

# The Influence of Service Quality, Price, and Convenience on Purchase Decisions of Gofood Services (Study on University of Muhammadiyah Gresik Students)

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Received: June 10, 2023

Accepted: June 20, 2023

Published: June 27, 2023

## Abstract

This study aims to test the effect of service quality, price, and convenience on purchasing decisions for GoFood services. The method used in this study is a quantitative approach, through a questionnaire using a Likert scale. The population in this study were active students at Muhammadiyah University of Gresik. The sampling technique in this study used purposive sampling with a total sample of 100 respondents. The data collection technique used a questionnaire which was processed using SPSS version 25. The analytical model used in this study was a multiple linear regression analysis model. To find out the significance of the research variables partially on purchasing decisions, a t-test technique is used using a level of 5% or 0.05. The results show that service quality and convenience partially have a significant effect on purchasing decisions, and price partially has no significant effect on purchasing decisions.

**Keywords:** Quality of Service; Price; Convenience; Purchase Decisions

## 1. Introduction

In the era of globalization, information and transportation technology is developing rapidly so that it can facilitate human activities. Technological developments are marked by the emergence of internet networks and various communication devices such as smartphones. People can very easily obtain various information quickly through the internet and communication tools. Along with the growth of current technology, there are applications that introduce online-based transportation services. This application has a very large function for human life. The community is also facilitated by the current technological developments in the field of transportation. Over time, transportation has become one of the businesses in the service sector. The emergence of online transportation service businesses that use applications on smartphones has an effect on increasing needs for fast and easy services. Service providers have a way of ordering online applications on smartphones. Many online transportation service applications provide various services, and various prices, as well as provide convenience in using applications to customers to influence their consumers' purchasing decisions. One application service that is currently widely used by the people of Indonesia is the Go-Jek application. PT. Go-Jek was founded in 2009 by Nadim Makarim and Michaelangelo Moran. PT. Gojek Indonesia is a private technology-based service provider company that partners with motorcycle taxi drivers in several cities in Indonesia, including Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung, Bali, Surabaya and Medan. PT. Go-Jek then launched an online food service called Go-Food in April 2015.

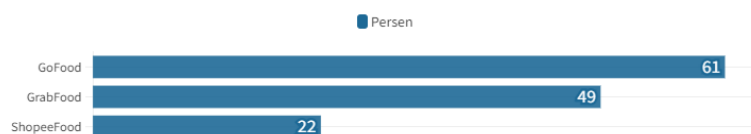


Figure 1 Food Delivery Application Users

Source: <https://data.tempo.co>

Based on Figure 1, according to the results of research by Foodizz and Deka Insight in 2021, GoFood topped the list of most used food delivery services in Indonesia with 61% of respondents. Then there are 49 percent of GrabFood users, and 22 percent of ShopeeFood.

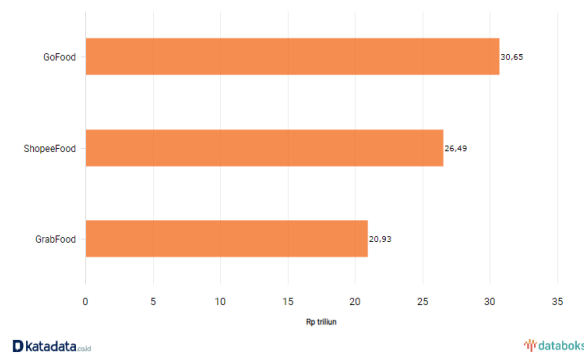


Figure 2 Value of Indonesian Food Delivery Service Transactions  
Source: <https://databoks.katadata.co.id>

