

The Influence of Digital Information Quality, Brand Trust, Digital Service Quality, and Ease of Access Digital to Customer Satisfaction PT Pintu Berkat Bahagia Jakarta

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Abstract

Keywords:

Digital information quality,
Brand trust, Digital service
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satisfaction

The rapid growth of digital commerce has transformed customer behavior, including in the luxury retail sector. Customers increasingly rely on digital platforms to access product information, interact with sellers, and conduct transactions. However, in luxury retail, where product authenticity, service quality, and trust are crucial, maintaining customer satisfaction through digital channels becomes a strategic challenge. Previous studies highlight the role of information quality, trust, service quality, and ease of access in shaping customer satisfaction in digital environments. This study aims to analyze the influence of digital information quality, brand trust, digital service quality, and digital accessibility on customer satisfaction at PT. Pintu Berkat Bahagia Jakarta, both partially and simultaneously. This research uses a quantitative associative approach. The sample consists of 128 reseller customers selected through purposive sampling from a population of 189 customers. Data were collected using a structured questionnaire with a Likert scale (1–5). Analysis techniques include validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination (R^2). The results show that digital information quality, brand trust, digital service quality, and digital accessibility each have a positive and significant effect on customer satisfaction. Simultaneously, these variables explain 84.8% of the variation in customer satisfaction, indicating that integrated digital service management is a key factor in improving satisfaction. This study contributes to digital marketing and customer satisfaction literature by confirming that customer satisfaction in luxury digital retail is shaped by multiple service-related factors. Practically, the findings provide guidance for companies to enhance digital information accuracy, strengthen trust. This study focuses on a single company and reseller customers only, which may limit generalization. Future research may include broader customer segments and additional variables such as customer loyalty or brand value.

INTRODUCTION

The development of information and communication technology in the era of globalization has brought significant changes in the patterns of economic activity and consumer behavior. Digitalization not only changes the way individuals interact and transact, but also encourages companies to transform in carrying out their operational activities. Currently, various digital platforms and social media are strategic means for companies to expand market reach, introduce products, and build closer relationships with customers through online sales systems. One of the companies that adapted to the change was PT. Pintu Berkat Bahagia Jakarta, a luxury goods retail company established in 2009. Since its inception, this company has been built as a family business that has been managed for generations by upholding the values of integrity, professionalism, and

customer trust. PT. Pintu Berkat Bahagia Jakarta operates through its main outlet, FSS Fashion Secret, which has become an exclusive shopping destination for premium consumers in Indonesia.

Through FSS Fashion Secret, the company presents a variety of products from well-known international luxury brands, such as Hermès, Chanel, Louis Vuitton, Gucci, Dior, Burberry, Prada, Saint Laurent (YSL), Maison Margiela, and Longchamp. Items sold include bags, wallets, shoes, clothing, watches, perfumes, and luxury jewelry. The presence of these brands reflects the company's commitment to providing customers with authentic, exclusive, and high-quality products. In addition to focusing on sales, PT. Pintu Berkat Bahagia Jakarta also pays great attention to the distribution and after-sales service of luxury products in Indonesia, by upholding the principles of excellent service, product authenticity, and sustainable digital innovation.

In running its business, PT. Pintu Berkat Bahagia Jakarta is committed to three main pillars, namely: superior product quality and service, according to Suryono (2025) Trust Brands with consumer confidence in product quality and transaction security which is built through long-term relationships with customers, as well as innovation in keeping up with trends and premium market needs. However, increasing competition in the luxury retail sector, particularly on digital platforms, poses new challenges for companies in maintaining customer satisfaction levels. Inconsistent information quality, fluctuating levels of trust, and easy access to digital services are crucial factors that need to be considered. The rapid advancement of information technology encourages people to adapt to the use of the internet. Today, the internet has developed into a real part of human life giving birth to a new lifestyle, characterized by the use of various devices such as mobile phones, laptops, and various other gadgets (Colin, 2023). So that now, more and more business actors are switching to using the platform *E-commerce* as a means of marketing their products. This phenomenon is supported by the rapid growth and diversity of platforms *E-commerce* available in Indonesia (Wijaksana, 2021). The expansion of e-commerce has revolutionized people's shopping habits, including in the category of luxury products. The luxury retail industry, which traditionally relied on an exclusive physical shopping experience, is now having to adapt to a more personalized and direct online business model. The luxury product industry in Indonesia has undergone fundamental changes along with the adoption of social media as the main distribution channel. Instagram, WhatsApp, and Telegram not only play a role as promotional tools, but also become a vehicle for transactions and direct interaction with consumers. According to Squirting (2024) service quality and information quality have proven to have a positive and significant effect on customer satisfaction of ULP Blangkejeren, both partially and simultaneously, with a contribution of 68.9%. These findings provide an empirical basis for further research development by adding trust and ease of access variables. The expansion of this model is expected to provide a more comprehensive understanding of the determinants of customer satisfaction in the context of modern services.

