



The Importance of Purchasing Decisions in E-Marketing Relationships and Online Store Customer Satisfaction

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Abstract

The purpose of this research is to examine and analyze the important role of purchasing decisions in mediating the relationship between e-marketing and customer satisfaction. The sample used was 120 customers from Denpro Dental Store in Online Stores (Shopee and Tokopedia). The research uses a quantitative approach with the help of SmartPLS. The research results show that e-marketing in the form of convenience, responsiveness, marketing content, and trust plays an important role in increasing purchasing decisions. Purchasing decisions have an important impact on increasing customer satisfaction. An important implication of this research is that effective e-marketing strategies in the aspects of convenience, responsiveness, marketing content, and trust significantly increase purchasing decisions, which in turn increases customer satisfaction. Therefore, online stores like Denpro Dental Store must focus on improving the quality of their e-marketing to encourage positive purchasing decisions and increase customer satisfaction levels.

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1. INTRODUCTION



The development of information and technology has become part of modern human life in the era of globalization, starting from information which is now unlimited by distance and time to electronic communication via social media which even has a new dimension, namely the virtual world. Technological developments have also resulted in various changes which are marked by a shift in practical lifestyle which creates the habit of using gadgets and a tendency to engage in activities in cyberspace such as shopping online. Technological developments are closely related to the world of the internet, where internet users will continue to increase over time and the distribution of the internet is evenly distributed in every region. Based on data from the Indonesian Internet Service Providers Association (APJII), in 2023 internet users in Indonesia will reach 221,563,479 people out of Indonesia's total population of 278,696,200 people. The development of information and technology in Indonesia has increased rapidly and is accompanied by an even distribution of internet services to every region, supported by data from the Indonesian Internet Service Providers Association (APJII) which states that internet penetration in Indonesia in 2023 will reach 78.19%, opening up opportunities for each individual or group to do various things with information and technology. One of the benefits of the development of information and technology is the use of the internet to carry out transaction processes in electronic markets that ignore the limitations of distance, space and time. Consumers can

connect with producers almost at any time and wherever the consumer is located as long as internet service is available.

E-marketing is an innovation from previously existing theories, where every marketing process involves the development of information and technology (Chong et al., 2015; Sulistyana et al., 2023). Marketing using the internet, which is also often called E-marketing, will make consumers more interested in carrying out transaction processes based on Lubis et al. (2022) explanation. The use of e-marketing supports seller performance even though it eliminates face-to-face interactions with consumers (Al-Weshah, 2020). By using the internet as a communication medium, limitations such as distance, space and time which often become obstacles can be minimized. According to AL-Zu'bi (2022), e-marketing has a big influence in supporting company marketing performance by increasing company efficiency in the marketing process with the help of the internet. With so many sellers taking advantage of e-marketing, companies need a strategy to win the competition with competitors. Creating customer satisfaction is one strategy that can be chosen to overcome the problem of free competition with company competitors. In line with the importance of creating satisfaction for customers, research by Pratama and Dahlan (2023) also stated that e-marketing has an influence on customer satisfaction. When consumers are satisfied with the performance of a company, it is likely that consumers will repurchase the product and do not rule out recommending the product to others. Marketing products using the internet is not without gaps and shortcomings in practice, the spread of the internet and the ability of consumers to access information provided by sellers in their online stores is also an example of something that can become a big problem if it is not properly anticipated by the seller. The ease of accessing information on products being sold which is in line with the ease of operating the services provided by the seller is one of the important assets for a company in utilizing e-marketing. In research by Sari and Oswari (2020), Putra and Hayuningtias (2023), concluded that convenience has an influence on customer satisfaction, which can be interpreted as the convenience obtained by consumers will lead to consumer satisfaction. Research conducted by Sari and Oswari (2020), concluded that convenience influences customer satisfaction through purchasing decisions, which means that consumers who have experienced ease in the transaction process and making purchases will feel satisfaction. However, Suryani and Ramdhani (2022) research concluded that convenience has no influence on customer satisfaction. This gap in research means that further research needs to be carried out so that consistent findings can be found or findings that are different from previous research.

Apart from the convenience that customers get in accessing products, services in the form of product information that are available and can be ordered in online stores are something that adds value to a company or business. Service quality related to the communication process between sellers and buyers is very necessary to create customer satisfaction. Services such as social media admin and customer service from companies are expected to have good responsiveness in order to build sustainable relationships between sellers and buyers. Responsiveness according to Giroth et al. (2022) is a policy to help and provide assistance and services quickly (responsive) and appropriately to customers. Yeong et al. (2022) concluded that in the context of services provided on customer satisfaction, tangible and responsiveness variables are the most influential. However, in internet-based transaction processes, physical evidence is something that is relatively invisible in the transaction process, for example: receipts and proof of payment, the physical form of shops and other supporting electronic equipment of course cannot be directly assessed by consumers. So in the internet-based transaction process in the context of e-marketing, employee responsiveness is a variable used to measure customer satisfaction. The relationship between responsiveness and customer satisfaction is also strengthened by research by Wicaksono (2017) who concluded that responsiveness has a significant influence on customer satisfaction, which can be interpreted as the better the responsiveness of employees of a company or business, the more satisfied consumers will feel. In contrast to this, research by Pandjaitan and Yulianti (2016) concluded that

responsiveness has no influence on customer satisfaction. This research explains that in an expedition service (goods delivery), good employee responsiveness does not lead to satisfaction among consumers of the expedition service. This gap in research encourages researchers to need to carry out research again in order to produce findings that are consistent or even different from previous research considering that operationally and in the transaction process there are differences in expedition services and buying and selling transactions at an online shop.

