

The impact of service quality and consumer trust on customer satisfaction with zalora e-commerce purchase decisions

A.Cut Indah¹ and B.Putu Nina Madiawati²

^{1,2} Faculty of Business Administration, Telkom University, Bandung, Indonesia

Abstract

This study examined the relationship between customer satisfaction and Zalora's e-commerce purchase decisions. This study used quantitative approach to investigate the topic, and the data analysis techniques used included descriptive analysis and causal correlation research. Using a nonprobability sample technique, 100 respondents, and a purposive sampling strategy, SmartPLS 3.0 was employed for the study. The study's conclusions show that Service Quality has a statistically significant impact on consumers' choices. Consumer trust has a large and favorable impact on purchasing decisions. Customer satisfaction is significantly impacted by purchasing choices. In purchasing decisions, a significant correlation between customer satisfaction and service quality can be seen. Customer happiness is positively and significantly impacted by purchase decisions made by consumers.

Keyword— Service Quality; Consumer Trust; Customer satisfaction; Purchasing Decisions

Abstrak

Studi ini menguji hubungan antara kepuasan pelanggan dan keputusan pembelian e-commerce Zalora. Pendekatan kuantitatif digunakan untuk menyelidiki topik tersebut dalam studi ini, dan teknik analisis data yang digunakan termasuk analisis deskriptif dan penelitian korelasi kausal. Studi ini menggunakan teknik sampel nonprobabilitas, 100 responden, dan strategi pengambilan sampel purposive, serta SmartPLS 3.0 digunakan dalam penelitian ini. Kesimpulan dari penelitian menunjukkan bahwa Kualitas Layanan memiliki dampak yang signifikan secara statistik terhadap pilihan konsumen. Kepercayaan konsumen memiliki dampak yang besar dan menguntungkan pada keputusan pembelian. Kepuasan konsumen secara signifikan dipengaruhi oleh pilihan pembelian. Dalam keputusan pembelian, korelasi yang signifikan antara kepuasan pelanggan dan kualitas layanan dapat dilihat. Kebahagiaan pelanggan dipengaruhi secara positif dan signifikan oleh keputusan pembelian yang dibuat oleh konsumen.

Kata kunci— Kualitas Pelayanan; Kepercayaan Konsumen; Kepuasan Konsumen; Keputusan Pembelian

✉ Corresponding author :

Email Address : cutindah0710@gmail.com pninamad@gmail.com

Introduction

Currently, trade expansion is becoming more dynamic and progressive. In order to engage in buying and selling activities, buyers and sellers no longer need to meet face-to-face; instead, they can utilize internet network media and virtual shops, also known as online shops, to reach an agreement and make transactions more efficient. In essence, the category of e-commerce encompasses transactions conducted exclusively through online shop media.

According to data collected by Statista in 2022, the number of e-commerce users in Indonesia reached 139 million in 2017 and increased by 10.8 percent to 154.1 million in 2018. The number of users is anticipated to reach 168.3 million in 2020 and 212.2 million in 2023 (Jayani, 2019). The increasing trend of e-commerce penetration in Indonesia, which is driven by the proliferation of online shops circulating in cyberspace, has made business competition more

severe for business people, so that companies are required to have more value compared to competitors so that they always have competitiveness, such as through good service quality and consumer trust, in order to encourage purchasing decisions and ultimately be able to meet consumer demands.

Zalora is one of the ten e-commerce categories with the greatest number of unique visitors in 2022. (databoks.katadata.co.id, 2022).

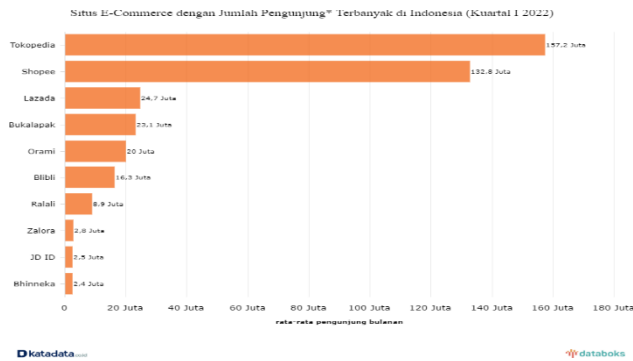


Fig. 1. The ten e-commerce sites with the most visitors in 2022 (databoks.katadata.co.id)

