

Based on the table, it can be seen PT. PLN (Persero) UP3 Medan has set targets according to their respective regions, for the Medan City area the target set is 412 and the realization is 427 with an increase of 15, the new Medan area the target has been set at 419 and the realization is 352 with a difference of 67 less than the target The target set for the South Medan area is 462 and the realization is 16 with a difference of 446 less than the set target, the Sunggal area the target has been set at 213 and the realization is 289 with an increase in 17, the Medan Johor area has the target set at 193 and the realization is 624 with the difference increased by 431 and for the Deli Tua area the target that has been set is 275 and the realization is 100 with a difference of less than 175. The area used as a research location is the Medan

Baru sub-district which in its realization can be said to be less than optimal, this is evidenced by the many customers who do not know there are applications that make it easier for them to carry out all types of purchase transactions and other service features, so that the targets set by the center have not been achieved by the Medan Baru area. Another thing behind this research area is that Medan Baru is one of the broadest sub-districts after Medan Kota compared to other sub-districts in the city of Medan which are in the status of achieving the targets set by PLN UP3 Medan, in addition to the lack of socialization and forms of information provided by the parties. PT. PLN (Persero) Medan Baru area regarding the existence of an application that facilitates all forms of purchasing electrical service products that were previously based offline, are now online.

The presence of the PLN Mobile application has many inputs and complaints that are found when downloading the PLN Mobile application from the play store or app store which indicates that the application cannot be used optimally. Regarding the performance of this application, there are still many complaints and customer complaints. Many complaints from the public as customers about this application such as not loading pages quickly, application performance is not as promised, troubleshooting is not resolved quickly, the application is not easy to use and some about the appearance of the features offered by this application are less attractive and regarding data security of customer data, there are still many customers who do not trust the security of their data in the application. This has an impact on the decision to purchase service products through the PLN Mobile application. Based on the services described by the theory of many experts, we can conclude that the services provided by the PLN Mobile application are not fully maximized and meet the need and desire of active user of this application.

This research is a development research from Bellezza's (2020) research which has similarities, namely the customer value and e-service quality variables on repurchase interest. The difference between this research and previous research is in the decision variable to purchase electrical service products in the PLN Mobile application. In general, previous literature such as Minggu et al (2020) on the object of LP31 Jakarta Polytechnic Students, Prayogo et al (2021) on the object of Tokopedia, Fendy Maradita et al (2020) on the object of Perumda Water Drinking Batulanteh Sumbawa Branch, Putri and Patrika (2021) on the object of the Soco application and Nurmanah and Nugroho, (2021) on the object of Bukalapak which as a whole examines purchasing decisions in the service sector private sector, another

reason for the selection of variables in this study is the limited literature that raises the problem of purchasing electrical service products on the PLN Mobile application so that this can be a novelty in this study.

With this phenomenon, the researcher intends to do further research to find out how much customer value and e-service quality are on purchasing decisions through the PLN Mobile application. The things above are the background for researchers to conduct a study entitled "The Influence of Customer Value, E-Service Quality on Service Product Purchase Decisions Through PLN Mobile on Electricity Customers Rayon PT. PLN (Persero) Medan Baru Customer Service Unit".

2 LITERATURE REVIEW

2.1 Customer Value

Determining the level of satisfaction from a purchase, someone usually considers the value added of a product or the ability of a service received from purchasing a product or service relative to other companies (Lupiyoadi, 2014). Customer value begins with referrals from relevant companies, by monitoring what they want and believe about what they are getting from certain purchases and products (Tjiptono, 2014).

According to Woodruff (Tjiptono, 2014), defining customer value as a customer's perception and evaluation preferences of product attributes, performance attributes and results obtained from product use facilitate (or hinder) the achievement of client goals and objectives in use cases. Customer value has a number of criteria. First, useful value. That is, products and services are just tools to fulfill customer needs and wants.