The use of e-marketing in the marketing process provides various kinds of changes in the process, one of the processes that is also influenced by the internet is the promotional content that an online business has (Ngo et al., 2023). Good content is expected to attract consumers to make purchases, as part of content marketing, the content of an online shop must be interesting, relevant and useful for consumers in order to create interaction between consumers and the content available (Yatminiwati et al., 2021). When potential consumers have recognized the business run by an online shop, the initial goal of content marketing has been achieved, then it is hoped that potential consumers who are interested will become customers by making purchases and in the end consumers are expected to get satisfaction shopping through a particular online shop (Sulistyan et al., 2022). In research by Sugiharto et al. (2022), Supriatna et al. (2022), concluded that content marketing has an influence on purchasing decisions and can mean that good content will influence consumers to buy an item. In contrast to this, in the research of Shadrina and Yoestini (2022), revealed that content marketing has no influence on purchasing decisions, in this research content marketing has an influence on satisfaction. The relationship between content marketing and satisfaction was also examined in research by Annisa et al. (2024) who revealed that content marketing has an influence on satisfaction. This gap in research encourages researchers to conduct further research to obtain more consistent findings and new findings.

When making purchases online, consumers always hope that the product they purchase will match their expectations, it is not uncommon for bad things to happen, such as for example the shop not sending goods that have been ordered and paid for, the shop sending goods that do not match the order or possibly the goods being sent. was damaged during the shipping process. Based on several possibilities that can occur in the online purchasing process, consumers will choose shops owned by businesses or companies that they can trust. The good experience felt by consumers is expected to create feelings of pleasure in shopping online. The ability to build trust will encourage consumers to make purchases and is expected to create satisfaction. This is reinforced by research by Ahmadi et al. (2017) who concluded that trust has an influence on satisfaction both directly and through purchasing decisions. Based on these studies, it can be concluded that when consumer trust is built, consumers will make purchases and from the purchases made, customer satisfaction will be visible. However, in the research of Meida et al. (2022), concluded that trust has no influence on customer satisfaction and can mean that success in building trust with consumers does not make customers feel satisfied. This gap in research encourages researchers to conduct further research in order to obtain more consistent findings or even find new findings.

The urgency of research regarding the relationship between E-marketing and customer satisfaction is a necessity in the era of information and technology development, considering the current development of industrial revolution 4.0 and society 5.0 which requires every human activity to be integrated with technology. The shift in transaction models indirectly forms new behavioral patterns in society regarding purchasing behavior by consumers who shift from traditional shopping directly to shopping online through certain platforms such as e-commerce or online stores. The great opportunity in conducting electronic commerce has encouraged the emergence of shops which, even in the process of operating, no longer have physical shops and rely on platforms on the internet as shops. Based on data from the Central Statistics Agency (BPS), until 2023, it is estimated that the number of electronic-based businesses (e-commerce) will be 2,995,986 businesses. The large variety of products offered, supported by the ease of accessing products via the

internet without being limited by distance, space and time, is what encourages consumers to shop online. According to Binsaif (2022), electronic-based commerce or e-commerce is the implementation of the use of computer and network technology by internet users to buy and sell products. E-commerce is the application of the internet and computers with web browsers as a medium for promotion, buying and selling products. E-commerce can involve electronic funds transfers, electronic data exchange, automated inventory management systems, and automated data collection systems. The Indonesian e-commerce market is currently occupied by several large start-ups, including Tokopedia, Bukalapak, Shopee, Lazada, Blibli. This business platform is a third party that provides guarantees for consumers in transactions. The birth of several e-commerce sites in Indonesia has made a major contribution to building digital-based trading patterns. According to Turban et al. (2012) e-commerce has several types carried out by several parties, including business to business (business-to-business B2B), collaborative trade (collaborative-c-commerce), business to consumer (business-to-consumer B2C), consumer-to-consumer (consumer-to-consumer C2C), consumer-to-business (consumer-to-business C2B), intrabusiness commerce (intraorganizational), government-to-citizen (government-to-citizen G2C), mobile commerce (mobile commerce).

Wholesale and retail trade; Repairs; and Motor Vehicle Maintenance, which is included in category G in the type of business in the 2023 Central Statistics Agency (BPS) e-commerce statistics, is the type of business chosen by up to 37.82% of business actors in Indonesia. Medical devices are products whose distribution is strictly regulated by the state on the basis of Regulation of the Minister of Health of the Republic of Indonesia Number 62 of 2017 concerning distribution permits for medical devices, in vitro diagnostic medical devices and household health supplies. Based on applicable regulations, the Ministry of Health emphasizes that medical devices are instruments, apparatus, machines and/or implants that do not contain drugs and help form the structure and improve body function. Online stores that have an official legal entity and have passed an assessment from the Ministry of Health can distribute or sell medical device products widely. Medical equipment for dentists is one type of medical equipment in circulation and is quite easy to find in several online stores in various marketplaces.

Denpro Dental Store is a provider of medical equipment based in Sidoarjo, East Java, Indonesia. This company provides products for health workers which specifically focuses its products for the dental sector as well as providing ordering services for medical devices for the dental sector. Medical devices in the Regulation of the Minister of Health of the Republic of Indonesia Number 4. of 2014 are described as instruments, apparatus, machines and/or implants that do not contain drugs that are used to prevent, diagnose, cure and relieve disease, treat sick people, restore health to humans, and/or forms structure and improves body function. Denpro Dental Store has a relationship with medical device manufacturers who have an international business scale, but in connection with the regulations that apply in Indonesia in Minister of Health Regulation Number. 1191 of 2010 Regarding the Distribution of Medical Devices Denpro Dental Store focuses its business on serving consumers who purchase small to medium volumes and do not carry out transactions with agencies related to domestic health agencies. According to owner of Denpro Dental Store, dental students, both in the pre-clinic (lecture) phase to the co-assistant phase and in independent dental practices, are consumers who are targeted for sales in e-commerce or online stores owned Denpro Dental Store.

Research by Adriansyah and Saputri (2020) explained that there is an influence of purchasing decisions on satisfaction, so that in this research the purchasing decision variable is assessed as an intervening variable between E-marketing and satisfaction, because purchasing a product in a company can be the basis for measuring satisfaction. Denpro Dental Store's use of e-commerce or online shops is a strategy so that the shop remains relevant with the times. The technology-based marketing process or E-marketing by selling through online shops has encouraged researchers to research further regarding

convenience, responsiveness, content marketing and trust as part of E-marketing on purchasing decisions and satisfaction with Denpro Dental Store's online shop.

