

## The Influence of Ease of Use and Product Completeness on Purchasing Decisions on the Lazada Application The Word of Revelation

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### **Abstract**

*This study aims to analyze the influence of ease of use and product completeness on purchasing decisions in the Lazada application. The rapid development of e-commerce has shifted consumer shopping behavior from conventional transactions to online shopping activities. In this competitive digital era, ease of use and product completeness are considered important factors influencing consumer purchasing decisions. This study uses a quantitative approach with an associative research design. The population of this study consists of consumers in Mataram City who have made purchases through the Lazada application. The sample was determined using the Lemeshow formula, resulting in 100 respondents selected through a purposive sampling technique. Data were collected using an online questionnaire and analyzed using multiple linear regression analysis with IBM SPSS Statistics. The results showed that ease of use has a positive and significant influence on purchasing decisions, indicated by a significance value of 0.000 and a regression coefficient of 0.456. Product completeness also has a positive and significant influence on purchasing decisions, with a significance value of 0.000 and a regression coefficient of 0.422. Together, ease of use and product completeness contribute 64.9% to purchasing decisions. These findings suggest that increasing the app's ease of use and providing a wider variety of products can improve consumer purchasing decisions on e-commerce platforms, particularly Lazada.*

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## INTRODUCTION

The development of information and communication technology in the digital era has brought significant changes to various aspects of people's lives, including economic activities and consumer behavior. The internet has become more than just a communication medium but has also evolved into a primary means of conducting online business transactions. These changes have led to the emergence of various e-commerce platforms that offer convenience, speed, and efficiency in the purchasing process for goods and services. The presence of e-commerce provides a new alternative for consumers to meet their needs without having to visit a physical store. This phenomenon demonstrates that digital transformation has shifted consumer behavior patterns from conventional purchasing systems to digital technology-based purchasing systems.

Indonesia is one of the countries with the fastest growing internet and e-commerce users. High internet penetration, widespread smartphone use, and the development of digital payment systems are key factors contributing to the rise in online shopping activity. This situation creates significant opportunities for e-commerce companies to compete to attract consumers. The increasingly fierce competition between e-commerce platforms requires companies to develop effective strategies to retain users and improve consumer purchasing decisions. In this context, companies are not only required to provide products at competitive prices but also to prioritize the quality of the digital services they provide to users.

Lazada is one of the largest e-commerce platforms in Southeast Asia and is well-known among Indonesians. Since its launch in 2012, Lazada has continued to grow, offering a wide range of product categories, including fashion, electronics, household goods, beauty products, and even daily necessities. Lazada's success in maintaining its presence amidst the e-commerce competition demonstrates the company's ability to adapt to the evolving needs of digital consumers. In addition to offering a diverse product range, Lazada also offers various supporting features, such as a digital payment system, delivery services, promotions, and a product search feature designed to facilitate online purchases.

Although Lazada has a strong presence in the e-commerce market, competition from other platforms such as Shopee, Tokopedia, and Blibli continues to intensify. Top Brand Index data shows that Lazada's position has fluctuated in recent years. This suggests that consumer loyalty to e-commerce platforms is heavily influenced by the user experience. Consumers tend to choose platforms that offer convenience, ease of access, and a comprehensive selection of products tailored to their needs. Therefore, e-commerce companies need to understand the factors that influence consumer purchasing decisions to maintain competitiveness in the digital marketplace.

Purchasing decisions are a crucial aspect of consumer behavior. Purchasing decisions reflect the consumer's consideration process in selecting a product or service based on specific needs and preferences. According to Kotler and Armstrong, purchasing decisions are the final stage of the consumer decision-making process, which begins with need recognition, information search, alternative evaluation, and ultimately, the act of purchasing. In the context of e-commerce, purchasing decisions are influenced by various factors, both internal and external. Internal factors include consumer perception, motivation, and experience, while external factors include application service quality, ease of use, promotions, pricing, and the completeness of products available on the digital platform.