In this dynamic, consumer satisfaction is the main determinant of the success of business operations, including for European luxury brand distributor companies such as PT. Pintu Berkat Bahagia Jakarta. The high level of competition in the digital space demands companies to not only offer quality products, but also ensure a superior customer experience at every point of interaction. As an entity that relies on Instagram, WhatsApp, and Telegram platforms for marketing, the company faces specific challenges in maintaining its customer satisfaction levels. However, in its implementation, various distribution companies still experience difficulties in maintaining customer satisfaction, especially related to inadequate information quality, vulnerable trust, unsatisfactory service quality, and limited ease of access. Therefore, the research to analyze the

influence of these critical factors on customer satisfaction of PT. Pintu Berkat Bahagia Jakarta is very relevant and urgent to provide a strategic foundation in improving the Company's digital marketing performance. PT. Pintu Berkat Bahagia Jakarta as one of the luxury retail companies in Indonesia faces challenges in maintaining customer satisfaction amid increasing digital competition.

Customer satisfaction is the main indicator of the company's success in maintaining loyalty and competitiveness. In this context, there are several factors that have the potential to affect the level of customer satisfaction, namely **information quality, trust, service quality, and ease of access**. The quality of information determines the extent to which customers acquire accurate and relevant knowledge about the product, while trust is an important cornerstone in building long-term relationships between customers and companies. Meanwhile, the quality of service reflects the company's ability to meet customer expectations, and ease of access is related to the ease of customers in obtaining information and making transactions online.

This research provides benefits both from the theoretical and practical sides. From a theoretical perspective, this research is expected to expand insights in the field of management science, especially in the marketing aspects and behavior of digital consumers, by providing a more comprehensive understanding of the influence of information quality, trust, service quality, and ease of access to customer satisfaction in the digital-based luxury goods retail sector. In addition, the results of this study can be used as a basis for future research that wants to develop a similar model by adding other variables, such as customer loyalty or brand value, to obtain more in-depth results. Meanwhile, from a practical perspective, this research is expected to be a reference for PT. Pintu Berkat Bahagia Jakarta in improving the quality of information, service, customer trust, and ease of digital access to strengthen customer satisfaction and loyalty. The findings of this research can also be used as a basis for formulating managerial policies and digital marketing strategies that are more effective, efficient, and oriented to customer needs in the digital era.

The research in this article lies in the gap between the results of previous research and the real conditions in the field. Previous research for example by Gold, 2024; Adrisal, 2023; Wisconsin, 2021 It shows that information quality, trust, and service quality have a positive and significant effect on customer satisfaction, both partially and simultaneously. However, in the context of PT. Pintu Berkat Bahagia Jakarta, which is engaged in digital-based luxury retail, still has various problems, including:

1. The quality of information is inconsistent on digital platforms, which causes customers to lack confidence in product details.
2. The level of customer trust fluctuates, especially regarding the originality of goods and the security of online transactions.
3. The quality of service is not fully optimal, especially in online communication and customer response.
4. The ease of access is still limited, so not all customers feel comfortable using the company's digital platform.