The aim of this research is to test and analyze the important role of convenience, responsiveness, content marketing, and trust in increasing satisfaction through purchasing decisions. This research is useful for insight and knowledge as well as information for developing similar research in the future. Apart from that, it is hoped that this research can provide input and additional information for Denpro Dental Store to improve its company performance through comparative analysis of purchasing decisions.

The framework for this research was developed as follows:

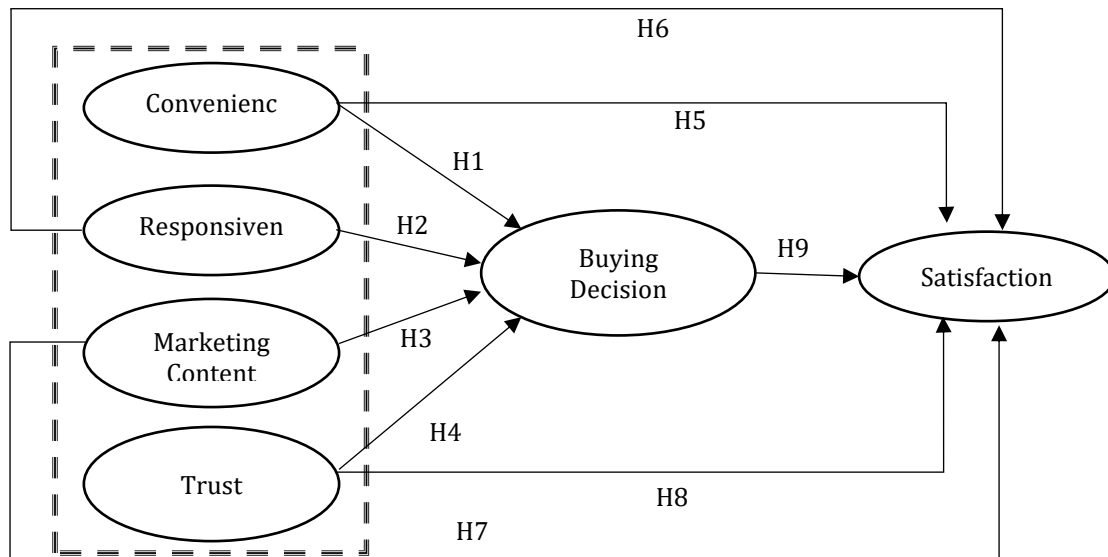


Figure 1. Conceptual Model
Source: Data Processed (2024)

The hypothesis developed in this research is explained as follows:

- H1: Convenience plays an important role in increasing purchasing decisions
- H2: Responsiveness plays an important role in increasing purchasing decisions
- H3: Marketing content plays an important role in increasing purchasing decisions
- H4: Trust plays an important role in improving purchasing decisions
- H5: Convenience plays an important role in increasing satisfaction
- H6: Responsiveness plays an important role in increasing satisfaction
- H7: Content marketing plays an important role in increasing satisfaction
- H8: Trust plays an important role in increasing satisfaction
- H9: Purchasing decisions play an important role in increasing satisfaction

2. METHODS

This research uses a quantitative approach, examining the important role of e-marketing in increasing satisfaction through purchasing decisions. The population in this study were all consumers who had purchased medical devices at Denpro Dental Store online stores such as Shopee and Tokopedia. The sample used a technique developed by Bantler and Chou (1987) which suggests a ratio as low as 5 cases per variable. There were 24 indicators in this study, so the number of samples taken was $24 \times 5 = 120$ respondents. Samples were taken using non-probability sampling techniques, specifically using convenience sampling. This technique was taken because the number of population members is not known with certainty.

The independent variables in this research are convenience, responsiveness, content, and trust. The intervening variable is the purchasing decision. The dependent variable is satisfaction. Convenience is measured from the results of Davis (1989) development, in the form of technology that is easy to learn, easy to obtain, and easy to operate. Responsiveness is measured using 3 indicators in the form of providing immediate service to consumers, serving consumers appropriately and quickly, and willingness to respond and help consumers (Parasuraman et al., 1988). Marketing content is measured using 6 indicators, namely relevance, accuracy, value, easy to understand, easy to find, and consistent Milhinhos (2015). Trust is measured by 3 indicators, namely integrity, competence, and benevolence (Mayer et al., 1995). Purchasing decisions are measured by 4 indicators, namely buying stability, deciding to buy, according to wants and needs, and recommendations from other people (Kotler et al., 2017). Satisfaction is measured by 5 indicators, namely feeling satisfied with the product, satisfied with the online seller, recommending to others, fulfilling expectations, and wanting to always buy the product (Kim et al., 2008). The measurement scale for this research uses a Likert scale with a score of 1-5 (strongly disagree to strongly agree). Indicators were developed into statement items and distributed to obtain primary data through questionnaires.

The analytical method used in this research is the Partial Least Square (PLS) data analysis method. The purpose of PLS is to predict the effect of the independent variable on the dependent variable which explains the theoretical relationship between the two variables. The PLS stages according to Haryono (2016) are designing a structural model, designing a measurement model, compiling a flow diagram, converting a path diagram to a system of equations, estimating path coefficients (loading and weight), evaluating goodness of fit, and testing hypotheses.

3. RESULTS AND DISCUSSION

3.1. Results

Respondent Description

The respondents for this research were 120 people who came from Denpro Dental Store online shop customers such as Shopee and Tokopedia. The details of the respondents are as follows:

Table 1. Description of Respondents

Description	Classification	Frequency
Age	17- 22 Years	54
	23- 28 Years	25
	29- 34Years	20
	35 - 40	13
	≥40 Years	6
Gender	Man	42
	Woman	78
Type of work	Dental Expert	8
	Dentistry pre-clinic student	60
	Co Assistant Doctor	32
	Dentist	20
Consideration	Competitive price	15
	Product quality is good	46
	Recommendations from others	24
	Certain advertisements or promotions	19
	Other	16
Purchase Frequency	2-4	18
	>5	102

Source: Data Processed (2024)

Based on the results of the analysis in table 1, it shows that the age of the respondents is predominantly in the range of 17-22 years. Judging from gender, it shows that there are more women than men. The largest type of work of respondents is pre-clinic dental students. The biggest reason or consideration of respondents is product quality. Judging from the frequency of purchases, respondents bought more than 5 times.