One factor considered to influence purchasing decisions in e-commerce is the application's ease of use. Ease of use relates to the extent to which consumers perceive a system to be easy to use without requiring significant effort. This concept stems from the Technology Acceptance Model (TAM) developed by Davis (1989). The model explains that perceived ease of use is a key factor determining user acceptance of technology. The easier an application is to use, the more likely consumers are to continue using it.

In the context of e-commerce, ease of use encompasses various aspects, such as ease of understanding the application's interface, ease of searching for products, ease of making transactions, and ease of accessing product information. An easy-to-use application will provide a comfortable shopping experience for consumers. Conversely, a complicated and difficult-to-understand application can make consumers feel uncomfortable and ultimately switch to another platform. Therefore, ease of use is a crucial indicator that e-commerce companies must consider to improve consumer purchasing decisions.

Besides ease of use, product completeness is also a crucial factor influencing consumer purchasing decisions. Product completeness indicates the extent to which an e-commerce platform is able to provide a diverse product variety to meet consumer needs. Consumers tend to choose platforms that offer a wide selection of products because they are perceived as more practical and efficient. With a wide range of product categories, brands, sizes, colors, and a comprehensive inventory, consumers will more easily find products that suit their preferences without having to switch platforms.

Product completeness is not only related to the quantity of available items, but also the quality of product variety that can meet diverse consumer needs. In a competitive e-commerce environment, consumers have high expectations regarding product availability. When a platform can provide a complete and easily found product range, consumers will feel more confident and comfortable making a purchase. Conversely, limited product variety or unavailable stock can cause consumers to abandon their purchase and switch to a competitor.

The current online shopping phenomenon shows that consumers consider more than just price when making purchasing decisions. The user experience when using an application and the platform's ability to provide a comprehensive product range are also important factors in determining consumer decisions. Digital consumers tend to desire fast, easy, and efficient transaction processes. Furthermore, they expect a diverse range of products to meet their needs on a single platform. Therefore, e-commerce companies need to understand digital consumer behavior more deeply to improve service quality and user experience.

Several previous studies have discussed the influence of ease of use on purchasing decisions on e-commerce platforms. Research conducted by Naufal and Nalurita (2023) showed that app ease of use has a positive and significant impact on consumer purchasing decisions. The study explained that consumers tend to use apps that are easy to understand and operate because they provide time efficiency and convenience in the transaction process. Similar results were found in research by Larassati and Siswoyo (2021), who found that the ease of use of the Lazada app significantly influenced students' purchasing decisions.

Furthermore, research on product completeness also shows relevant results for consumer purchasing decisions. Research by Tania et al. (2022) found that product completeness has a positive influence on purchasing decisions because consumers find it easier to find products that meet their needs. Research by Jacobus et al. (2022) also shows that product variety and stock availability can increase consumer interest in making purchases on modern retail platforms. These findings demonstrate that product completeness is a crucial factor in creating consumer satisfaction and trust.

Although previous research has addressed the influence of ease of use and product completeness on purchasing decisions, there are still some discrepancies in the results and limitations in the context of the research subjects. Most previous studies were conducted on e-commerce platforms other than Lazada or used different respondent characteristics. Furthermore, the highly dynamic development of digital consumer behavior means that previous research results may not be fully relevant to current conditions. Therefore, further research is needed to re-examine the influence of ease of use and product completeness on purchasing decisions on the Lazada app.

This research focuses on Lazada app users in Mataram City. The research location was chosen based on the consideration that Mataram City is one of the centers of education, economy, and digital activity in West Nusa Tenggara Province. The high internet and social media usage among Mataram residents indicates that they are quite active in digital transactions, including purchases through e-commerce platforms. This condition makes Mataram City a relevant location to study consumer behavior in using the Lazada app.

Furthermore, this study attempts to integrate two important variables—ease of use and product completeness—in influencing consumer purchasing decisions on the Lazada app. Previous research has generally focused on a single variable, such as promotion, price, or service quality. Therefore, this study is expected to provide a more comprehensive understanding of the factors influencing consumer purchasing decisions in an e-commerce context. The combination

of these two variables is expected to provide new empirical contributions to the development of digital marketing research.