Based on Figure 2, the research results of Tenggara Strategics in 2022 show that GoFood is an online food delivery service with the largest transaction value in Indonesia. According to calculations by Tenggara Strategics GoFood has a transaction value of IDR 30.65 trillion, this transaction value surpasses ShopeeFood and GrabFood. The transaction value owned by ShopeeFood is already above GrabFood. Based on calculations, the transaction value of ShopeeFood reached IDR 26.49 trillion. Meanwhile, GrabFood is in third place with a transaction value of IDR 20.93 trillion. *Online* food applications have become an integral part of people's daily lives. Consumers use *online* food application services to support productivity. People are still interested in *online* food application services because of the services, prices, and conveniences offered. According to Erlangga, et al (2021) said that service quality has a significant effect on purchasing decisions. In contrast to research conducted by Baihaky, et al (2022) said service quality did not have a significant effect on purchasing decisions. There is a gap in the research of the two researchers, so the researcher is interested in further research on the Effect of Service Quality on Purchasing Decisions. According to Walukow, et al (2014) said that price partially has a significant influence on purchasing decisions. In contrast to research conducted by Fure, et al (2015) said that price partially does not have a significant effect on purchasing decisions. There is a gap in the research of the two researchers, so the researcher is interested in further research on the Effect of Price on Purchasing Decisions. According to Sandora (2020) says that convenience partially has an influence on purchasing decisions. In contrast to research conducted by Pradwita, et al (2020) explained that partial convenience does not have a significant effect on purchasing decisions. There is a gap in the research of the two researchers, so the researcher is interested in further research on the effect of price on purchasing decisions.

### Service Quality

Service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Service quality or service quality contributes significantly to the creation of differentiation, positioning and competitive strategies for each company (Tjiptono, 2019: 143). Parameters of service quality according to (Tjiptono, 2019: 171), namely:

1. Reliability
2. Responsiveness
3. Guarantee
4. Empathy
5. Physical Evidence

### Price

Price is one of the determinants of a company's success because price determines how much profit the company will get from selling its products in the form of goods or services (Firmansyah, 2018: 180). According to (Mamonto et al, 2021) explains that price is the only element of the marketing mix that brings income or income to the company. According to Kotler and Armstrong (2012: 278), there are four indicators that characterize prices, namely:

1. Price affordability.
2. Compatibility of price with product quality.
3. Price competitiveness

4. Price compatibility with benefits

**Convenience**

Ease in E-Commerce is that they can easily sell their products to internet users (prospective consumers). According to (Trisnawati, 2012) ease of use is a consumer assumption that shopping via the web will increase productivity in making purchase transactions and the assumption that getting information about the desired product is very easy. According to (Dewi et al, 2017) dividing the dimensions of convenience as follows:

1. Individual interaction with clear *and* understandable systems
2. It doesn't take a lot of effort to interact with the system ( *doesn't require a lot of mental effort*)
3. *Easy to use system*

**2. Method**

**Research sites**

In obtaining the required data and information, the object of this research was carried out at the Gresik Muhammadiyah University Campus, Randuagung Village, Kec. Kabomas, Kab. Gresik, East Java.

**Population and Sample**

According to (Sugiyono, 2019: 126) Population is a generative area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions. Active Students at Muhammadiyah Gresik University total 5,518 students. The population in this study is an unknown number of active students at Muhammadiyah University of Gresik who use GoFood services. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2019: 127). In this study the technique used was NonProbability Sampling with Purposive Sampling. Purposive Sampling is a sampling technique with certain considerations. Samples to be taken by researchers with certain criteria such as:

1. Active Student at Muhammadiyah Gresik University
2. Age 18 – 25 Years
3. Use Go-Food Services and have purchased Go-Food Services at least 3 times

The number of samples taken in this study uses the Lemeshow formula, because the population size is unknown and unlimited (Lemeshow, 1997: 2). The Lemeshow formula is as follows:

$$n = \frac{Z_1 - \frac{\alpha}{2} P(-1)}{d^2}$$

Information :

n = Number of samples

$Z_{1-\alpha/2}$  = Z score at the 95% confidence level = 1.96

p = Maximum estimate = 0.5d = alpha (0.10) or sampling error = 10% From the formula above, the number of samples that can be taken is as follows:

$$n = \frac{Z_1 - \frac{\alpha}{2} P(-1)}{d^2}$$
$$n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$
$$n = \frac{3,8416 \cdot 0,25}{0,01}$$
$$n = 96,04 = 96$$

Based on the formula above, the number of n obtained is 96.04 or rounded to 96. So the writer must take sample data of at least 96 respondents. In this study the authors used a sample of 100 respondents with the consideration that the number of samples is representative enough to represent the population.

**Data Types and Sources**

Primary data is a data source that directly provides data to data collectors (Sugiyono, 2019: 194). Primary data can be in the form of opinions of research subjects (people) both individually and in groups, results of observations of an object (physical), events or activities, and test results. The primary data used in this research is in the form of a questionnaire which will be answered or filled in by several research respondents. Secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2019: 194). The secondary data contained in this study are literacy books in relevant previous studies.