Measurement Model Testing (Outer Model)

Testing of the measurement model (outer model) is evaluated by convergent and discriminant validity of the indicators and composite reliability for the indicator block.

Convergent Validity

The results of this test are by looking at the outer loading value. The test results are as follows:

Table 2. Outer Loading Value

Indicator	Outer Loading	Information
X1.1	0.686	Valid
X1.2	0.688	Valid
X1.3	0.799	Valid
X2.1	0.755	Valid
X2.2	0.727	Valid
X2.3	0.718	Valid
X3.1	0.821	Valid
X3.2	0.713	Valid
X3.3	0.797	Valid
X3.4	0.734	Valid
X3.5	0.674	Valid
X3.6	0.672	Valid
X4.1	0.722	Valid
X4.2	0.838	Valid
X4.3	0.763	Valid
Y1.1	0.716	Valid
Y1.2	0.720	Valid
Y1.3	0.731	Valid
Y1.4	0.701	Valid
Y1.5	0.828	Valid
Z1.1	0.745	Valid
Z1.2	0.809	Valid
Z1.3	0.753	Valid
Z1.4	0.803	Valid

Source: Data Processed (2024)

Based on table 2 regarding the results of the outer loading value for each indicator, the average value is > 0.70. There are four indicators that have a value <0.70, namely indicators X1.1, X1.2, X3.5 and 6 is considered sufficient, so that all indicators are declared valid.

Discriminant Validity

The discriminant validity test is used to find out whether the indicators in a construct are not highly correlated with indicators from other constructs. The discriminant validity test can be assessed based on the cross loading value of the measurement with the construct. The following are the results of the cross loading values which can be seen in table 3.

Table 3. Cross Loading Value

	Convenience	Responsiveness	Content Marketing	Trust	Buying Decision	Satisfaction
X1.1	0.686	0.413	0.534	0.351	0.611	0.516
X1.2	0.688	0.528	0.494	0.652	0.614	0.489
X1.3	0.799	0.404	0.670	0.640	0.650	0.638
X2.1	0.490	0.755	0.475	0.476	0.510	0.429
X2.2	0.423	0.727	0.375	0.346	0.483	0.469
X2.3	0.435	0.718	0.348	0.506	0.454	0.387
X3.1	0.672	0.565	0.821	0.630	0.665	0.596
X3.2	0.546	0.444	0.713	0.407	0.590	0.629
X3.3	0.592	0.390	0.797	0.527	0.601	0.556
X3.4	0.545	0.278	0.734	0.552	0.499	0.477
X3.5	0.556	0.348	0.674	0.554	0.482	0.503
X3.6	0.553	0.348	0.672	0.431	0.491	0.457
X4.1	0.561	0.434	0.482	0.722	0.522	0.319
X4.2	0.659	0.431	0.666	0.838	0.691	0.533
X4.3	0.528	0.558	0.445	0.763	0.501	0.355
Y1.1	0.729	0.538	0.780	0.644	0.736	0.716
Y1.2	0.469	0.287	0.395	0.269	0.504	0.720
Y1.3	0.586	0.440	0.518	0.441	0.618	0.731
Y1.4	0.452	0.499	0.483	0.256	0.484	0.701
Y1.5	0.494	0.346	0.439	0.262	0.517	0.828
Z1.1	0.680	0.448	0.477	0.516	0.745	0.648
Z1.2	0.706	0.533	0.629	0.651	0.809	0.630
Z1.3	0.656	0.548	0.681	0.606	0.753	0.573
Z1.4	0.633	0.522	0.575	0.555	0.803	0.613

Source: Data Processed (2024)

Based on table 2, which is a cross loading value, it shows that all loading values for all indicators are greater than all cross loading values for other constructs.

Composite Reliability

The reliability test on partial least squares can be carried out using 2 (two) methods, namely cronbach's alpha and composite reliability. According to Hair et al. (2014) the alpha or composite reliability value of the indicator must be greater than 0.70, while a value of 0.6 is still acceptable. The test results are explained in the table as follows:

Table 4. Construct Reliability and Validity Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Convenience	0.831	0.839	0.877	0.544
Responsiveness	0.648	0.657	0.769	0.527
Content Marketing	0.674	0.703	0.819	0.602
Trust	0.796	0.800	0.858	0.549
Buying Decision	0.782	0.783	0.860	0.605
Satisfaction	0.681	0.671	0.777	0.538

Source: Data Processed (2024)

Based on table 4, it shows that each construct has a cronbach's alpha and composite reliability value above 0.60. The results obtained from the construct reliability and validity test show that the indicators used in the variables in this study are said to be reliable.

Structural Model Testing (Inner Model)

The structural model (inner model) can be evaluated using the R2 value for the dependent construct which is used to measure the level of variation in changes from the

independent variable to the dependent variable and the path coefficient values (t-values) on each path which are used to test the significance between constructs in the inner model.

Table 5. R Square Value

	R Square	R Square Adjusted
Satisfaction	0.717	0.704
Buying Decision	0.789	0.782

Source: Data Processed (2024)

Based on table 5 regarding the results of the R² value for the satisfaction variable of 0.717 or 72% influenced by the variables convenience, responsiveness, content and trust, while the remaining 28% is influenced by other variables so it can be concluded that the structural model is well formed because the R² value is greater than 0.67. The resulting R² value for the purchasing decision variable is 0.789 or 79% is influenced by the variables convenience, responsiveness, content and trust, while the remaining 21% is influenced by other variables so that it can be concluded that the structural model is well formed because the R² value is greater than 0.67.