Theoretically, this research contributes to enriching the study of digital consumer behavior and the development of the Technology Acceptance Model (TAM), particularly regarding perceived ease of use in e-commerce platforms. This research can also serve as an academic reference for future research examining consumer purchasing decisions on digital platforms. Furthermore, the results are expected to provide empirical evidence regarding the importance of ease of use and product completeness in enhancing online consumer purchasing decisions.

Practically, the results of this study are expected to provide input for Lazada in improving the quality of its application and digital marketing strategy. The company can use these findings as a basis for improving the application's appearance, enhancing navigation, and expanding the product variety available. This will enhance the user experience and impact consumer purchasing decisions. Furthermore, this research can help online businesses understand digital consumer behavior when choosing an e-commerce platform.

The rapid growth of e-commerce has given consumers numerous alternative online shopping platforms. In this context, companies need to understand the factors that can create a competitive advantage amidst digital competition. Ease of use of applications and product availability are two key factors that can enhance consumer convenience and satisfaction when shopping online. When consumers perceive that applications are easy to use and the products they need are fully available, their likelihood of making a purchase increases.

Based on the background description, previous research, and phenomena occurring on e-commerce platforms, this study aims to analyze the influence of ease of use and product completeness on purchasing decisions on the Lazada app. This research is expected to provide theoretical and practical contributions to understanding digital consumer behavior and serve as evaluation material for e-commerce companies in improving service quality and user experience in the digital era.

## **RESEARCH METHODS**

This study uses a quantitative approach with an associative research type. Quantitative research is used to measure the relationship between variables through numerical data analysis and statistical testing. Associative research aims to determine the influence or relationship between two or more variables in a study. In this study, an associative approach is used to analyze the influence of ease of use and product completeness on purchasing decisions on the Lazada application. The quantitative approach was chosen because this study focuses on measuring the influence of independent variables on the dependent variable using statistical analysis techniques.

The research was conducted in Mataram City, West Nusa Tenggara Province. Mataram City was chosen as the research location based on several considerations. Mataram City is the capital of West Nusa Tenggara Province and serves as a center of education, economics, and digital community activities. The high internet usage and development of online shopping behavior in the region make Mataram City a relevant location for research on consumer purchasing decisions on e-commerce platforms, particularly Lazada. Furthermore, residents of Mataram City are also active users of digital applications and social media, further supporting the research's relevance in understanding online consumer behavior.

The population in this study were consumers in Mataram City who had made purchases through the Lazada app. This study specifically focused on consumers who had experience using

Lazada as an online shopping platform. The exact population size in this study is unknown because there is no official data available on the number of Lazada users in Mataram City. Therefore, the study used a non-probability sampling approach to determine the study respondents. Population characteristics were adjusted to the research objectives to ensure that the selected respondents were truly relevant to the variables studied.

The sample size was determined using the Lemeshow formula because the exact population size was unknown. According to Jafar and Aisyah (2022), the Lemeshow formula is commonly used in quantitative research when the population size cannot be clearly identified. Based on the calculation results, the minimum sample size was 96.04 respondents. To simplify the data collection process and anticipate incomplete data, this number was then rounded to 100 respondents. This number was deemed sufficient to represent consumers who have made purchases through the Lazada app.

The sampling technique used in this study was purposive sampling, which falls under the non-probability sampling category. According to Siyoto and Sodik (2015), purposive sampling is a sampling technique based on specific considerations or criteria established by the researcher. The respondent criteria in this study included Lazada app users residing in Mataram City, at least 17 years old, and active users of social media such as Instagram, TikTok, and YouTube. These criteria were determined to ensure respondents had experience and understanding relevant to the research context regarding digital consumer behavior.

The data collection method in this study used a survey method through the distribution of online questionnaires. The use of questionnaires was chosen because it simplifies the process of collecting data from respondents spread across various regions. According to Sugiyono (2019), a questionnaire is a data collection technique that involves providing a series of written questions to respondents to answer based on actual conditions. Distributing questionnaires online is considered effective because it saves time and money, and simplifies the research data processing process.