Perceived value is the difference between the customer's assessment and all the benefits and costs of a supply and its alternatives. The total utility from the customer is the monetary value of the sum of the economic benefits, functional and psychological expectations that the customer expects from the market offering derived from the product, service or services, personnel, and image involved. Total customer costs are a set of costs that are felt and incurred by customers to evaluate, obtain, use, and dispose of offers in the market, including monetary, time, energy and psychological costs (Kotler and Keller, 2009).

Sweeney and Soutar (Adam, 2015) describes indicators of customer value including emotional

value, social value, performance value and price/value for money.

2.2 E-Service Quality

According to Santos (Yuananda, 2013) e-service quality can be interpreted as an overall evaluation of customers regarding the excellent quality of electronic services provided to customers in the online market.

E-service quality is the extent to which a website can quickly and responsively assist customers in the process of purchasing products or services and delivering products or services Zeithaml (Yuananda, 2013), while according to Jacobs, Chase, and Lummus (2014) e-service quality is refined to evaluate the services that are already available over the internet. E-service quality is defined as an extension of the power of a website to provide certain buying and selling activities and distribution effectively and efficiently. According to Pearson (Octavia, 2018) E-Service Quality is defined as a meeting between consumer expectations without direct interaction in a service that has been provided.

According Ladhari (Rahayu, 2018) describes indicators of e-service quality including reliability, responsiveness, privacy/security, information quality/benefit, ease of use/usebility and web design.

2.3 Purchase Decision

Human life certainly cannot be separated from buying and selling transactions. Before buying a product, usually someone makes a purchase decision first. According to Peter and Olson (2013) purchase decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. According to James F Engel et al (Effendi, 2016) said that purchasing decisions are the result of the continuation of what individuals do when faced with certain conditions and alternatives to behave in meeting their needs.

According to Kotler and Keller (2012), the continuity of the purchase decision begins when the buyer realizes there is a problem with the needs in his life, here the buyer realizes that there is a difference between the actual situation, the economic situation and the desired state. A consumer who has shown interest is then motivated to collect more information so that he gets a collection of brands with different functions (information search).

According Kotler and Keller (2012) describes indicators of purchase decision including stability of a product, habits in buying a product, recommendations to others and repeat purchases.

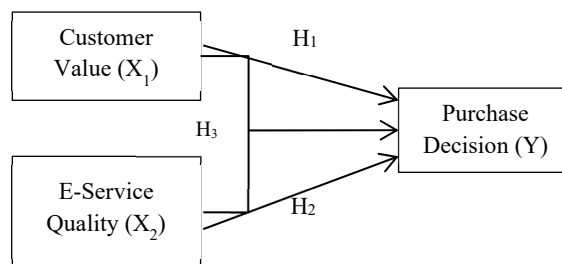


Figure 1: Thinking Framework

- H₁ : There is an effect of customer value on purchahse decision service product through PLN Mobile electricity customer rayon PT. PLN (Persero) Medan Baru Customer Service Unit.
- H₂ : There is an effect of e-service quality on purchase decision service product through PLN Mobile electricity customer rayon PT. PLN (Persero) Medan Baru Customer Service Unit.
- H₃ : There is an effect of customer value and e-service quality on purchase decision service product through PLN Mobile electricity customer rayon PT. PLN (Persero) Medan Baru Customer Service Unit.

3 METHOD

This research method used associative quantitative methods to examine how a variable has a relationship and effect on other variables. This study aims to analyze the effect of customer value and e-service quality on purchasing decisions through PLN Mobile on electricity customers rayon PT. PLN (Persero) Medan Baru Customer Service Unit. This research was carried out on mobile PLN customers in the Medan Baru District, Medan City, North Sumatra and the time of the research was carried out in December 2021 to January 2022.

The population in this study were customers of PT. PLN Medan Baru Customer Service Unit which has downloaded the PLN Mobile application as of January 19, 2022 with a total of 352 customers. with probability sampling method and simple random sampling technique, this study also uses the Slovin formula with a percentage of 10% so as to obtain 78 samples in the study.

