

THE INFLUENCE OF SECURITY, E-SERVICE QUALITY, AND BRAND IMAGE ON PURCHASING DECISIONS IN BLIBLI E-COMMERCE

Martin¹, Mangasi Butar Butar², Hannah³, Melisa Marsel⁴, Robinhot Gultom⁵

Prima Indonesia University^{1,2,3,4}, Universitas Methodist Indonesia⁵

ABSTRACT

This study aims to test and analyze the effect of security, e-service quality, and brand image on purchasing decisions. In the data of the largest e-commerce in Indonesia, Blibli ranks fourth with 337.4 million visits in 2023. In terms of consumer visits, Blibli is still inferior to several other competitors. This shows that Blibli has not been able to fully obtain a dominant purchasing decision compared to other competitors. In purchasing decisions, there are many factors that are taken into consideration in purchasing decisions, the first of which is convenience. The convenience factor is important because the use of communication tools is a way for consumers to believe that by using a certain system they will be error-free. The next factor is security, security is valued as the ability of online stores to control and maintain the security of data transactions. In the decision to purchase a product, the image of the product to be purchased can influence consumers' desire to buy the product. The better the product image, the more interested consumers will be in the product. This study uses quantitative research with the sample used was 97 respondents from the Faculty of Law, Prima Indonesia University. The data analysis method uses multiple linear regression. Convenience sampling was used as the sampling method. The conclusion of this study is that security, e-service quality, and brand image have a significant effect, both simultaneously and partially on purchasing decisions at Blibli for students of the Faculty of Law, Prima Indonesia University.

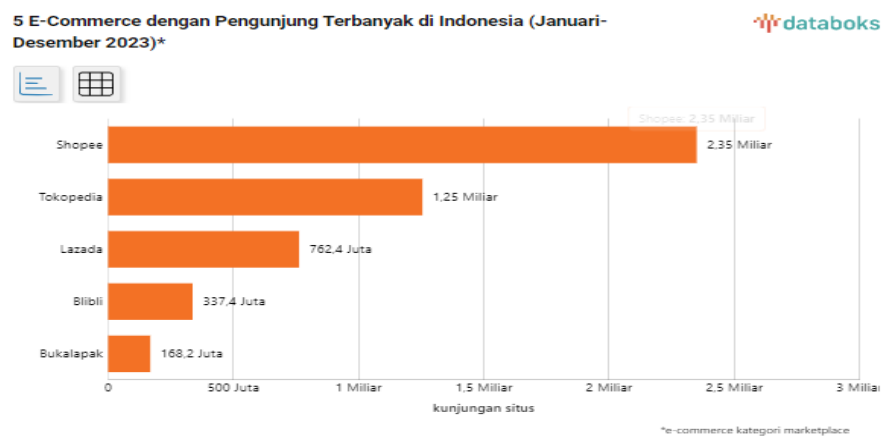
Keywords: security, e-service quality, brand image, purchasing decisions.

Correspondence: Mangasi Butar Butar, SE, MM, Lecturer at Universitas Prima Indonesia Medan, Email: mangasibutarbutar@unprimdn.ac.id

INTRODUCTION

One of the advantages of technology is the ease with which individuals can shop online. The advantages in security for every transaction, online shopping and buying and selling, or e-commerce, has surpassed all other forms of online activity in terms of popularity among internet users. In every transaction, the marketplace functions as an intermediary between buyers and sellers, receiving payments until the goods are in the hands of the customer (Devananda, 2023).

Purchasing decisions are an important thing that every *e-commerce company pays attention to* in getting the attention of consumers. Blibli is one of the largest *e-commerce* in Indonesia. *E-commerce* users in Indonesia generally use several *e-commerce sites* in the following data.



Picture 1 Visitor Ranking
Source: Databoks (2023)

In the largest *e-commerce data* in Indonesia, Blibli ranks fourth with 337.4 million visits in 2023. In terms of consumer visits, Blibli is still less competitive than several other competitors. This shows that Blibli has not been fully able to get dominant purchasing decisions compared to other competitors.

In purchasing decisions, there are many factors that are considered in purchasing decisions, the first of which is convenience. The convenience factor is important because the use of communication tools is a way for consumers to believe that by using a particular system they will be free from errors (Chrisanta and Rokman, 2022). When the level of security assurance is

acceptable and meets consumer expectations, consumers may be willing to disclose their personal information and will buy with a feeling of security (Kurniawan and Ngatno, 2022).