The research instrument used was a structured questionnaire consisting of several statements related to the variables of ease of use, product completeness, and purchasing decisions. The questionnaire used a five-point Likert scale with response alternatives: strongly disagree, disagree, neutral, agree, and strongly agree. According to Dewi et al. (2022), a questionnaire is a research instrument used to measure a specific phenomenon through a series of systematically arranged questions. The use of the Likert scale in this study aims to measure respondents' perceptions of each research variable indicator.

The dependent variable in this study is the purchase decision (Y). The purchase decision is the process by which consumers determine whether to purchase a product through the Lazada app based on various considerations. According to Kotler and Keller, the purchase decision is the stage when consumers have made their final choice after evaluating several product alternatives. The purchase decision indicators in this study include product type, brand, purchase amount, and distribution channel. These indicators are tailored to the context of online purchases through the Lazada app.

The first independent variable in this study is ease of use (X1). According to Davis (1989), ease of use is a person's level of confidence that a system can be used easily without requiring significant effort. In the context of the Lazada application, ease of use is defined as the consumer's perception of how easy it is to understand, operate, and access the application during the online shopping process. Indicators of ease of use in this study include ease of learning, ease of operation,

flexibility, and ease of accessing information. These indicators reflect the user experience when interacting with the Lazada application.

The second independent variable is product completeness (X2). According to Tjiptono (2017), product completeness is the extent to which the variety, availability, and diversity of products offered are able to meet consumer needs and preferences. In this study, product completeness is measured through indicators of product diversity, product variety, stock availability, and brand variety. These indicators were chosen because they are able to describe Lazada's ability to provide a complete product selection for consumers across various categories of needs.

Validity testing was conducted to determine whether the statement items in the questionnaire were able to accurately measure the research variables. According to Meivira et al. (2022), validity testing is used to ensure that the research instrument truly aligns with the concept being measured. Validity testing in this study used the Pearson Product Moment correlation method. An item is declared valid if the calculated  $r$  value is greater than the table  $r$  at a significance level of 0.05. The test results showed that all statement items had a calculated  $r$  value greater than the table  $r$  of 0.196, thus all items were declared valid and suitable for use in research.

Reliability testing was conducted to measure the consistency of the research instrument. According to Ghozali (2018), a research instrument is considered reliable if its Cronbach's Alpha value is greater than 0.60. This study used the Cronbach's Alpha method for reliability testing. The test results showed that the variables ease of use, product completeness, and purchasing decisions had Cronbach's Alpha values above 0.60. Thus, all variables in this study were deemed reliable and consistent in measuring respondents' perceptions.

The data analysis in this study used multiple linear regression analysis with the help of IBM SPSS Statistics. Multiple linear regression analysis is used to determine the effect of two independent variables on one dependent variable simultaneously. According to Luthfiarta et al. (2020), multiple linear regression is used to measure the influence of independent variables in explaining changes in the dependent variable. Before conducting the regression analysis, classical assumption tests were first conducted, including normality tests and multicollinearity tests to ensure that the regression model met statistical assumptions. Next, hypothesis testing was conducted using the  $t$ -test to determine partial effects and the  $F$ -test to determine simultaneous effects with a significance level of 0.05.

## RESULTS AND DISCUSSION

### Results

#### Respondent Characteristics

This study involved 100 respondents who were Lazada app users in Mataram City. Respondent characteristics were analyzed based on gender, age, occupation, and income. The analysis of respondent characteristics was conducted to provide a general overview of the consumer profile of the study subjects.

**Table 1. Respondent Characteristics Based on Gender**

Gender	Amount	Percentage
Man	26	26%

<b>Gender</b>	<b>Amount</b>	<b>Percentage</b>
Woman	74	74%
Total	100	100%

Based on Table 1, the majority of respondents in this study were female (74 respondents) and male (26 respondents). These results indicate that Lazada app users in this study are predominantly female. This indicates that women tend to be more active in online shopping than men, particularly when meeting daily needs through e-commerce platforms.

**Table 2. Respondent Characteristics Based on Age**

<b>Age</b>	<b>Amount</b>	<b>Percentage</b>
<20 Years	24	24%
21–25 Years	74	74%
26–35 Years	2	2%
Total	100	100%

Based on Table 2, the majority of respondents were aged 21–25, with 74 respondents (74%). This indicates that the younger generation dominated Lazada app usage in this study. This age group is active in internet and social media usage, thus having a high propensity to conduct online transactions through e-commerce apps.