Figure 1 demonstrates that despite the fact that Zalora is one of the 10 e-commerce categories with the highest number of visitors, the company lags significantly behind its rivals. This is supported by the findings of researchers regarding the quality of service provided by Zalora, which tends to be subpar. In fact, it is not uncommon to find negative comments related to customer dissatisfaction with the quality of service provided by Zalora, such as poor customer service, a lack of solutions, and a lack of communication when addressing consumer complaints. According to Arifin et al. (2021:108), service quality is the level of excellence expected and the command over these advantages to meet consumer needs. In addition, consumers believe that Zalora's e-commerce has failed to meet their expectations, for instance, the quality of Zalora's services, and that their fear, dissatisfaction, and lack of trust in Zalora's e-commerce have a negative impact on customer satisfaction as reflected in their purchasing decisions. Consumer trust, as defined by Wati et al. (2020: 111), is the conviction that a person will find in others what he desires, as opposed to what he fears. Trust entails a person's willingness to act in a certain manner because he believes his partner will provide the satisfaction he expects, as well as a general belief that the words, promises, or statements of others can be relied upon. According to Kotler and Keller (2007: 177), customer satisfaction is a person's feeling of pleasure or disappointment after comparing the performance (results) of the product in question to the expected performance. As a result, it can be concluded that the quality of service as a superior condition that consumers expect to fulfill their needs will influence the occurrence of purchasing decisions. Furthermore, purchasing decisions will occur when there is a sense of consumer trust to want to purchase a product or service, and from this purchasing decision will ultimately influence the perceived experience of consumers, whether they are satisfied or not.

The problem is how Zalora can maintain the e-commerce category with the most visitors and not fall behind its competitors. This study's objective was to determine the impact of service quality in relation to this phenomenon.

Literature Rewiew

A. Service Quality

Service quality is an action taken by the company in the form of intangible but perceptible consumer experiences. In addition, according to Tjiptono and Chandra (2019: 59), service quality is the expected level of excellence and the control over that level of excellence in order to satisfy customer desires.

B. Consumer Trust

Priansa (2017: 116) defines consumer trust as all consumer knowledge and all consumer conclusions regarding objects, attributes, and advantages. According to A. Shilawati (2020:23), trust is the conviction that an individual will receive what is expected of them. Trust refers to a person's willingness to act a certain way because he believes his partner will provide what he expects, as well as a person's general belief that the words, promises, or declarations of others can be relied upon.

C. Customer Satisfaction

Erpurini W. and Janah W. S. (2022: 245) define consumer satisfaction as the value of satisfaction felt by consumers when using goods or services. According to Kotler and Keller (2016), satisfaction is a person's feeling of pleasure or disappointment caused by comparing a product's or service's perceived performance (or results) to their expectations. There are several ways to measure customer satisfaction, according to Kotler in Indrasari's research (2019: 88), including: 1. complaints and suggestions system, 2. ghost shopping, 3. customer loss analysis, and 4. customer satisfaction survey.

C. Purchase Decision

Purchase decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations select, buy, and use goods, services, ideas, and experiences to meet their needs and desires (Kotler and Armstrong, 2016: 77). Financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and process all influence purchasing decisions, according to Alma (2016: 96). All available data must be analyzed and conclusions drawn in the form of responses in order to influence consumer purchasing behavior.

D. Hypothesis Development

Connection between service quality and purchasing decisions

Service quality is critical in attracting businesses. Service quality can also help boost sales, particularly in industries where customers consider service quality when making purchasing decisions. According to Arifin et al (2021: 108), The degree of perfection required and the capacity to regulate that excellence in order to fulfill the expectations of consumers is referred to as service quality. Based on these considerations, it is possible that purchase decisions are influenced significantly and positively. Tanady, E. S., and Fuad, M. (2020) discovered that service quality indicators have a beneficial impact on purchase decisions. and statistically significant way. Arifin et al. (2021) demonstrates that the service quality variable has a significant and positive impact on purchasing decisions. In line with D. Iskandar and M. I. B. Nasution (2019); Tanady, E. S., and Fuad, M. (2020); Saputra, G. W., and Ardani, I. G. A. K. S. (2020) was discovered that the variable of service quality has a favorable and statistically significant bearing on purchase decisions.