This condition shows that there is an empirical gap between theory and practice, where variables that are theoretically proven to have a positive effect on customer satisfaction do not always provide significant results in the field, especially in the digital-based luxury retail industry in Indonesia. Thus, the research gap in this article is the limitation of previous research that has not comprehensively examined the influence of information quality, trust, service quality, and ease of access on customer satisfaction in the digital-based luxury goods retail industry in Indonesia, as

well as the results of previous research that have not been consistent regarding the influence of several of these variables.

Customer satisfaction is based on theory of expectation incompatibility (*disconfirmation of expectations theory*) Oliver (1980) states that satisfaction arises when the performance of a product or service meets or exceeds consumer expectations. In the context of modern marketing, satisfaction is seen as Indicators of organizational success in creating value, building trust, and maintaining long-term relationships with customers. Consumer satisfaction is defined as a thorough evaluation of the consumer's experience of the product or service obtained and used (Haykal, 2023). In the context of this study, information quality, trust, service quality, and ease of access play a role as the main factors that shape customer perception of the company's performance. If these four aspects are able to meet or exceed customer expectations, then the level of customer satisfaction will increase. However, if these aspects do not match the expected expectations, then customer satisfaction tends to decline.

METHODS

This study uses a quantitative method with an associative approach to analyze the relationship between independent and dependent variables, based on positivism with structured instruments and statistical analysis (Sugiyono, 2023). The research was conducted at PT. Pintu Berkat Bahagia Jakarta in Sunter Agung in October-December 2025. The population is 189 reseller customers in 2024 (Colin, 2023), with purposive sampling techniques (at least three transactions in the last six months). The sample was determined using the Slovin formula (Sugiyono, 2006) with an error rate of 5%, so that 128 respondents were obtained.

Independent variables include information quality (X_1), trust (X_2), service quality (X_3), and ease of access (X_4), while dependent variables are customer satisfaction (Y). All variables were measured using a Likert scale of 1–5 through a closed questionnaire containing 50 statements that had been tested for validity and reliability, referring to Wijaksana (2021), Adrisal (2023), Ginting (2024), Permata (2024), and Putri (2021). Data analysis includes validity, reliability, classical assumption, multiple linear regression, t-test, F-test, and coefficient of determination (R^2).

RESULTS AND DISCUSSION

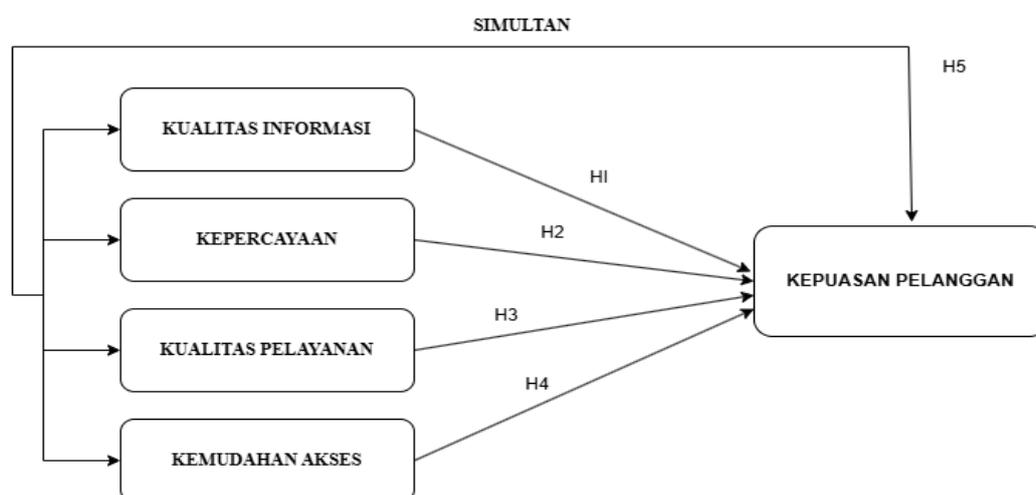


Figure 1. Conceptual Framework

The conceptual framework of this study explains that customer satisfaction in the digital-based luxury goods retail business is influenced by four main factors, namely information quality, trust, service quality, and ease of access. These four variables are estimated to have an influence both partially and simultaneously on customer satisfaction. Partially, information quality and service quality are predicted to have a positive and significant effect because clear information and responsive service directly improve the customer experience. Meanwhile, trust and ease of access are still expected to have a positive effect, although not dominant, as customers of luxury products emphasize more exclusivity and service quality. However, simultaneously, the four variables are predicted to have a positive and significant influence, because the combination of

Research Hypothesis:

H1: The quality of digital information has a positive effect on customer satisfaction (Wijaksana, 2021; Haykal, 2023; Pebiyanti, 2023).