The next factor is security, security is assessed as the ability of an online store to control and maintain the security of data transactions. The third factor, the trust factor is the foundation of doing business. In business, if both parties have made a transaction, it can be interpreted that they already trust each other (Chrisanta and Rokman, 2022). The quality of electronic services that meet consumer convenience and needs will increase activities in making purchases (Salsabila, 2022).

In a product purchasing decision, the image of the product to be purchased can influence the consumer's desire to purchase the product. The better the product image, the more consumers will be interested in the product. Companies should not ignore the brand image of their products because brand image is a company identity that can be recognized by customers. Companies should not ignore the brand image of their products because brand image is a company identity that can be recognized by customers (Yulianti, 2020).

In several previous studies by Chrisanta and Rokman (2022), the research results showed that there was a positive influence of both security and convenience on purchasing decisions. Further research by Devananda (2023), with the results that brand image and security have a significant influence on purchasing decisions. In subsequent research by Handayani and Zaini (2024), the research results showed that brand image and e- service quality significantly influenced purchasing decisions. The difference between this study and previous studies is the number of populations, samples and research objects which are different using other *e-commerce*, while this study uses Blibli. In this study, the brand image variable was added as a supporting variable and was implemented on Blibli users in Medan City. In similarity, this study uses e-commerce as a similar research object and uses quantitative research as a method in the research.

Based on the background explanation, the researcher took the title of this study, namely **"The Influence of Security, E-Service Quality, and Brand Image on Purchasing Decisions on Blibli E-Commerce"**

Formulation of the problem

The formulation of the problem in this research is as follows:

1. What is the influence of security on purchasing decisions on Blibli e-commerce?
2. What is the influence of E-Service Quality on Purchasing Decisions on Blibli E-Commerce?
3. What is the influence of Brand Image on Purchasing Decisions on Blibli E-Commerce?
4. What is the influence of Security, E-Service Quality, and Brand Image on Purchasing Decisions on Blibli E-Commerce?

LITERATURE REVIEW

Security

Security perception is the consumer's perception of the online store's ability to control and secure transaction data from misuse or unauthorized changes (Kurniawan, 2022).

Security indicators are:

1. Guaranteed transactions
2. Ease of transactions via COD (Cash on Delivery) or transfer.
3. Proof of transaction via shipping receipt number.
4. Image of online sellers.
5. Product quality (Chrisanta and Rokman, 2022)

E-Service Quality

E-Service Quality is an interactive information service that provides a mechanism for companies to differentiate their service offerings and build competitive advantage (Ayuni, 2021).

E-service quality indicators are:

1. Efficiency
2. Reliability
3. Fulfillment
4. Responsiveness
5. Contact (Sinurat, 2024)

Brand Image

Brand image is a reproduction of the identity of a brand. Brand image can also be interpreted as a consumer's assessment and belief about associations and beliefs towards a particular brand (Salsabila, 2022).

Brand image indicators:

1. Brand identity
2. Brand personality
3. Brand association
4. Brand attitudes and behavior
5. Brand benefits and competencies (Ilham et al., 2020).

Buying decision

A purchasing decision is a decision taken by consumers to purchase a product through the stages that consumers go through before making a purchase, including perceived needs, activities before purchasing, behavior when using, and feelings after purchasing (Zaky, 2022).

decision indicators :

1. Introduction to Decisions
2. Information Search
3. Evaluation of Alternatives
4. Determining purchases (Wulandari and Subandiyah, 2022)

The Influence of Security on Purchasing Decisions

Customers are more likely to make purchases if Shopee's security is better. Security is one of the factors that must be considered so that consumers believe that the personal data that has been entered is always safe and will not be misused by irresponsible people (Devananda, 2023) . Security as a person's belief in the technology used to send sensitive information (Chrisanta and Rokman, 2022). Security is an absolute must for business actors, whether products, services, or both. Security provides convenience for users and increases consumer confidence, which leads to increased sales (Prawira, 2023).

The Influence of E-Service Quality on Purchasing Decisions

E-service quality on the variable of service usage decision causes the direction of the relationship between the two to be positive, meaning that if e-service quality increases, then the decision to use the service will also increase. (Kurniawan, 2022). By providing good quality service and a sense of security to customers, it will create customer satisfaction and vice versa. Likewise, insurance services always make improvements in an effort to improve the services provided to customers (Pratiwi, 2023). The high level of consumer satisfaction will have a positive impact on the profit margin obtained, while conversely, if consumer satisfaction is low,

the profit margin will also decrease. When a company is able to provide satisfactory service, consumers tend to make repeat purchases (Rahayu, 2024).