Consumer Trust and Purchase Decisions

Consumer trust is the belief, trust, and knowledge that consumers have in relation to an object or product's various attributes and benefits. Positive consumer trust can increase consumers' trust in the products they intend to buy and make evaluating those products easier. Consumer trust, according to Fielnanda (2022:13), is one party's willingness to accept risks from another party based on the belief and hope that the other party will act as expected, despite the fact that both parties are unknown to one another. When customers have faith in a company, they are more likely to buy its products, resulting in an increase in purchasing decisions. Mufid, M. A., and Yunus, M. (2020) show that consumer trust has

a statistically significant positive effect on purchasing decisions. According to Lailiya, N. (2020), consumer trust has a significant and positive impact on purchasing decisions. Mambu et al. (2021) also emphasized that consumer trust positively influences purchasing decisions

The Relation between Purchase Decisions and Customer Satisfaction

The purchase decision will result in customer satisfaction. If the product meets or exceeds the needs and expectations of the customer. According to Tirtayasa et al (2021) research customer satisfaction is significantly and favorably impacted by the purchase choice factor. According to Tableessy, W. (2021), buying actions have a favorable and statistically vital effect on customer satisfaction. According to Kotler and Keller (2016: 194), the consumer buying process involves the following steps: problem recognition, information gathering, alternative comparison, purchase decisions, finally post-purchase activity. The consumer will evaluate the outcomes of their purchases in the final stage. Consumers will be dissatisfied if product and service performance falls short of expectations, but satisfied and content if they exceed expectations.

A. Framework

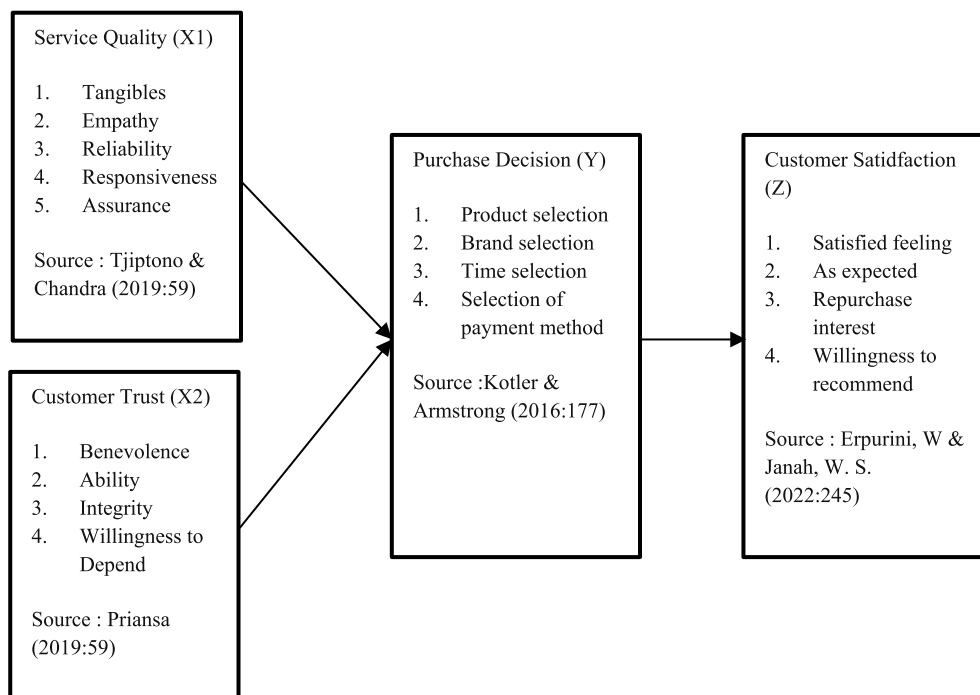


Fig. 1. Thinking Framework (Researcher data processing results)

B. Research Hypothesis

1. Purchasing decisions are directly influenced by Service Quality.
2. Consumer trust has a direct impact on purchasing decisions
3. Purchasing decisions have a direct influence on customer satisfaction
4. Through purchasing decisions, Service Quality has an indirect influence on customer satisfaction.
5. Purchasing decisions have an indirect impact on consumer trust and customer satisfaction.