### Data Collection Techniques

This study used a questionnaire data collection method. A questionnaire is a list of questions or statements about a particular topic that is given to subjects, either individually or in groups, to obtain certain information, such as preferences, beliefs, interests and behavior (Taniredja, 2011: 44). Questionnaires can be in the form of closed or open questions or statements, can be given to respondents directly or sent via post or the internet (Sugiyono, 2019: 199). This study uses the Likert scale measurement method. According to (Sugiyono, 2019: 146) the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The answer to each choice will be given a score, then the respondent must describe whether he supports the statement (positive) or does not support the statement (negative).

**Table 1 Likert scale**

Answer Choices	Score
Strongly agree	5
Agree	4
Doubtful	3
Don't agree	2
Strongly Disagree	1

Source: (Sugiyono, 2019:147)

### Instrument Test

#### Validity test

According to Sugiyono (2019: 175) validity is that the instrument can be used to measure what should be measured. Valid indicates the accuracy between the data that actually occurs on the object with data that can be collected by researchers. Test the validity in this study using SPSS by comparing the value of r count (Correlated item-total correlations) with r table. If the value of r count > r table and is positive, then the statement is valid according to Ghozali (2021:67). The criteria for evaluating the validity test are:

1. If the value of r count > r table (at a significance level of 0.05), it can be stated that the questionnaire items are valid.
2. If the value of r count < r table (at a significance level of 0.05), it can be stated that the questionnaire items are invalid.

#### Reliability Test

According to Ghozali (2021: 61) reliability test is a tool for measuring a questionnaire which is an indicator of a variable. Reliability testing was carried out to find out whether the results of the answers to the questionnaire by the respondents were really stable in measuring a symptom or event. A reliable instrument is an instrument that is used several times to measure the same object, will produce the same data (Sugiyono, 2019: 176). The method used by Cronbach's Alpha is a method of calculating the reliability of a test that measures attitude or behavior. The criteria for a research instrument are said to be reliable using the Cronbach's Alpha technique if the reliability coefficient is greater than 0.70 ( $r > 0.70$ ).

#### Classic assumption test

Before carrying out multiple regression analysis, a classical assumption test was first carried out which included:

#### Normality test

The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2021: 196). The test used was Kolmogorov-Smirnov with a significance value of 5% or 0.05. If the result of the statistical test is more or equal to 0.05 then it is said that the distribution

is normal, otherwise if the result of the statistical test has a significance value of less than 0.05 then the data is not normally distributed.

### **Multicollinearity Test**

The multicollinearity test aims to test whether the regression model found a correlation between the independent (independent) variables (Ghozali, 2021: 157). To determine the existence of multicollinearity, it can be seen from the results of the tolerance value and its opponent, namely the Variance Inflation Factor (VIF). To find out if the Tolerance value is more than or equal to 0.10 and the VIF value is more than 10, it can indicate that there is multicollinearity between the independent variables.

### **Heteroscedasticity test**

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghozali, 2021: 178). A good regression model is that heteroscedasticity does not occur. If the residuals have the same variance it is called homoscedasticity. And if the variance is not the same. Called heteroscedasticity. If the significance value is  $> 0.05$ , there are no symptoms of heteroscedasticity, and vice versa.

### **Data analysis technique**

#### **Multiple Linear Regression Analysis**

In this research, the data analysis technique used is quantitative data analysis method. According to Garaika and Darmanah (2019: 92) multiple linear regression analysis is used by researchers when the researcher predicts how the condition (rising and falling) of the dependent variable will be, if two or more independent variables as predictor factors are manipulated (the value is increased or decreased). In addition, multiple linear regression is used to test the validity of the hypotheses proposed in the study.

#### **Coefficient of Determination ( $R^2$ )**

The coefficient of determination ( $R^2$ ) aims to be able to measure the ability of the model to explain how the effect of the independent variables simultaneously (simultaneously) affects the dependent variable which can be indicated by the value of  $R^2$ . A small value of the coefficient of determination ( $R^2$ ) means that the ability of the independent variables to explain the dependent variable is very limited. Conversely, if the value is close to 1 (one) and away from 0 (zero), it means that the independent variables have the ability to provide all the necessary information. needed to predict the dependent variable (Ghozali, 2021: 147).