H2: Brand trust has a positive effect on customer satisfaction (Suryono, 2025; Adrisal, 2023).

H3: The quality of digital services has a positive effect on customer satisfaction (Ginting, 2024; Zulkarnaini, 2024).

H4: Ease of digital access has a positive effect on customer satisfaction (Permata, 2024; Nugraha, 2022).

H5: Information quality, trust, service quality, and ease of access simultaneously have a significant effect on customer satisfaction (Oliver, 1980; Agustina, 2024).

1. Characteristics of Research Respondents

Table 1. Characteristics of Research Respondents

<u>Kriteria</u>		<u>Qty</u>	<u>%</u>
<u>Jenis Kelamin</u>	Laki - laki	61	47,7%
	Perempuan	67	52,3%
<u>Usia</u>	<20	16	12,5%
	20–25	27	21,1%
	26–30	25	19,5%
	31–35	32	25%
	>35	28	21,9%
<u>Lama Menjadi Pelanggan/Reseller:</u>	<6 bulan	21	16,4%
	6–12 bulan	34	26,6%
	1–2 tahun	35	27,3%
	>2 tahun	38	29,7%
<u>Platform Digital yang Paling Sering Digunakan:</u>	Instagram	53	41,4%
	WhatsApp	27	21,1%
	Telegram	48	37,5%

Source: Putri, 2025

Based on the results of data collection of 128 respondents, the majority of respondents were female (52.3%), while 47.7% were male. In terms of age, the largest group was in the range of 31–35 years (25%), followed by the age of >35 years (21.9%) and 20–25 years (21.1%). The length of time they have been customers/resellers is dominated by respondents with relationship periods of >2 years (29.7%) and 1–2 years (27.3%). The most frequently used digital platforms are Instagram (41.4%), followed by Telegram (37.5%) and WhatsApp (21.1%). This shows that customers are quite experienced and actively use social media as a means of transactions.

2. Validity Test Results

The validity test was carried out to find out the extent to which each statement item in the questionnaire was able to measure the variables being studied. This test uses the Pearson Product Moment correlation with a significance level of 5%. An item is declared valid if the value of r is greater than the r of the table (0.361). The results of the validity test for each variable are presented in Table 2 to Table 6.

Table 2. Validity Test Results of Information Quality Variables (X_1)

Indikator	r hitung	r tabel (5%)	Keterangan
X1.1	0.785	0.361	Valid
X1.2	0.790	0.361	Valid
X1.3	0.960	0.361	Valid
X1.4	0.890	0.361	Valid
X1.5	0.744	0.361	Valid
X1.6	0.705	0.361	Valid
X1.7	0.744	0.361	Valid
X1.8	0.913	0.361	Valid
X1.9	0.876	0.361	Valid
X1.10	0.763	0.361	Valid

Source: Putri, 2025

Table 3. Validity Test Results of Trust Variables (X₂)

Indikator	r hitung	r tabel (5%)	Keterangan
X2.1	0.891	0.361	Valid
X2.2	0.832	0.361	Valid
X2.3	0.870	0.361	Valid
X2.4	0.912	0.361	Valid
X2.5	0.842	0.361	Valid
X2.6	0.683	0.361	Valid
X2.7	0.699	0.361	Valid
X2.8	0.933	0.361	Valid
X2.9	0.788	0.361	Valid
X2.10	0.919	0.361	Valid

Source: Putri, 2025

Table 4. Validity Test Results of Service Quality Variable (X₃)