**Table 3. Respondent Characteristics Based on Occupation**

<b>Work</b>	<b>Amount</b>	<b>Percentage</b>
Students	79	79%
Entrepreneur/Self-Employed	6	6%
Civil Servants/Private Sector	5	5%
Other	10	10%
Total	100	100%

Based on Table 3, the majority of respondents (79 respondents) were students. These results indicate that young consumers still in education have a relatively high level of online shopping activity. In addition to the ease of use of applications, younger age groups also tend to be more adaptable to developments in digital technology.

### **Validity and Reliability Test**

Validity testing was conducted to determine the accuracy of the research instrument in measuring the variables studied. According to Meivira et al. (2022), an item is considered valid if the calculated  $r$  value is greater than the table  $r$  value. Based on the test results, all statement items in the variables of ease of use, product completeness, and purchasing decisions had calculated  $r$  values greater than the table  $r$  value of 0.196. Thus, all statement items were declared valid and suitable for use in the study.

**Table 4. Reliability Test Results**

Variables	Cronbach's Alpha Reliability Standards Information		
Ease of Use (X1)	0.912	0.60	Reliable
Product Completeness (X2)	0.916	0.60	Reliable
Purchase Decision (Y)	0.898	0.60	Reliable

Based on Table 4, all research variables had Cronbach's Alpha values greater than 0.60. According to Ghozali (2018), a research instrument is considered reliable if its Cronbach's Alpha value is above 0.60. Therefore, all instruments in this study were deemed reliable and consistent in measuring respondents' perceptions.

#### Classical Assumption Test

Normality testing was performed using the One-Sample Kolmogorov-Smirnov Test to determine whether the research data was normally distributed. According to Ghozali (2016), data is considered normally distributed if the significance value is greater than 0.05.

**Table 5. Normality Test Results**

Information	Mark
Asymp. Sig. (2-tailed)	0.018
Exact Sig. (2-tailed)	0.269

Based on the test results, the Exact Sig. value of 0.269 is greater than 0.05, indicating that the data in this study are normally distributed. Thus, the regression model meets the assumption of normality and is suitable for further analysis.

Next, a multicollinearity test was conducted to determine whether there was a strong correlation between the independent variables. According to Susanti and Saumi (2022), a regression model is declared free of multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10.

**Table 6. Multicollinearity Test Results**

Variables	Tolerance VIF	
Ease of Use (X1)	0.464	2,153
Product Completeness (X2)	0.464	2,153

Based on Table 6, all independent variables have a tolerance value greater than 0.10 and a VIF value less than 10. Thus, the regression model in this study is declared free from multicollinearity symptoms.

#### Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of ease of use and product completeness on purchasing decisions on the Lazada app. According to Luthfiarta et al. (2020), multiple linear regression is used to measure the influence of several independent variables on the dependent variable.

**Table 7. Results of Multiple Linear Regression Analysis**

Variables	Regression Coefficient	t Count	Sig.
Constant	4,406	2,120	0.037

Variables	Regression Coefficient	t Count	Sig.
Ease of Use (X1)	0.456	5,061	0,000
Product Completeness (X2)	0.422	4,910	0,000

Based on the results of the regression analysis, the following regression equation was obtained:

$$Y = 4.406 + 0.456X1 + 0.422X2$$

The equation shows that ease of use and product completeness have a positive influence on purchasing decisions. The regression coefficient value for ease of use of 0.456 indicates that each one-unit increase in ease of use will increase purchasing decisions by 0.456. Meanwhile, the regression coefficient value for product completeness of 0.422 indicates that an increase in product completeness will increase purchasing decisions by 0.422.

### Coefficient of Determination

**Table 8. Results of the Determination Coefficient**

#### R Square Adjusted R Square

0.656      0.649

Based on Table 8, the Adjusted R Square value is 0.649, or 64.9%. This indicates that the variables ease of use and product completeness are able to explain purchasing decisions by 64.9%, while the remaining 35.1% is influenced by other variables outside this study.