Partial least squares model can be carried out using the Stone-Geisser Q-Square test to determine predictive relevance. If the Q-Square value is less than 0 (zero) then this indicates that the model lacks predictive relevance. Q-Squares Value predictive relevance is measured as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R_{\text{Buying Decision}}^2) \times (1 - R_{\text{Satisfaction}}^2) \\
 &= 1 - (1 - 0.79^2) \times (1 - 0.72^2) \\
 &= 1 - (1 - 0.6241) \times (1 - 0.5184) \\
 &= 1 - (0.3759) \times (0.4816) \\
 &= 1 - 0.181 \\
 &= 0.819
 \end{aligned}$$

Based on the results of measuring the Q-Squares value, the result was 0.819, so it can be concluded that the model in this study has predictive relevance, which shows that the structural model that has been prepared to explain buying decisions and satisfaction is proven to be good or relevant.

Hypothesis Test Results

The results of testing this research hypothesis using SmartPLS can be seen in table 6.

Table 6. Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Marketing Content -> Satisfaction	0.396	3,826	0,000	Accepted
Marketing Content -> Buying Decision	0.152	2,031	0.043	Accepted
Convenience -> Satisfaction	0.515	4,365	0,000	Accepted
Convenience -> Buying Decision	0.536	6,663	0,000	Accepted
Trust -> Satisfaction	-0.257	3,175	0.002	Accepted
Trust -> Buying Decision	0.138	2,258	0.024	Accepted
Buying Decision -> Satisfaction	0.490	3,815	0,000	Accepted
Responsiveness -> Satisfaction	0.208	3,021	0.003	Accepted
Responsiveness -> Buying Decision	0.165	3,213	0.001	Accepted

Source: Data Processed (2024)

Based on table 6, it shows that a significant relationship occurs between convenience and purchasing decisions with a t-statistic value of 6.663. There is a significant relationship between purchasing decisions and satisfaction with a t-statistic value of 3.815. There is a

significant relationship between convenience and satisfaction with a t-statistic value of 4.365. Based on the relationship between these variables, it can be concluded that the relationship between convenience and satisfaction with purchasing decisions as an intervening variable is a partial mediation relationship.

A significant relationship also occurs between responsiveness and purchasing decisions with a t-statistic value of 3.213. There is a significant relationship between purchasing decisions and satisfaction with a t-statistic value of 3.815. There is a significant relationship between responsiveness and satisfaction with a t-statistic value of 3.021. Based on the relationship between these variables, it can be concluded that the relationship between responsiveness and satisfaction with purchasing decisions as an intervening variable is a partial mediation relationship.

A significant relationship occurs between marketing content and purchasing decisions with a t-statistic value of 2.031. There is a significant relationship between purchasing decisions and satisfaction with a t-statistic value of 3.815. There is a significant relationship between marketing content and satisfaction with a t-statistic value of 3.826. Based on the relationship between these variables, it can be concluded that the relationship between marketing content and satisfaction with purchasing decisions as an intervening variable is a partial mediation relationship.

A significant relationship occurs between trust and purchasing decisions with a t-statistic value of 2.258. There is a significant relationship between purchasing decisions and the satisfaction variable with a t-statistic value of 3.815. There is a significant relationship between trust and satisfaction with a t-statistic value of 3.175. Based on the relationship between these variables, it can be concluded that the relationship between trust and satisfaction with purchasing decisions as an intervening variable is a partial mediation relationship.

3.2. Discussion

Convenience plays an important role in improving purchasing decisions

This research shows that there is an important role for convenience in increasing customer purchasing decisions at the Denpro Dental Store online shop which operates on platforms such as Shopee and Tokopedia. Ease of use of technology, which includes ease of learning, obtaining and operating, is a key focus in understanding consumer behavior. The results of this research support the results of research conducted by Djan and Adawiyah (2020) which shows that convenience can be a determining factor for customers to decide to buy or not.

The ease of technology that is easy to learn is the first indicator in this research. Customers are more likely to make a purchase if they feel comfortable and have no difficulty understanding how to use the platform. The intuitive interface and clear guidance help reduce the time required to learn, so customers can make purchases more quickly. The second indicator, ease of obtaining the product, also shows a significant influence on purchasing decisions. At Denpro Dental Store, effective search features and a simple navigation system make it easy for customers to find the products they are looking for. This reduces frustration and increases shopping convenience, which in turn increases the likelihood of purchase. Ease of operating technology is the third indicator that plays an important role. A simple and easy-to-understand transaction process, from adding products to cart to checkout, ensures that customers experience no hassles. This convenience creates a positive shopping experience, which is critical to building customer trust and loyalty.

Purchasing decisions can be identified from stability in purchasing, which increases along with the convenience felt by customers. When customers feel the online shopping process is smooth and efficient, they tend to be more confident in their purchasing decisions. This sense of stability also impacts satisfaction and the likelihood of repeat purchases in the future. This research reveals that technological convenience contributes to product suitability with customer wants and needs. Denpro Dental Store providing clear and complete product information helps customers feel more confident that the products

they purchase meet their expectations, which increases purchase satisfaction. Recommendations from other people are also influenced by the convenience felt by customers. Satisfied customers are more likely to share their positive experiences with others, whether through online reviews or personal recommendations. This helps online stores build a good reputation and attract more new customers.

The results of this study confirm that overall convenience has a significant impact on purchasing decisions. A seamless and frictionless shopping experience increases customer comfort and satisfaction, ultimately driving increased sales and customer loyalty. The implication of these findings for Denpro Dental Store management is the need to focus on improving the ease of use of their platform. Investments in more intuitive user interfaces, better search systems, and simpler transaction processes can provide significant competitive advantages. Denpro Dental Store's future strategy may include developing a more user-friendly mobile application, increasing personalization features to adapt products to customer preferences, and diversifying payment methods to make transactions easier. These steps can ensure that Denpro Dental Store continues to be relevant and competitive in the ever-growing e-commerce market. Overall, this research underscores the importance of convenience as a key factor in purchasing decisions in online stores. By providing an easy and enjoyable shopping experience, Denpro Dental Store can increase customer satisfaction, build loyalty, and achieve sustainable sales growth.