#### **Partial Hypothesis Test (t)**

According to (Ghozali, 2021: 148) The t test is used to test whether the variables Service Quality (X1), Price (X2), and Convenience (X3) individually affect Purchase Decisions (Y) on Go-Food Services. This test was carried out to measure the level of significance or significance of each independent variable to the dependent variable in the regression model, provided that it uses a 5% significance level:

1. If the significance value is  $< 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted, meaning that the variables of Service Quality (X1), Price (X2), and Convenience (X3) partially have a significant effect on the purchasing decision variable (Y).
2. If the significance value is  $> 0.05$  then  $H_0$  is accepted and  $H_1$  is rejected, meaning that the variables of Service Quality (X1), Price (X2), and Convenience (X3) partially have no significant effect on the purchasing decision variable (Y).

### **3. Findings and Discussion**

The subject of this research is the GoFood service. GoFood is a food delivery service in Indonesia that works with more than 125,000 restaurants in various cities in Indonesia that have officially become GoFood partners. While the object of research used in this study is the University of Muhammadiyah Gresik.

#### **Validity test**

**Table 2 Validity Test Results**

Variable	Items	$r_{hitung}$	$r_{tabel}$	Information
Purchase Decision (Y)	1	0.786	0.1966	Valid

	2	0.878	0.1966	Valid
	3	0.753	0.1966	Valid
	4	0.765	0.1966	Valid
<b>Service Quality (X1)</b>	1	0.744	0.1966	Valid
	2	0.731	0.1966	Valid
	3	0.761	0.1966	Valid
	4	0.784	0.1966	Valid
	5	0.759	0.1966	Valid
<b>Price (X2)</b>	1	0.748	0.1966	Valid
	2	0.755	0.1966	Valid
	3	0.813	0.1966	Valid
	4	0.758	0.1966	Valid
	5	0.703	0.1966	Valid
<b>Ease (X3)</b>	1	0.828	0.1966	Valid
	2	0.786	0.1966	Valid
	3	0.784	0.1966	Valid
	4	0.685	0.1966	Valid
	5	0.714	0.1966	Valid

In table 3 the results of the validity test of all question items related to the purchase decision variable, service quality, price, and convenience in the questionnaire are said to be valid because the value of  $r_{count} > r_{table}$  is 0.1966.  $R_{table}$  value for  $N-2 = 100 - 2 = 98$  at 5% significance level.

#### Reliability Test

**Table 3 Reliability Test Results**

Variable	CornbachAlpha value	CornbachAlpha	Information
Purchase Decision (Y)	0.807	0.7	Reliable
Service Quality (X1)	0.813	0.7	Reliable
Price (X2)	0.812	0.7	Reliable
Ease (X3)	0.819	0.7	Reliable

In table 4 the results of the reliability test can be explained that the Cronbach alpha value is greater than 0.7, so it can be concluded that the overall variables in the questionnaire are reliable.  
 Classic assumption test.

#### Normality test

**Table 4 Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters <sup>a,b</sup>	Means	,0000000
	std. Deviation	2.03003347
Most Extreme Differences	absolute	.058
	Positive	.058
	Negative	-.051
Test Statistics		.058
asymp. Sig. (2-tailed)		,200c <sup>d</sup>

Based on the output of table 5 above, the results of the normality test using the One Sample Kolmogorov-Smirnov Test produce an Asymp.Sig of 0.200, which means that the value is greater than 0.05. Based on the provisions of the normality test, it can be concluded that the regression residual values in this study are normally distributed. So the meaning is that the pattern of data from the questionnaire is good for this researcher to use.

#### Multicollinearity Test

**Table 5 Multicollinearity Test Results**

variable	tolerance	VIF
Service quality	,408	2,448
Price	,565	1,771
convenience	,524	1,910

Based on table 6 the results of the multicollinearity test can be seen if the Tolerance value is  $> 0.10$ , namely the Tolerance value of Service Quality (0.408), Price (0.565), Ease (0.524). The VIF value  $< 10.00$  is the VIF value of Service Quality (2.448), Price (1.771), Ease (1.910) and it can be concluded that there are no symptoms of multicollinearity among the independent variables. So the meaning is that between Service Quality, Price, and Convenience there is no strong relationship or intercorrelation.