In this study, primary data was obtained by a combination of distributing questionnaires directly to electricity customers in the new Medan area and through the google form. On the other hand,

secondary data in this study were obtained from expert opinions, books, and scientific works that are relevant to the problem under study.

To test the research hypothesis using the following linear regression equation:

$$Y = \alpha + bX_1 + bX_2$$

Information:

Y = Purchase decision

α = Constant

b = The value of the regression coefficient of each variable

X₁ = Customer value

X₂ = E-Service quality

4 RESULTS

4.1 Validity Test

The validity test is calculated using the product-moment which can be seen from the Pearson correlation; if $r_{count} < r_{table}$, item number is invalid. On the other hand, if $r_{count} > r_{table}$, then the item is valid. Its validity was tested using the Statistical Package for the Social Science (SPSS). After the r_{count} is obtained, it is compared with the r_{table} with a 95% confidence level or $\alpha = 0.05$. The r_{table} value for $df(n-2) = 76 (78-2)$ is 0.222. If $r_{count} > r_{table}$, then the item is declared valid, and if $r_{count} < r_{table}$, then the item is declared invalid. The results of the validity of each variable are as follows:

Table 2: Validity Test

No	Items	r _{obtained}	r _{table}	Conclusion
1	Custvalue_1	0,409	0,222	Valid
2	Custvalue_2	0,259	0,222	Valid
3	Custvalue_3	0,232	0,222	Valid
4	Custvalue_4	0,310	0,222	Valid
5	Custvalue_5	0,311	0,222	Valid
6	Custvalue_6	0,222	0,222	Valid
7	Custvalue_7	0,358	0,222	Valid
8	Custvalue_8	0,302	0,222	Valid
9	Custvalue_9	0,594	0,222	Valid
10	E-serqual_1	0,446	0,222	Valid
11	E-serqual_1	0,650	0,222	Valid
12	E-serqual_1	0,516	0,222	Valid
13	E-serqual_1	0,576	0,222	Valid
14	E-serqual_1	0,545	0,222	Valid
15	E-serqual_1	0,416	0,222	Valid
16	E-serqual_1	0,476	0,222	Valid
17	E-serqual_1	0,452	0,222	Valid
18	E-serqual_1	0,235	0,222	Valid
19	E-serqual_1	0,446	0,222	Valid
20	E-serqual_1	0,650	0,222	Valid

21	E-serqual_1	0,516	0,222	Valid
22	E-serqual_1	0,576	0,222	Valid
23	Prchdecs_1	0,449	0,222	Valid
24	Prchdecs_1	0,547	0,222	Valid
25	Prchdecs_1	0,423	0,222	Valid
26	Prchdecs_1	0,508	0,222	Valid
27	Prchdecs_1	0,629	0,222	Valid
28	Prchdecs_1	0,554	0,222	Valid
29	Prchdecs_1	0,568	0,222	Valid
30	Prchdecs_1	0,519	0,222	Valid

4.2 Reliability Test

A reliability test is needed to measure the consistency of the measurement results from the questionnaire on repeated use. Cronbach Alpha is the method used in this study. Cronbach's Alpha is a measure of reliability that has a value from zero (0) to one. If the Cronbach Alpha result is greater than the significant level of 60% or 0.6, the variable is reliable. However, if the results of Cronbach Alpha are less than the considerable level of 60% or 0.6, then the variable is considered unreliable.

Table 3: Reliability test

No	Variable	Cronbach's Alpha	Standard	Conclusion
1	Customer Value	0,601	0,6	Reliable
2	E-Service Quality	0,747	0,6	Reliable
3	Purchase Decision	0,630	0,6	Reliable

4.3 Hypothesis Test

In this study, multiple linear regression analysis was used to determine the effect of two independents (X1 and X2) on the influence variable (Y). Multiple linear regression can be done if the classical assumptions are sufficient, such as normality, multicollinearity, and heteroscedasticity. The results of multiple linear regression between the variable customer value (X1) and 3-quality of service (X2) on purchasing decisions (Y) can be described below in table 3.