RESEARCH METHODS

Descriptive research was used in this study, which may summarise or provide an overview of the study, but was not used to evaluate the field as a whole. The use of quantitative methods based on the philosophy of positivism to study specific samples and test predetermined hypotheses; data is collected using research instruments and data processing is quantitative or statistical. In quantitative research, random samples are often used to generalize the results to the selected community (Sugiyono, 2019).

A. Data Collection and Analysis Methods

Using SmartPLS 3.0 software, structural equation modeling (SEM) analysis was used to test causal relationships, and a total of 100 participants were recruited using a purposive sampling strategy. The research method is data collection via a Google questionnaire. According to Sugiyono (2019: 199), a questionnaire is a data collection method in which respondents are given a list of questions or written statements to answer. Customers shopping at zalora were asked to fill out a questionnaire for this study.

B. Variable Measuring Instruments and Functional Scale

Before analysing the data, the researcher assessed the functional variables using a Likert scale. The Likert scale measures an individual's or group's attitudes, opinions and perceptions about social phenomena. Each question in the questionnaire has five options ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2019: 13).

Operational variables are techniques for breaking down the variables of a research problem into smaller components, allowing for a better understanding of the problem's hierarchy. A variable, on the other hand, is what the researcher chooses to investigate in order to gain a better understanding of it and draw conclusions from the data. The variables in this study are as follows: service quality and consumer trust as independent variables, purchase decision as an intermediate variable, and customer satisfaction as the dependent variable.

Research Result / Finding

C. Respondents Characteristics

To understand the impact of service quality and consumer trust on customer satisfaction measured by purchase decisions, a questionnaire was sent to 100 e-commerce users of Zalora. The authors used gender, age, occupation, and monthly income as defining characteristics.

D. Measurement Models

Validity and Reliability Test

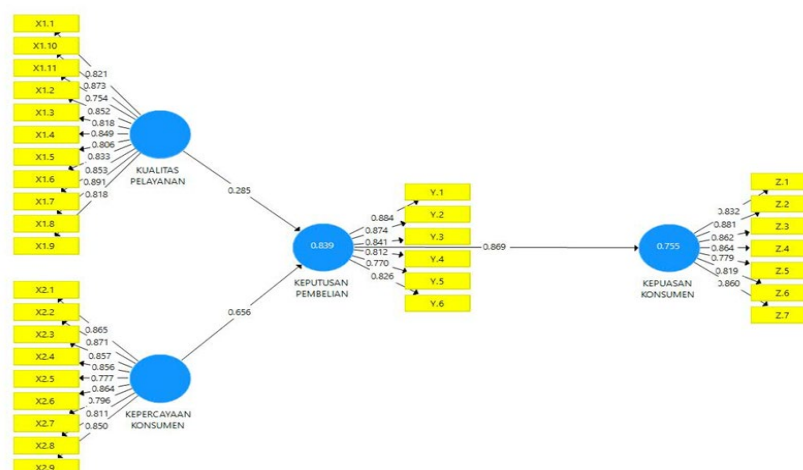


Fig. 2. SmartPLS 3.0's Full Model Structural Output Results (Researcher data processing results, 2022)

When testing the validity of the relationship between indicators and constructs or latent variables, loading factor values between 0.5 and 0.6 are considered valid. The dependability of an instrument indicates the measurement's accuracy. Variable reliability is measured using Cronbach's alpha, coefficient alpha, and composite reliability. If the coefficient alpha is greater than 0.60, the measuring instrument is considered reliable (Abdillah: 2018). According to the results of data processing of service quality variables, the highest indicator is X1.8 of 0.891 and the lowest is X1.11 of 0.754 The consumer trust variable has the highest coefficient X2.2 of 0.871

and the lowest coefficient X2.5 of 0.777. The purchase decision variable has a maximum value of 0.884 and a minimum value of 0.770. Z.2 has the highest value of 0.881 for customer satisfaction and the lowest value of 0.779. Based on these findings, we can conclude that all metrics meet the measurement validity requirements for each latent variable because they have a loading coefficient greater than 0.70 and an AVE value greater than 0.5. Structural Model