The Influence of Brand Image on Purchasing Decisions

Brand image has a positive and significant effect on consumer trust, if the company has a good brand image, consumer trust will increase, and vice versa if the brand image is bad, consumer trust will also decrease (Handayani and Zaini, 2024). In buying a product, consumers pay attention to the image of the brand in society. Consumers prefer products that already have a good image rather than choosing new products that do not (Yulianti, 2020). Brand Image is one of the important things in buying a product. To create a positive brand image requires strong marketing to attract consumer purchasing decisions. If an e-commerce brand has a good reputation, customers are more likely to make purchases (Devananda, 2023).

Conceptual Framework

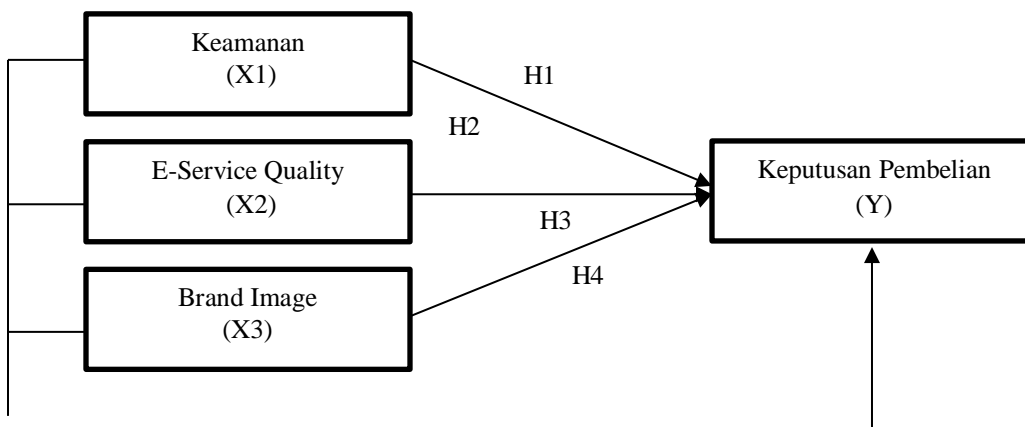


Figure 2. Conceptual Framework
Source: Processed data, 2025

Research Hypothesis

The structure of the research hypothesis is as follows.

H₁ : Security influences purchasing decisions on Blibli E-Commerce.

H₂ : E-Service Quality influences Purchasing Decisions on Blibli E-Commerce.

H₃ : Brand Image influences Purchasing Decisions on Blibli E-Commerce.

H₄ : Security, E-Service Quality, Brand Image influence Purchasing Decisions on Blibli E-Commerce.

RESEARCH METHODOLOGY

This research will be conducted in Universitas Prima Indonesia at the Faculty of Law . The research period starts from May 2024-September 2024. According to Suharsaputra (2018:49), quantitative research is a research method intended to explain phenomena using numerical statistics, then analyzed using statistics . This research approach is based on a quantitative approach because this research has a clear and orderly flow.

According to Sujarweni (2015:49), descriptive research is research conducted to determine the value of each variable, either one or more variables are independent without making a relationship or comparison with other variables. This type of research is a type of descriptive research. According to Zulganef (2012:11) *explanatory research* is research that aims to examine the causality between variables that explain a particular phenomenon. The nature of this research is descriptive *explanatory* .

According to Sugiyono (2018 : 80), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in the study were all UNPRI Medan Law Students who had carried out *online transactions* at Blibli. According to Sugiyono (2020), samples are part of the characteristics determined through the population. Determination of samples in this study uses nonprobability sampling techniques. According to Hamzah & Susanti (2020), nonprobability sampling defines a sample selection technique that is not based on the law of probability, so it does not require an equal chance of being selected. The sampling that will be used in this study is convenience sampling. According to Sugiyono (2020), convenience sampling is a sample determination technique based on respondents based on anyone who happens to meet the researcher and can be used as a sample. According to Lameshow, the formula used to determine the number of samples to be obtained in this analysis, because the population is undefined or unlimited. Lameshow's formula is as follows.

$$n = \frac{Z^2 \cdot P(1 - P)}{d^2}$$

Using the formula above, the number of samples to be taken is

$$n = \frac{1.96^2 \cdot 0.5(1 - 0.5)}{0.1^2} = n = \frac{3.8416 \cdot 0.25}{0.01} = n = 96.04 = 97$$

From the calculation results with Lameshow, n was produced as much as 96.04 , so it can be concluded that the minimum number of respondents that must be used in this study is 97 respondents. The number of samples in this study is 97 respondents.