Table 4: Partial Test (T-test)

Model	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
1 (Constant)	2,353	,2032	1,158	,096
Customer Value	,182	,136	2,597	,023

E-Service Quality	,719	225	4,232	,000
a. Dependent Variable: Purchase Decision				

Based on the results of the multiple linear regression analysis in table 3, the resulting equation model is as follows:

1. The test results for the customer value variable (X1) on purchasing decisions (Y) obtained a tcount value of 2,597, the tcount value is greater than ttable, which is 1,992 (2.597 > 1.992) with a significant value less than 0.05 (0.000 < 0.05). and the regression coefficient is positive at 0.182. then H1 is accepted.
2. The test results for the variable e-service quality (X2) obtained a tcount value of 4.232, which means the tcount value is greater than ttable, which is 1,992 (4.232 > 1.992) with a significant value smaller than 0.05 (0.000 < 0.05) and the regression coefficient is 0.719. This shows that the variable e-service quality (X2) has a significant effect on purchasing decisions (Y). then H2 is accepted

Table 5: Simultaneous Test (F test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	472,495	2	236,247	409,203	,000 ^b
Residual	43,300	75	,577		
Total	515,795	77			

- a. Dependent Variable: (Purchase Decision)
- b. Predictors: (Constant, customer value, e-service quality)

Based on the results of data processing in table 5 can be concluded that the Fcount value obtained is 409.203, which means that the fcount value is greater than the Ftable value, which is 409.203 > 3.11 or based on the sig value. ie 0.000 < 0.05. The results show that the independent variables, namely customer value (X1) and e-service quality (X2) have an equal (simultaneous) effect on the dependent variable, namely purchasing decisions (Y).

Table 6 Coefficient of Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,957 ^a	,916	,914	,75983

- a. Predictors: (Constant), 5S work attitudes, supervision

Based on the results of data processing in table 6 can be seen that the R value is 0.957 or 95.7%, where this coefficient value shows the relationship between

customer value and e-service quality to purchasing decisions is very close if the R value is close to 1, the better. also the model. The value of the coefficient of determination above shows that the customer value variable (X1) and e-service quality (X2) can explain the purchasing decision variable (Y). of 91.4% while the remaining 8,6% is influenced by other variables that are not explained in this study.

5 DISCUSSIONS

Customer value aims for consumer satisfaction when buying a product or service that has been consumed. Therefore, customer value is needed by a company, especially at PT. PLN (Persero) Medan Baru Customer Service Unit in order to improve the quality of the company. Customer value is also very important, especially in the level of customer satisfaction where rational consumers will compare benefits and costs. They buy a product if the benefits are greater than the costs then they produce their own satisfaction.

Based on the data that has been tested previously, we can see that the statement on the customer value variable (X1) and e-service quality (X2) on purchasing decisions (Y) is valid and reliable so that we can use it in this study. The most influential indicator in this study is social value with respondents' answers about PLN Mobile is an application that facilitates the customer buying process with a percentage of 62.82% and emotional value with respondents' answers about I feel proud to use the PLN application Mobile in purchase transactions with a percentage of 62.81%.

The test results for the Customer Value variable (X1) on purchasing decisions (Y) obtained a tcount value of 2,597, the tcount value is greater than ttable, which is 1,992 (2.597 > 1.992) with a significant value less than 0.05 (0.000 < 0.05).) and the regression coefficient is positive at 0.182. This shows that the customer value variable (X1) has a significant effect on purchasing decisions (Y). In the following results it can be concluded that H1 is accepted.