Responsiveness plays an important role in improving purchasing decisions

Responsiveness, or speed and alertness in responding to customers, plays an important role in consumer purchasing decisions at online stores such as Denpro Dental Store on the Shopee and Tokopedia platforms. Based on research conducted, it was found that customers really appreciate prompt and responsive service. Fast and precise service provides a feeling of appreciation and increases customer satisfaction. A store's willingness to respond and help consumers immediately strengthens customer trust and loyalty to the store. The results of this research are in line with research conducted by Aviv et al. (2019) which showed that responsiveness plays an important role in increasing purchasing decisions.

Responsiveness indicators such as providing immediate service, serving consumers appropriately and quickly, and willingness to help, show a significant influence on purchasing decisions. When consumers feel that they are well served and responsive, they tend to feel more confident in making purchasing decisions. Good response speed also helps consumers decide to buy a product because they get the information they need quickly and accurately.

Consumer purchasing decisions are not only based on the stability and speed of service, but also on how well the service meets their wants and needs. When a store can provide service that meets consumer expectations, they are more likely to feel satisfied and confident that the purchase they made was the right decision. This also contributes to consumers being more likely to provide positive recommendations to others, which in turn can increase sales and the store's reputation.

In the context of e-commerce such as Shopee and Tokopedia, where competition is very tight, having a high level of responsiveness can be a significant differentiator. Customers tend to choose stores that provide the best service, not only in terms of products, but also in terms of customer service. Therefore, Denpro Dental Store needs to continue to improve and maintain the quality of responsiveness to ensure customer satisfaction and improve their purchasing decisions. In conclusion, responsiveness not only influences purchasing decisions directly, but also builds long-term, profitable relationships between stores and their customers.

Marketing content plays an important role in increasing 218 purchasing decisions

The research results show that marketing content plays an important role in increasing purchasing decisions. This research shows that there are several key indicators that can be used to measure the effectiveness of marketing content and its impact on consumer

purchasing decisions. Effective content marketing must have characteristics such as relevance, accuracy, added value, ease of understanding, ease of search, and consistency. The results of this research support the results of previous research conducted by Alkharabsheh and Zhen (2021) which shows that good marketing content will have an impact on increasing purchasing decisions. This research confirms the importance of effective content marketing in influencing consumer purchasing decisions. By focusing on relevance, accuracy, added value, ease of understanding, ease of search, and consistency, companies can increase their chances of marketing success and encourage consumers to make purchasing decisions that are more informed and tailored to their needs and desires.

The relevance of marketing content is very important because consumers tend to be more responsive to information that suits their needs and interests. Relevant content will increase the likelihood that consumers will consider the product or service offered. The accuracy of the information in the content is also no less important, because inaccurate information can reduce consumer confidence and hinder the purchasing process. In addition, content that provides added value, such as tips, benefits, or solutions to consumer problems, can increase the attractiveness and effectiveness of the marketing content.

Ease of understanding marketing content is another critical aspect. Content that is easy to understand will be easier for consumers to absorb and remember, thereby increasing their chances of making a purchasing decision. Ease of finding content also plays an important role, especially in today's digital era where consumers often search for information online. Content that is easily found via search engines or social media platforms will increase marketing visibility and reach. Consistency in conveying messages and information across various marketing channels is also important to build trust and credibility in the eyes of consumers.

Consumer purchasing decisions are measured through several indicators such as stability in buying, decision to buy, suitability to wants and needs, and recommendations from other people. Purchase confidence shows consumer confidence in a product or service after being exposed to marketing content. If the content is successful in providing clear and convincing information, consumers will be more confident in making purchasing decisions. Apart from that, purchasing decisions are also influenced by how well marketing content can touch consumer needs and desires. Content that can describe how a product or service meets a consumer's specific needs will be more effective in driving purchasing decisions. Recommendations from others are also an important factor in purchasing decisions. Marketing content that can encourage consumers to recommend products or services to others will have a greater impact. These can be testimonials, reviews, or positive user experience stories. In this case, content marketing that is successful in building consumer trust and satisfaction will tend to produce positive recommendations.

Trust plays an important role in improving purchasing decisions

Research conducted on the Denpro Dental Store online store, which operates through platforms such as Shopee and Tokopedia, shows that trust has a significant role in increasing purchasing decisions. Trust is measured through three main indicators: integrity, competence, and benevolence. Each of these indicators provides deep insight into how consumers perceive sellers and the products offered, ultimately influencing their purchasing decisions. The results of this study confirm the importance of trust in the e-commerce context. Sellers who are able to build trust through integrity, competence, and benevolence can significantly improve consumer purchasing decisions. These findings provide practical guidance for online stores such as Denpro Dental Store to focus on strengthening these three aspects in their business strategy to increase satisfaction. This research supports research conducted by Mahliza (2020) which shows that trust from consumers will increase their purchasing decisions for a product.

Integrity indicators assess the extent to which consumers believe that sellers are honest, fair and have good intentions in every transaction. The research results show that integrity has a big impact on consumer trust. When consumers feel confident that the seller

has high integrity, they tend to be more confident in deciding to buy the product. This is because they trust that the product they purchase will match the description and meet their expectations. Furthermore, competency indicators measure consumer confidence in the seller's ability to provide quality products and satisfactory service. This research found that competence greatly influences purchasing decisions. Consumers who believe that sellers are competent are more likely to decide to buy products from that store. Competence provides a guarantee to consumers that they will get products that suit their needs and desires, as well as receive adequate after-sales service if necessary. Finally, the benevolence indicator assesses whether consumers believe that the seller cares about their well-being and is not solely focused on profits alone. The results show that benevolence is also an important factor that increases trust and, indirectly, purchasing decisions. Consumers who feel that sellers show attention and care are more likely to provide recommendations to others, which is also part of the purchasing decision indicator.

Purchasing decisions are measured through purchasing stability, purchasing decisions, conformity with wants and needs, as well as recommendations from other people. This research finds that trust built through a salesperson's integrity, competence, and benevolence has a positive impact on all aspects of purchasing decisions. Consumers who feel confident are more confident in purchasing, decide to buy more quickly, feel that the product meets their wants and needs, and are more likely to recommend the product to others.