Indikator	r hitung	r tabel (5%)	Keterangan
X3.1	0.836	0.361	Valid
X3.2	0.911	0.361	Valid
X3.3	0.698	0.361	Valid
X3.4	0.906	0.361	Valid
X3.5	0.894	0.361	Valid
X3.6	0.894	0.361	Valid
X3.7	0.853	0.361	Valid
X3.8	0.853	0.361	Valid
X3.9	0.906	0.361	Valid
X3.10	0.880	0.361	Valid

Source: Putri, 2025

Table 5. Validity Test Results of Ease of Access Variable (X₄)

Indikator	r hitung	r tabel (5%)	Keterangan
X4.1	0.952	0.361	Valid
X4.2	0.560	0.361	Valid
X4.3	0.676	0.361	Valid
X4.4	0.785	0.361	Valid
X4.5	0.891	0.361	Valid
X4.6	0.852	0.361	Valid
X4.7	0.952	0.361	Valid
X4.8	0.860	0.361	Valid
X4.9	0.952	0.361	Valid
X4.10	0.845	0.361	Valid

Source: Putri, 2025

Table 6. Validity Test Results of Customer Satisfaction Variables (Y)

Indikator	r hitung	r tabel (5%)	Keterangan
Y1	0.844	0.361	Valid
Y2	0.870	0.361	Valid
Y3	0.858	0.361	Valid
Y4	0.636	0.361	Valid
Y5	0.922	0.361	Valid
Y6	0.870	0.361	Valid
Y7	0.870	0.361	Valid
Y8	0.872	0.361	Valid
Y9	0.870	0.361	Valid
Y10	0.844	0.361	Valid

Source: Putri, 2025

Based on the test results in Table 2 to Table 6, all statement items in the variables of information quality (X_1), trust (X_2), service quality (X_3), ease of access (X_4), and customer satisfaction (Y) have a greater calculated r value than the r of the table (0.361). Thus, all research instruments are declared valid and feasible to be used in the process of data collection and further analysis.

3. Reliability Test Results

Table 7. Results of the Reliability Test of Research Instruments

Reliability Statistics X1	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
0,944	10
Reliability Statistics X2	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
0,952	10
Reliability Statistics X3	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
0,961	10
Reliability Statistics X4	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
0,950	10
Reliability Statistics Y	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
0,956	10

Source: Putri, 2025

The results of the reliability test showed Cronbach's Alpha value for X_1 to be 0.944; X_2 of 0.952; X_3 is 0.961; X_4 is 0.950; and Y is 0.956. All of these values are greater than 0.60, so the research instrument is declared reliable and has excellent internal consistency.

4. Normality Test Results

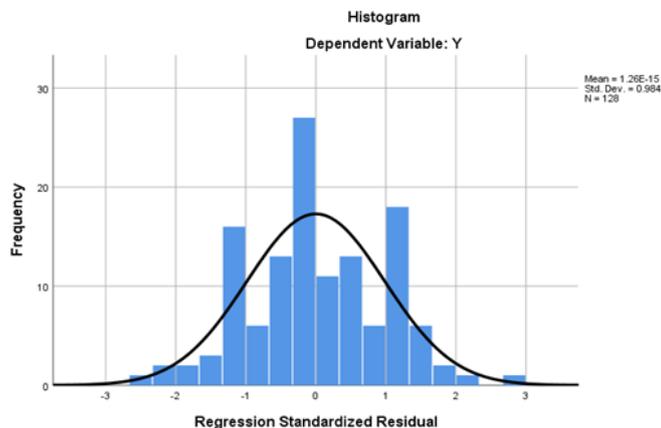


Figure 2. Residual Normal Distribution Histogram

The histogram shows a *standardized residual* distribution that forms a *bell-shaped* curve pattern and is symmetrically scattered around the zero value. This pattern indicates that the residual data is not skewed to one side (not *skewed*) and does not show significant extreme deviations. Thus, the visualization of the graph supports the results of the Kolmogorov–Smirnov statistical test which states that the data is normally distributed. This indicates that the assumption of normality in the regression model has been met, so that the regression analysis can proceed to the hypothesis testing stage.