The results of this study are in accordance with and are also in line with previous research by Minggu et al (2020) entitled "The Influence of Customer Value, Service Quality on Vocational-Based Campus Education Selection Decisions" (Polytechnic LP31 Jakarta). The results of this study indicate that customer value has a significant effect on student college selection decisions, which means that the relationship between the two is very strong.

E-Service Quality itself is needed by a company, especially at PT. PLN (Persero) Medan Baru Customer Service Unit such as reducing operational

costs, increasing productivity, and increasing the profitability of a company. The existence of an innovation in the form of an application launched by the PLN makes it easier for consumers to carry out the transaction process for purchasing electrical service products. In this case, PT. PLN (Persero) is able to improve the quality of electronic-based services with the application.

Based on the data that has been tested previously, we can see that the statement on the customer value variable (X1) and e-service quality (X2) on purchasing decisions (Y) is valid and reliable so that we can use it in this study. The most influential indicator in this study is responsiveness with respondents' answers about I feel that the services in the PLN Mobile application are fast in responding to customer requests with a percentage of 62.82% and reliability indicators with respondents' answers about the PLN Mobile Application. can be trusted in the decision process for purchasing service products without coming to the PLN office with a percentage of 62.81%.

Based on the test results for the e-Service quality variable (X2), the tcount value is 4.232, which means the tcount value is greater than ttable, which is 1,992 ($4.232 > 1.992$) with a significant value smaller than 0.05 ($0.000 < 0.05$). and the regression coefficient is 0.719. This shows that the variable e-service quality (X2) has a significant effect on purchasing decisions (Y). In the following results it can be concluded that H2 is accepted.

The results of this study are consistent and in line with previous research by Prayogo et al (2021) who conducted a study entitled "The Influence of Shopping Lifestyle, Sales Promotion and E-Service Quality on Purchase Decisions of Tokopedia Users in Jotangan Village, Mojokerto". Where the results of this study indicate that e-service quality has a significant influence on the purchasing decisions of Tokopedia users in Jotangan village, Mojokerto.

Based on the results of the research exposure above, we can see that customer value and e-service quality have a significant effect on purchasing decisions. Here we can see that the variables of customer value (X1) and e-service quality (X2) are related or in line with the decision to purchase service products. As we know, if customer value and e-service quality are positive, this will affect consumers in determining purchasing decisions for a product.

Based on the results of the Determination test, it shows that the Fcount value obtained is 409.203, which means that the fcount value is greater than the Ftable value, which is $409.203 > 3.11$ or based on the sig value. ie $0.000 < 0.05$. The results show that the independent variables, namely customer value (X1) and e-service quality (X2) have an equal (simultaneous) effect on the dependent variable,

namely purchasing decisions (Y). And the simultaneous test (Test F) shows that the value of r is 0.957 or 95.7%, where this coefficient value shows the relationship between customer value and e-service quality towards purchasing decisions which is quite close if the R value is close to 1, the better the model. The value of the coefficient of determination above shows that the customer value variable (X1) and e-service quality (X2) can explain the purchasing decision variable (Y). of 91.4% while the remaining 8.6% is influenced by other variables that are not explained in this study. In the following results it can be concluded that H3 is accepted.

6 CONCLUSIONS

Based on the results and discussion of the customer value variable (X1) has a positive and partially significant effect on purchasing decisions. The higher the customer value for service, especially in the features of the PLN Mobile application carried out by PLN, it will influence consumers to make purchasing decisions.

The variable e-service quality (X2) has a positive and partially significant effect on consumer purchasing decisions. This shows that e-service quality affects consumer purchasing decisions for PLN Mobile.

The independent variables, namely customer value (X1) and e-service quality (X2) have an equal (simultaneous) effect on the dependent variable, namely Purchase Decision (Y). The results of the correlation coefficient value show that the relationship between customer value (X1) and e-service quality (X2) on purchasing decisions is very close, if the R value is close to 1, the better the model will be. The value of the coefficient of determination above shows that the customer value variable (X1) and e-service quality (X2) can explain the purchase decision variable.

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