Convenience plays an important role in increasing satisfaction

Research conducted on the Denpro Dental Store online shop through e-commerce platforms such as Shopee and Tokopedia shows that ease of use of technology has a significant role in increasing customer satisfaction. The convenience indicators measured include technology that is easy to learn, easy to obtain, and easy to operate. The research results reveal that users who feel that the technology used by Denpro Dental Store is easy to learn tend to adapt more quickly and make maximum use of the available features. This makes their shopping experience more enjoyable and efficient. The results of this research support the results of research conducted by Duarte et al. (2018) which shows that convenience will be able to increase customer satisfaction.

Ease of obtaining technology, in this context, means that the application or website of the online store is easy to access and does not require special expensive devices or internet connections. This high accessibility allows more users to shop seamlessly, increasing the potential customer base and strengthening the loyalty of existing customers. Ease of operation is also an important aspect, where users feel comfortable and do not experience difficulties in making transactions, searching for products, or contacting customer service. This seamless user experience contributes to higher levels of satisfaction.

Satisfaction indicators measured include feelings of satisfaction with the product, satisfaction with the online seller, desire to recommend to others, fulfillment of expectations, and desire to continue purchasing products from Denpro Dental Store. The research results show that users who are satisfied with the convenience of technology also tend to be satisfied with the products they buy and the services provided by the seller. This satisfaction is reflected in the high level of intention to recommend the store to others, which is an important indicator of word of mouth marketing and developing a wider customer base.

Meeting customer expectations is a key factor in determining overall satisfaction. Customers who feel that their expectations are met or even exceeded by products and services tend to show higher loyalty. This can be seen from the strong desire to continue buying products from Denpro Dental Store. Overall, this research confirms that the convenience of technology not only makes the transaction process easier, but also has a direct impact on customer satisfaction levels, which in turn encourages loyalty and positive recommendations to other potential customers.

Responsiveness plays an important role in increasing satisfaction

This research was conducted on the online shop Denpro Dental Store which operates on e-commerce platforms such as Shopee and Tokopedia, highlighting the importance of responsiveness in increasing customer satisfaction. Responsiveness is measured through several main indicators, namely providing immediate service to consumers, serving consumers appropriately and quickly, and willingness to respond and help consumers. The research results show that a high level of responsiveness contributes significantly to increasing customer satisfaction. The results of this research support research conducted by Setiono and Hidayat (2022) which shows that good responsiveness will increase customer satisfaction.

Providing immediate service to consumers has proven to be a key factor in creating satisfaction. Consumers who feel they are served quickly tend to have a positive perception of the seller and the e-commerce platform used. This research found that Denpro Dental Store, which was able to provide quick responses to consumer questions and complaints on Shopee and Tokopedia, showed a higher level of customer satisfaction compared to stores with low responsiveness. This shows that speed in responding to consumer requests is a vital element in maintaining and increasing customer satisfaction.

Apart from that, Denpro Dental Store's ability to serve consumers appropriately and quickly also plays a role in increasing customer trust and loyalty. Consumers who experience appropriate and efficient service feel more appreciated and tend to recommend the store to others. This is consistent with the finding that high consumer satisfaction is directly related to their willingness to recommend products and stores to friends and family. This research also shows that a store's willingness to help and respond proactively to consumers creates a more positive shopping experience, which in turn increases customer loyalty.

Satisfaction indicators such as feelings of satisfaction with the product and seller, desire to recommend to others, fulfilled expectations, and desire to continue purchasing the product all show a positive correlation with store responsiveness. Consumers who are satisfied with the seller's responsiveness tend to be overall satisfied with their shopping experience. This satisfaction includes not only the product purchased but also the interactions and services received during the purchasing process. Thus, the high responsiveness of the Denpro Dental Store on Shopee and Tokopedia not only increases consumer satisfaction but also strengthens long-term relationships with their customers.

This research as a whole underscores that responsiveness is a critical factor in creating customer satisfaction in e-commerce. Denpro Dental Store which is successful in providing fast, precise and proactive service is able to increase the level of customer satisfaction, which has a positive impact on loyalty and word of mouth recommendations. This emphasizes the importance of online stores continuing to improve their responsiveness to maintain consumer satisfaction and trust in an increasingly competitive market.

Content marketing plays an important role in increasing satisfaction

This research was conducted on the Denpro Dental Store online shop on the Shopee and Tokopedia platforms highlighting the important role of marketing content in increasing customer satisfaction. Quality marketing content not only attracts the attention of potential buyers but also builds customer trust and satisfaction with the product and seller. In this research, six indicators are used to measure the effectiveness of marketing content in the form of relevance, accuracy, value, ease of understanding, ease of discovery, and consistency. The results of this research are in line with Andaç et al. (2016) research which shows that good marketing content will be able to increase customer satisfaction.

The research results show that content relevance greatly influences customer satisfaction. Relevant content ensures that the information conveyed meets customer needs and expectations, thereby increasing the likelihood that customers will be satisfied with the product they purchased. Apart from that, content accuracy also plays an important role.

Accurate and correct information about the product helps reduce uncertainty and increases customer trust in the seller.

The value of marketing content is no less important. Content that provides valuable information, such as product benefits, how to use it, and advantages compared to other products, can increase customer satisfaction. In addition, content that is easy for customers to understand helps them make faster and more informed purchasing decisions. This research also emphasizes the importance of ease in finding information. Content that is easy for customers to find, whether through on-platform search or good navigation on product pages, can reduce frustration and improve the overall shopping experience. Content consistency is the final indicator that influences customer satisfaction. Consistent content in terms of message, quality and information delivered ensures that customers have clear and realistic expectations for the products and services offered. This consistency also reflects the seller's professionalism and commitment to service quality.

Satisfaction indicators used in this research include feelings of satisfaction with the product, satisfaction with the online seller, willingness to recommend to others, fulfillment of expectations, and desire to continue buying the product. The results show that when marketing content meets these indicators, customers tend to feel more satisfied with the product and seller. They are more likely to recommend the store to others, which in turn can increase long-term loyalty and sales. High customer satisfaction also means that their expectations are met or even exceeded, which strengthens the positive relationship between customers and sellers.