E. R Square

The R-squared criterion was used to judge the quality of the model by how much the independent latent variable influenced the dependent latent variable, with 0.75 for the R-squared criterion representing a strong model and 0.50 and 0.25 for a moderately strong and weak model, respectively (Ghozali & Latan, 2015: 79). As shown in Table 3, the R-squared value of the purchase decision is 0.839%. This means that service quality and consumer trust influence 83.9% of purchase decisions, while the remaining 16.1% are influenced by variables that were not examined in this study. This value is higher than 0.75, indicating that service quality and consumer trust significantly influence purchase decisions.

Consequently, the R-Square value for the Customer satisfaction variable is 0.755%. This indicates that the Service Quality and Consumer Trust variables influence Customer satisfaction by 75.5%, while the remaining 24.5% is influenced by variables that were not examined in this study. This value is greater than 0.75, indicating that Service Quality and Consumer Trust have a significant impact on Customer satisfaction.

Table 1. R-square.

Latent Variable	R square
Purchase Decision	0.839
Interview Fulfillment	0.755

(Researcher data processing results, 2022)

F. Hypothesis Validation

According to Ghozali & Latan (2015: 82), the purpose of the hypothesis test is to determine the significance of the relationship between variables by examining the parameter coefficient values and statistically significant T values, specifically through the bootstrapping method. In this study, a 5% alpha level was used, and the corresponding t-table was 1.96.

Table 2. Direct Influence.

Latent Variable	Path Coefficient	T-statistic	P-value	Hypothesis
Service Quality -> Purchase Decision	0.285	2.625	0.009	Accepted
Consumer Trust ->Purchase Decision	0.656	6.640	0.000	Accepted
Purchase Decision -> Customer satisfaction	0.869	24.203	0.000	Accepted

(Researcher data processing results, 2022)

According to table 2, the test yielded a t-statistic value of 2.625 and a p-value of 0.009. Based on the fact that the t-statistic value exceeds the t-table and the p values are less than 0.05, it can be concluded that Service Quality has a significant impact on Purchasing Decisions.

Service Quality on Purchase Decision has a positive path coefficient of 0.285, indicating that the relationship between the two variables is positive. Therefore, if Service Quality is higher, the Purchasing Decision will be higher, and if Service Quality is lower, the Purchasing Decision will be lower.

The test yields a t-statistic of 6,640 and a p-value of zero. Based on the fact that the t-statistic is greater than the t-table and the p-values are less than 0.05, it can be concluded that Consumer Trust has a significant impact on Purchasing Decisions.

Consumer Trust on Purchase Decision has a positive path coefficient value of 0.656, indicating that the direction of the relationship between the two variables is positive. Therefore, if Consumer Trust is high, Purchase Decision will be high, and if Service Quality is low, Purchase Decision will be low.

Table 2 reveals that the test yields a t-statistic value of 24,203 and a p-value of 0 for the hypothesis being tested. Based on the fact that the t-statistic is greater than the t-table and the p-values are less than 0.05, it can be concluded that the Purchase Decision has a significant impact on Customer satisfaction.

The path coefficient value of Purchase Decision on Customer satisfaction is positive, equal to 0.869, indicating that the relationship between the two variables is positive. Therefore, the greater the Purchase Decision, the greater the level of Customer satisfaction, and vice versa.

Table 3. Indirect Influence.

Latent Variable	Path Coefficient	T-statistic	P-value	Hypothesis
Service Quality -> Customer satisfaction-> Purchase Decision	0.247	2.577	0.010	Accepted
Consumer Trust -> Customer satisfaction -> Purchase Decision	0.570	6.450	0.000	Accepted

(Researcher data processing results, 2022)

Based on Table 3, the path coefficient, t-statistic, and p-value for the indirect association between H5 Service Quality and Customer Satisfaction via Purchasing Decisions are 0.247, 2.577, and 0.010, respectively. Because the t-statistic is greater than the t-table and the p-values are less than 0.05, it is possible to infer that the Purchase Decision significantly influences the relationship between Service Quality and Customer Satisfaction, or that Service Quality significantly influences Customer Satisfaction indirectly through the Purchase Decision.