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		128
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.82213684
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.064
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Figure 3. Data Normality Test Results

The results of the normality test showed a significance value of 0.200 (>0.05), so that the data was distributed normally. The normality test was performed to determine whether the residual data in the regression model was normally distributed.

5. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.663	1.665		.999	.320		
	X1	-.374	.075	-.386	-4.988	.000	.200	4.990
	X2	.536	.087	.526	6.162	.000	.164	6.095
	X3	.449	.091	.431	4.935	.000	.157	6.378
	X4	.354	.089	.345	3.975	.000	.159	6.300

a. Dependent Variable: Y

Figure 4. Multicollinearity Test Results

The multicollinearity test of all variables had a Tolerance value of > 0.10 and a Variance Inflation Factor (VIF) value of < 10 . Based on the output results, the information quality variable (X_1) has a Tolerance value of 0.200 and VIF 4.990; confidence (X_2) Tolerance 0.164 and VIF 6.095; service quality (X_3) Tolerance 0.157 and VIF 6.378; as well as ease of access (X_4) Tolerance 0.159 and VIF 6,300. The entire Tolerance value is above 0.10 and VIF is below 10. Thus, the regression model does not experience multicollinearity and is worthy of further analysis.

6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.676	.941		-.719	.474
	X1	-.018	.042	-.085	-.435	.664
	X2	.090	.049	.397	1.838	.069
	X3	-.085	.051	-.365	-1.649	.102
	X4	.042	.050	.186	.845	.400

a. Dependent Variable: ABS

Figure 5. Heteroscedasticity Test Results

The heteroscedasticity test of the Glejser method showed a significance value of $X_1 = 0.664$; $X_2 = 0.069$; $X_3 = 0.102$; and $X_4 = 0.400$ (> 0.05). That is, the model does not experience heteroscedasticity and meets classical assumptions.

7. Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.853	.848	.835

a. Predictors: (Constant), X4, X1, X2, X3
b. Dependent Variable: Y

Figure 6. Determination Test Results

Based on the results of the determination test, an Adjusted R Square value of 0.848 was obtained, indicating that 84% of the variation in customer satisfaction could be explained by the quality of information, trust, quality of service, and ease of access, while 16% was influenced by other factors outside of the study.

8. Simultaneous Test Results (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	496.902	4	124.225	178.002	.000 ^b
	Residual	85.840	123	.698		
	Total	582.742	127			

a. Dependent Variable: Y
b. Predictors: (Constant), X4, X1, X2, X3

Figure 7. Simultaneous Test Results (F)

The results of the F test showed a significance value of 0.000 (<0.05) with F calculated 178.002, so it can be concluded that all independent variables simultaneously have a significant effect on customer satisfaction.

9. T Test Results (Hypothesis)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.663	1.665		.999	.320
	X1	-.374	.075	-.386	-4.988	.000
	X2	.536	.087	.526	6.162	.000
	X3	.449	.091	.431	4.935	.000
	X4	.354	.089	.345	3.975	.000

a. Dependent Variable: Y

Figure 7. T Test Results (Hypothesis)

The t-test showed that all independent variables had a significance value of 0.000 (<0.05). Thus, information quality (X_1), trust (X_2), service quality (X_3), and ease of access (X_4) each have a significant effect on customer satisfaction (Y).

CONCLUSION

Based on the results of the study, it can be concluded that the quality of digital information, brand trust, quality of digital services, and ease of digital access have a positive and significant effect on customer satisfaction of PT. Pintu Berkat Bahagia Jakarta, which is evidenced by a significance value of 0.000 (< 0.05). Simultaneously, these four variables also had a significant effect on customer satisfaction, with an Adjusted R Square value of 0.848, indicating that 84.8% of customer satisfaction could be explained by the research model, while the rest was influenced by other factors outside the study. PT. Pintu Berkat Bahagia Jakarta is advised to continue to improve the quality of product information, strengthen customer trust, optimize digital services, and maintain ease and stability of access to digital platforms to increase customer satisfaction. For future researchers, it is recommended to add other variables, use different research objects, and apply more diverse research methods to obtain more comprehensive results.

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