### Hypothesis Testing

**Table 9. t-Test Results**

Variables	t Count	t Table	Sig.	Information
Ease of Use (X1)	5,061	1,984	0,000	Significant
Product Completeness (X2)	4,910	1,984	0,000	Significant

Based on the t-test results in Table 9, the ease of use variable has a calculated t-value of 5.061, which is greater than the t-table of 1.984, with a significance value of  $0.000 < 0.05$ . These results indicate that ease of use has a positive and significant effect on purchasing decisions.

Furthermore, the product completeness variable has a calculated t-value of 4.910, which is greater than the t-table of 1.984, with a significance value of  $0.000 < 0.05$ . Thus, product completeness also has a positive and significant effect on purchasing decisions on the Lazada application.

### Discussion

The research results show that ease of use has a positive and significant influence on purchasing decisions on the Lazada app. This finding suggests that the easier an app is to use, the more likely consumers are to make purchases through the platform. Ease of use in this study encompasses ease of understanding app features, ease of making transactions, flexibility of use, and ease of accessing product information. Consumers tend to choose apps that provide a practical and efficient user experience during the online purchasing process.

The results of this study support the Technology Acceptance Model (TAM) concept developed by Davis (1989), which states that perceived ease of use is a critical factor in user acceptance of technology. When consumers perceive an application as easy to use, their comfort

and trust in using the application increase. In the context of e-commerce, ease of use is a key factor in determining consumers' online purchasing decisions.

This study's findings align with those of Naufal and Nalurita (2023), who found that app usability significantly influences consumer purchasing decisions. Larassati and Siswoyo's (2021) study also found that Lazada's app usability improved students' purchasing decisions. This suggests that digital consumers tend to choose e-commerce platforms that are easy to understand and operate, as they offer time efficiency and convenience during transactions.

In addition to ease of use, the study also showed that product completeness has a positive and significant impact on purchasing decisions on the Lazada app. Consumers tend to feel more comfortable shopping on platforms that offer a comprehensive and diverse range of products. Product completeness, in this study, encompasses the diversity of product categories, product variety, stock availability, and the range of brands available on the Lazada app.

These findings indicate that the more comprehensive the product offerings, the more likely consumers are to make a purchase. Consumers no longer need to switch platforms to find the products they need because Lazada offers a wide selection within a single app. This provides efficiency and convenience for consumers in meeting their needs online.

The results of this study align with those of Tania et al. (2022), which found that product completeness significantly influences consumer purchasing decisions. Research by Jacobus et al. (2022) also showed that product variety and stock availability can increase consumer purchase intention. Therefore, product completeness is a crucial factor in increasing consumer appeal and trust in e-commerce platforms.

Overall, this study shows that ease of use and product availability are important factors in increasing consumer purchasing decisions on the Lazada app. These findings demonstrate that the success of an e-commerce platform is not solely determined by price or promotions, but also by user experience and the platform's ability to provide a comprehensive product offering. Therefore, e-commerce companies need to continuously improve their app quality and expand product variety to maintain consumer loyalty amidst increasingly fierce digital competition.

## CONCLUSION

This study aims to analyze the influence of ease of use and product completeness on purchasing decisions on the Lazada app. The results show that ease of use and product completeness have a positive and significant impact on consumer purchasing decisions. The easier the app is to use and the more comprehensive the product offerings, the higher the consumer's likelihood of making purchases through the Lazada app.

The implications of this research suggest that e-commerce companies, particularly Lazada, need to improve the quality of the user experience by developing easier-to-use app features and providing a more comprehensive and diverse product offering. These efforts can improve consumer convenience, satisfaction, and purchasing decisions when shopping online.

This study still has several limitations, including the limited number of respondents to consumers in Mataram City and the use of a questionnaire method that relies on respondents' perceptions and honesty. Furthermore, this study only used two independent variables, thus not being able to explain all the factors influencing consumer purchasing decisions.

Further research is recommended to include other variables such as price, promotion, service quality, brand image, and consumer trust to make the results more comprehensive.

Furthermore, future research is expected to expand the scope and number of respondents to allow for greater generalizability.

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