According to Sanusi (2014 :105) , data collection techniques can be carried out in several ways, such as surveys, observation and documentation. According to Sanusi (2014 :104) , the types and sources of data are divided into two, namely primary data and secondary data. Primary data is data that is first recorded and collected by researchers while secondary data is data that is already available and collected by parties.

DISCUSSION OF RESEARCH RESULTS

Table 2. Descriptive Statistics Results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Security	97	21.00	42.00	32.7938	4.26941
E-Service Quality	97	21.00	44.00	34.6392	4.73063
Brand Image	97	20.00	46.00	34.5670	4.81946
Buying decision	97	15.00	36.00	27.0309	4.19189
Valid N (listwise)	97				

Source: Research Results, 2025 (Processed data)

Based on table 2 , the results can be explained as follows.

1. Security variable with N value (sample) = 97 respondents, *minimum value* (smallest) of 21, *maximum value* (largest) of 42, *mean value* (average) of 32.79, and *deviation value* (data variance value) of 4.26941.
2. *E-Service Quality* variable with N (sample) value = 97 respondents, *minimum* (smallest) value of 21, *maximum* (largest) value of 44, *mean* (average) value of 34.63, and *deviation value* (data variance value) of 4.73063.
3. *Brand Image* variable with N (sample) value = 97 respondents, *minimum* (smallest) value of 20, *maximum* (largest) value of 46, *mean* (average) value of 34.56, and *deviation value* (data variance value) of 4.81946.

- Purchase Decision Variable with N (sample) value = 97 respondents, *minimum* (smallest) value of 15, *maximum* (largest) value of 36, *mean* (average) value of 27.03, and *deviation value* (data variance value) of 4.19189.

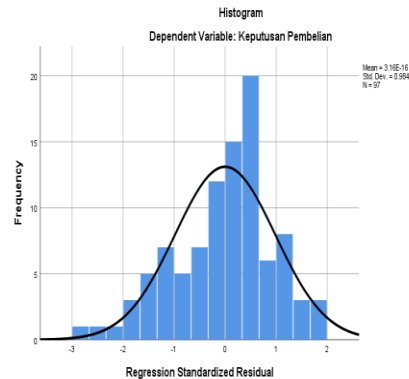


Figure 3. Histogram Graph
Source: Research Results, 2025 (Processed data)

Based on Figure 3, it shows that the tested data moves in the middle and forms an inverted U, so it can be stated that the data has a normal distribution and meets the normality criteria.

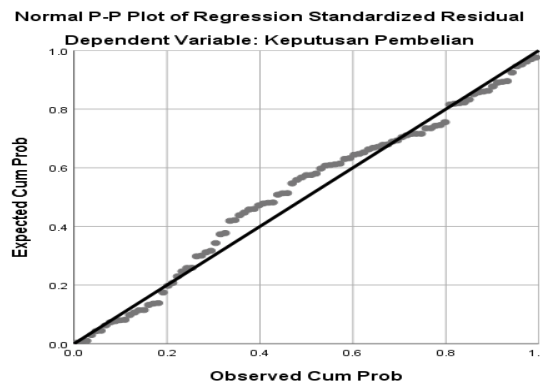


Figure 4. Normal Plot Graph
Source: Research Results, 2025 (Processed data)

Based on Figure 4, it shows that the tested data moves along a diagonal line and is close together, so it can be stated that the data has a normal distribution and meets the normality criteria.

Table 5. One Sample Kolgomorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardize d Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.08796809
	Most Extreme Differences	
	Absolute	.088
	Positive	.051
	Negative	-.088
Test Statistics		.088
Asymp. Sig. (2-tailed)		.063 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Research Results, 2025 (Processed data)

Based on table 5, the *one sample Kolgomorov Smirnov test* shows that the sig value > 0.05 (0.063 > 0.05), so it can be stated that the data has a normal distribution and meets the normality criteria.