Table 5 displays the path coefficient, t-statistic, and p-value for the indirect association between H6 Consumer Trust and Customer Satisfaction via Purchasing Decisions. The path coefficient is 0.570, the t-statistic is 6.450, and the p-value is 0.000. The conclusion that Purchase Decision significantly mediates the relationship between Consumer Trust and Customer Satisfaction, or that Consumer Trust influences Customer Satisfaction through Purchase Decision, can be drawn because the t-statistic exceeds the t-table and the p-values are less than 0.05.

The results of the first hypothesis test reveal that service quality has a positive and significant control over the decisions. As a result, H1 is accepted in this study. Zalora's service quality is "excellent", and it will directly influence consumers' purchase decisions. The findings of this study are consistent with previous research by Arifin et al. (2021); Saputra, G. W., and Ardani, I. G. A. K. S. (2020); D. Iskandar and M. I. B. Nasution (2019); Cesariana et al. (2022), which discovered that Service Quality has a favorable and statistically significant contribution on Purchase Decisions. In line with Tanady, E. S., and Fuad, M. (2020) research confirms that the quality of service has a favorable and significant bearing on purchase decisions. The more the consumer's buying choice, the higher the level of service offered by Zalora.

Based on the results of the second hypothesis test, consumer trust has a favorable and substantial influence on purchase decisions. As a result, H2 is accepted in this study. Customer trust is classified as a good, and it will influence purchasing decisions in Zalora's e-commerce. This study's findings agree with those of Mambu et al. (2021); Nurmanah, I., and E. S. Nugroho (2001); Mufid, M. A., and Yunus, M. (2020), who revealed that consumer trust is favorable and influential in purchase choices. Consumer trust has a considerable and favorable influence on purchase decisions, according to Lailiya, N. (2020). According to the results of Maulana, M. W. (2019), consumer trust has a favorable and substantial influence on purchase decisions. The greater Zalora's Consumer Trust, the greater its sales.

The findings of testing the third hypothesis also allow us to infer that purchase decisions have a positive and considerable influence on consumer satisfaction. As a consequence, H3 is approved for use in this study. This study's findings are comparable with prior research by Tirtayasa, S. et al., (2021), which showed that customers are happy with their purchase selections. Purchasing decisions, according to Marpaung and Mekaniwati (2020), have a large and beneficial influence on consumer satisfaction. According to Puirih, K. et al. (2020), purchasing decisions have a positive and considerable influence on customer satisfaction. Purchasing decisions, according to Maghfiroh, K. (2019), have an influence on consumer satisfaction. As a result, the higher the level of consumer happiness with Zalora's products, the higher the volume of transactions.

The size of the influence of Service Quality on Customer Satisfaction may be estimated utilizing Decisions based on the findings of indirect hypothesis testing using SmartPLS Bootstrapping processing results. As a result, Service Quality has a positive and considerable impact on Customer Satisfaction through purchasing decisions. Service quality has a substantial influence on customer satisfaction through buying decisions, according to Marpaung, B., and Mekaniwati, A. (2020). Consumer purchase decisions for the Zalora application will grow if Zalora increases its capacity to improve service quality since customers will be happy with the service.

The degree of the influence of Service Quality on Customer Satisfaction may be estimated utilizing Decisions based on the findings of indirect hypothesis testing using SmartPLS Bootstrapping processing results. Consumer trust has a positive and statistically significant influence on customer satisfaction via purchase decisions, according to Tirtayasa et al. (2021). Purchases made by consumers. As consumer trust in the Zalora app grows, so will customer happiness.

CONCLUSION

The increasing trend of e-commerce penetration in Indonesia has made business competition for business people more stringent, so that companies are required to have more value compared to competitors in order to always be competitive, as well as through good service quality and consumer trust in order to encourage purchasing decisions and ultimately meet customer satisfaction.

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