This research as a whole confirms that effective and quality marketing content can significantly increase customer satisfaction in online stores. Sellers who focus on improving the quality of their marketing content will be more successful in building long-term relationships with customers, increasing loyalty, and achieving success in the competitive e-commerce environment.

Trust plays an important role in increasing satisfaction

This research was conducted on Denpro Dental Store online stores, such as Shopee and Tokopedia, highlighting the importance of trust in increasing customer satisfaction. This research uses three main indicators to measure trust, namely integrity, competence, and benevolence. In addition, customer satisfaction is measured through five indicators, namely feelings of satisfaction with the product, satisfaction with the online seller, willingness to recommend to others, fulfilled expectations, and the desire to always buy the product. The results of this research are in line with research conducted by Diputra and Yasa (2021) which shows that high trust will have an important impact on customer satisfaction.

The research results show that according to the first indicator, namely the integrity or honesty of the seller, it greatly influences the level of customer trust. When customers feel that the seller acts honestly and transparently in every transaction, trust in the seller increases. This integrity can be realized through accurate product descriptions, fair returns policies, and honest communication. For example, when the product received matches the description given, customers will feel more satisfied and trust the store. The second indicator, namely seller competence, also plays an important role in building trust. This competency includes the seller's ability to provide quality products, provide good customer service, and handle complaints quickly and efficiently. Customers who feel that the seller has adequate knowledge and skills will be more likely to be satisfied with their shopping experience. This can be seen from the positive assessments that customers give to the products and services they receive. The third indicator, namely the seller's virtue or good intentions (benevolence), is also a key factor in increasing trust. Customers who feel that sellers have good intentions and care about their satisfaction are more likely to feel satisfied and loyal. This virtue can be seen from the proactive actions of sellers in helping customers, providing profitable solutions, and offering discounts or promotions as a form of appreciation.

Customer satisfaction measured through five indicators shows that trust formed from the seller's integrity, competence and benevolence contributes significantly to overall satisfaction. Customers who are satisfied with products and sellers are more likely to recommend a store to others, indicating that trust not only influences individual satisfaction but also impacts word-of-mouth recommendations. In addition, the fulfillment of customer expectations and the desire to continue buying products from the same store shows that consistently built trust can produce long-term customer loyalty.

Overall, this research confirms that trust is a crucial element in increasing customer satisfaction on e-commerce platforms. The seller's integrity, competence, and benevolence are the foundations that form that trust, which in turn increases customer satisfaction and loyalty. Thus, online stores such as Denpro Dental Store need to continue to maintain and improve these three aspects of trust to ensure continued customer satisfaction and loyalty.

Purchasing decisions play an important role in increasing satisfaction

Research conducted on the Denpro Dental Store online store on platforms such as Shopee and Tokopedia revealed a significant relationship between purchasing decisions and increased customer satisfaction. This research uses several indicators to measure purchasing decisions, namely purchasing stability, deciding to buy, conformity with wants and needs, as well as recommendations from other people. Meanwhile, to measure customer satisfaction, the indicators used are feelings of satisfaction with the product, satisfaction with the online seller, desire to recommend to others, fulfilled expectations, and the desire to always buy the product. The research results show that mature purchasing decisions based on careful consideration tend to result in higher customer satisfaction. Customers who are firm in their purchasing decisions, who feel that the product meets their wants and needs, and receive positive recommendations from other people, tend to feel satisfied with the product they purchased and the service provided by the online seller. This is reflected in feelings of satisfaction with the products they receive, satisfaction with the interaction and service provided by the seller, and the desire to recommend the shop to others. The results of this research support research conducted by Hanaysha et al. (2021) which shows that purchasing decisions play an important role in increasing customer satisfaction.

This research also found that customer satisfaction depends not only on product quality, but also on the overall shopping experience on online platforms. Customers who feel their expectations are met and who have the desire to continue buying products from the same store show that the Denpro Dental Store online store has succeeded in creating a positive and satisfying shopping experience. Factors such as accurate product descriptions, ease of site navigation, responsive customer service, and on-time delivery all contribute to high levels of satisfaction.

With recommendations from other people, this research confirms the importance of word-of-mouth in forming purchasing decisions. Recommendations from friends, family, or positive reviews from other customers can increase new buyers' confidence in the quality of the products and services offered. This shows that efforts to maintain product and service quality and encourage satisfied customers to leave positive reviews or recommend to others are important strategies in increasing customer satisfaction and maintaining their loyalty.

The overall results of this research provide insight that positive purchasing decisions, driven by various factors such as purchasing confidence and recommendations from others, are directly correlated with high levels of customer satisfaction. Online stores such as Denpro Dental Store on Shopee and Tokopedia must continue to focus on improving product and service quality, as well as creating a pleasant shopping experience to ensure customer satisfaction and maintain their loyalty.

4. CONCLUSION

This research has an important objective in the form of testing and analyzing the important role of purchasing decisions in mediating the relationship between e-marketing and customer satisfaction. The results of this research show that e-marketing dimensions (convenience, responsiveness, marketing content, and so on) are able to increase purchasing decisions at the Denpro Dental Store on Shopee and Tokopedia. This increase in purchasing decisions will have an important impact on increasing Denpro Dental Store customer satisfaction on Shopee and Tokopedia.

Limitations of this study include the sample coverage being limited to 120 Denpro Dental Store customers on the Shopee and Tokopedia platforms, which may not represent the wider customer population. Additionally, this research uses a quantitative approach with SmartPLS, which while effective for statistical analysis, may not capture the more complex and dynamic nuances of customer behavior. This methodology also does not consider other external factors such as changes in market trends, platform policies, or competition that may influence purchasing decisions and customer satisfaction. Therefore, the results of this study should be interpreted with caution and not directly generalized to different contexts without further consideration. Suggestions for further research are to expand the research sample to include more customers from various backgrounds and other e-commerce platforms, so that the results can be more representative and generalizable. It is also recommended that future research incorporate qualitative methods, such as in-depth interviews or discussion groups, to gain deeper insights into customer perceptions and behavior. Additionally, considering external factors such as changes in market trends, platform policies, and competition can provide a more comprehensive picture of how e-marketing influences purchasing decisions and customer satisfaction.

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