Table 6. Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Security	.775	1.291
	E-Service Quality	.985	1,015
	Brand Image	.779	1.284

a. Dependent Variable: Purchase Decision

Source: Research Results, 2025 (Processed data)

Based on table 6, the results of the multicollinearity test show that the *tolerance value* is > 0.10 (security variable 0.775 > 0.10, *e-service quality variable* 0.985 > 0.10, *brand image variable* 0.779 > 0.10) and VIF < 10 (security variable 1.291 < 10, *e-service quality variable* 1.015 < 10, *brand image variable* 1.284 < 10).

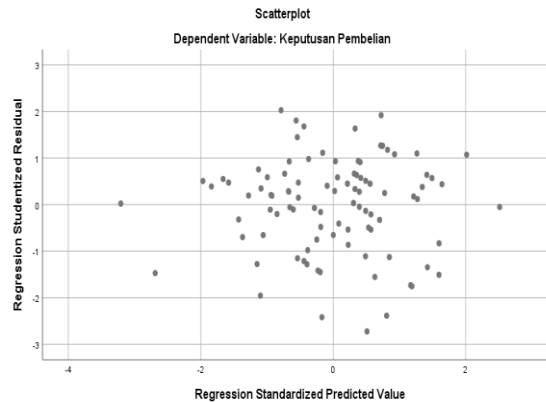


Figure 5. Scatterplot graph

Source: Research Results, 2025 (Processed data)

Based on Figure 5, it shows that the scatterplot does not have a clear pattern and the data moves randomly, so it can be stated that the data meets the criteria for heteroscedasticity.

**Table 7 . Glejser Test Results
Coefficients ^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.118	2,082		-.056	.955
	Security	.027	.051	.060	.517	.607
	E-Service Quality	.043	.041	.108	1,043	.300
	Brand Image	.006	.045	.015	.129	.898

a. Dependent Variable: abs

Source: Research Results, 2025 (Processed data)

Based on table 7, the results of the Glejser test show that the sig value > 0.05 ($0.607 > 0.05$, $0.300 > 0.05$, $0.898 > 0.05$), so it can be stated that the data meets the criteria for heteroscedasticity.

**Table 8. Multiple Linear Regression Analysis Results
Coefficients ^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.320	3.455		-.961	.339
	Security	.361	.085	.368	4.239	.000
	E-Service Quality	.331	.068	.373	4,851	.000
	Brand Image	.204	.075	.234	2,708	.008

a. Dependent Variable: Purchase Decision
Source: Research Results, 2025 (Processed data)

Based on table 8, the following formula can be given:

$$\text{Purchase Decision} -3.320 = \text{Security } 0.361 + \text{E-Service Quality } 0.331 + \text{Brand Image } 0.204$$

1. The purchasing decision coefficient is -3.320, which shows that each additional value of the purchasing decision variable will add a one-time amount of -3.320.
2. The Security Coefficient is 0.361, which indicates that each additional value of the Security variable will add a one-time amount of 0.361.
3. *E-Service Quality* coefficient is 0.331, which indicates that each additional value of the *E-Service Quality variable* will add a one-time amount of 0.331.
4. *Brand Image* coefficient is 0.204, which indicates that each additional value of *the Brand Image variable* will add a one-time amount of 0.204.

Table 9. Partial Test Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.320	3.455		-.961	.339
	Security	.361	.085	.368	4.239	.000
	E-Service Quality	.331	.068	.373	4,851	.000
	Brand Image	.204	.075	.234	2,708	.008

a. Dependent Variable: Purchase Decision
Source: Research Results, 2025 (Processed data)
Based on the table above, it can be seen that:

1. calculated t value for the Security variable (X_1) shows that the calculated t value (4.239) > t table (1.985) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a significant positive partial influence between security and purchasing decisions.
2. calculated t value for *the E- Service Quality variable* (X_2) it can be seen that the calculated t value (4.851) > t table (1.985) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a significant positive influence partially between *E- Service Quality* on purchasing decisions.
3. calculated t value for *the Brand Image variable* (X_3) shows that the calculated t value (2.708) > t table (1.985) with a significance level of $0.008 < 0.05$ so it can be concluded

that there is a significant positive partial influence between *Brand Image* and purchasing decisions.