### Heteroscedasticity Test

**Table 6 Heteroscedasticity Test Results**

Variable	Sig.
Service quality	,875
Price	,791
convenience	,120

Based on table 7 above, it shows that the Glesjer test results can be known  $\text{sig} > 0.05$ . For the sig value of Service Quality (0.875) and the sig value of Price (0.791) and the sig value of Ease (0.120). So, it can be said that there are no symptoms of heteroscedasticity in the three independent variables.

### Multiple linear regression

**Table 7 Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
(Constant)	3,126	1,361	
Service quality	,360	,103	,400
Price	,119	,080	,145
convenience	,181	,077	,239

From table 8 above, the first equation can be compiled by including the results of unstandardized coefficients in the multiple linear regression model as follows:

$$Y = 3.126 + 0.360X_1 + 0.119X_2 + 0.181X_3 + e$$

The regression equation above has the following meaning:

1. Constant ( $\alpha$ ) : 3.126 shows the magnitude of the influence of all independent variables on the dependent variable. If the independent variable is constant, then the purchase decision value is 3.126
2. The value of  $\beta_1$  = regression coefficient  $X_1$  (quality of service) of 0.360 means that there is a positive relationship between service quality ( $X_1$ ) and purchasing decisions ( $Y$ ), the higher the service quality, the higher the purchasing decision.
3.  $\beta_2$  value = regression coefficient  $X_2$  (price) of 0.119 means that there is a positive relationship between price ( $X_2$ ) and purchase decision ( $Y$ ), the higher the price, the higher the purchase decision.
4. The value of  $\beta_3$  = regression coefficient  $X_3$  (convenience) of 0.181 means that there is a positive relationship between convenience ( $X_3$ ) and purchase decisions ( $Y$ ), the higher the convenience, the higher the purchase decision.

### Coefficient of Determination ( $R^2$ )

**Table 8 Test Results for the Coefficient of Determination ( $R^2$ )  
 Summary Model <sup>b</sup>**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
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1	,694 <sup>a</sup>	,482	,466	2.06151
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Based on table 9, it is known that the R2 square value is 0.466 which indicates that the independent variables, namely service quality, price, and convenience, are able to explain the dependent variable, namely the purchase decision of 46.6%, while the rest is explained by other variables not included in this study.

#### Partial Hypothesis Test (t)

**Table 9 Partial Hypothesis Test Results (t)**

Variable	Sig.
(Constant)	.024
Service quality	,001
Price	,140
convenience	,020

The following is an explanation of each variable:

1. Service Quality Variables  
Significance t <significance value 0.05 or 0.001 <0.05, it can be concluded that H0 is rejected and H1 is accepted, which means that service quality partially has a significant effect on purchasing decisions.
2. Price Variable  
Significance t > significance value 0.05 or 0.140 > 0.05, it can be concluded that H0 is accepted and H2 is rejected, which means that price partially does not significantly influence purchasing decisions.
3. Ease Variable  
Significance t <significance value 0.05 or 0.020 <0.05, it can be concluded that H0 is rejected and H3 is accepted, which means that convenience partially has a significant effect on purchasing decisions.

#### 4. Conclusion and Suggestion

##### Conclusion

Based on the results of data analysis and interpretation of the results, in this study the following conclusions can be drawn:

1. The results of the t-test variable for Service Quality have a significance value of t <significance value of 0.05 or 0.001 <0.05, then service quality partially has a significant effect on purchasing decisions.
2. The results of the t-test variable Price, the significance value of t > the significance value of 0.05 or 0.140 > 0.05, then the price partially does not significantly influence the purchasing decision.
3. Tvariable test results of ease of significance value t <significance value of 0.05 or 0.020 <0.05, then convenience partially has a significant effect on purchasing decisions.

##### Suggestion

Based on the results of the analysis, discussion, and research conclusions, the suggestions from this study are:

1. For Companies:  
The service quality variable has the highest influence, so it is expected that GoFood services will maintain and improve service quality.  
The price variable has the lowest influence, so it is hoped that GoFood Services will adjust and improve the prices offered.  
The convenience variable has the second highest influence, so it is hoped that GoFood services will maintain and further improve convenience.
2. Next researcher  
For further researchers, it is hoped that the results of this study can be used as a reference for similar research and it is hoped that further researchers will add or examine other variables that may influence purchasing decisions.

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