Table 10. Partial Test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	771,495	3	257.165	26.126	.000 ^b
	Residual	915,413	93	9,843		
	Total	1686.907	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, E-Service Quality, Security

Source: Research Results, 2025 (Processed data)

Based on the table above, it is obtained that the $F_{table\ value}$ (2.70) and significant $\alpha = 5\%$ (0.05) namely F_{count} (26.126) and sig.a (0.000^a). This indicates that the research results accept H_4 and reject H_0 . Comparison between F_{count} and F_{table} can prove that simultaneously Security, *E- Service Quality* and *Brand Image* have a positive and significant influence on purchasing decisions.

Table 11. Coefficient of Determination Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 ^a	.457	.440	3.13738

a. Predictors: (Constant), Brand Image, E-Service Quality, Security

b. Dependent Variable: Purchase Decision

Source: Research Results, 2025 (Processed data)

Adjusted R Square determination coefficient value is 0.585. This shows that the ability of the Security, *E- Service Quality* and *Brand Image variables* explains its influence on purchasing decisions by 44%. While the remaining 56% is the influence of other independent variables not examined in this study such as brand image, promotion, consumer satisfaction and so on.

Discussion

Security Influence and Purchase Decisions

The results of the study show that security has a significant effect on purchasing decisions. This is in line with the theory that customers are more likely to make purchases if Shopee's security is better. Security is one of the factors that must be considered so that consumers believe that the personal data that has been entered is always safe and not misused by

irresponsible people (Devananda, 2023). This result is also in accordance with previous research by Chrisanta and Rokman (2022), showing that the results of the study have a positive influence on both security and convenience on purchasing decisions.

It can be concluded that security has a significant influence on purchasing decisions. This shows that the higher the level of security provided by the e-commerce platform, in this case Shopee, the greater the likelihood of consumers making transactions. Security is an important factor that contributes to building consumer trust in the protection of their personal data, thereby reducing concerns about misuse of information.

The Influence of *E-Service Quality* and Purchasing Decisions

The results of the study show that *E-Service Quality* has a significant effect on purchasing decisions. This is in line with the theory of *E-service quality* on the variable of service usage decisions causing the direction of the relationship between the two to be positive, meaning that if e-service quality increases, then the decision to use services will also increase. (Kurniawan, 2022). This result is also in accordance with previous research by Handayani and Zaini (2024), with research results that brand image and e-service quality significantly influence purchasing decisions.

It can be concluded that *E-Service Quality* has a significant influence on purchasing decisions, which means that the better the quality of electronic services provided, the higher the tendency of consumers to make purchases. This finding supports the theory that improving the quality of digital services can encourage service usage decisions, because consumers tend to be more trusting and comfortable in transacting on platforms that provide responsive, accurate, and easily accessible services.

Influence of *Brand Image* and Purchasing Decisions

The results of the study show that *Brand Image* has a significant effect on purchasing decisions. This is in line with the theory that Brand image has a positive and significant effect on consumer trust, if the company has a good brand image, consumer trust will increase, and vice versa if the brand image is bad, consumer trust will also decrease (Handayani and Zaini, 2024). This result is also in accordance with previous research by Handayani and Zaini (2024), with the results of the study that *brand image* and *e-service quality* significantly influence purchasing decisions.

It can be concluded that *Brand Image* has a significant influence on purchasing decisions, indicating that a positive brand image can increase consumer trust and encourage them to make purchases. This finding is in line with the theory that states that a good brand image will increase consumer trust, while a bad brand image can decrease the level of trust. In other words, the stronger and more positive the consumer's perception of a brand, the more likely they are to choose and buy products from that brand.

The Influence of Security, *Service Quality* , and *Brand Image* and Purchase Decisions

The results of the study indicate that security, *e-service quality* and *brand image* have a significant effect on purchasing decisions. This result is supported by a coefficient of determination with a percentage of 44%. It can be concluded that security, e-service quality, and brand image have a significant influence on purchasing decisions. This shows that the better the level of security, quality of electronic services, and brand image owned by a platform or company, the greater the likelihood of consumers to make purchases. Guaranteed security can increase consumer confidence in transactions, good e-service quality provides a comfortable and efficient shopping experience, while a positive brand image strengthens consumer perception and loyalty to the products or services offered.

CONCLUSION

As for conclusion from study This is as following.

1. Security has a significant influence on Purchasing Decisions on Blibli E-Commerce.
2. E-Service Quality has a significant influence on Purchasing Decisions on Blibli E-Commerce.
3. Brand Image has a significant influence on Purchasing Decisions on Blibli E-Commerce.
4. Security, E-Service Quality, Brand Image have a significant influence on Purchasing Decisions on Blibli E-Commerce.

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