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THE INFLUENCE OF PERCEIVED CONVENIENCE, TRUST, AND PRICE ON ONLINE SHOPPING DECISIONS (STUDY OF THE FORMER SURAKARTA RESIDENCY COMMUNITY)

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Abstract

This study aims to analyze the influence of perceived ease, trust, and price on online shopping decisions among the residents of the former Surakarta Residency. The research method used is a quantitative approach with multiple linear regression analysis techniques. The results of the study indicate that perceived ease (X1) has a positive and significant effect on online shopping decisions, with a significance value of $0.012 < 0.05$. This means that the easier consumers feel the process of searching for products, ordering, and paying, the higher the likelihood of them making bold purchases. Meanwhile, trust (X2) does not have a significant effect on online shopping decisions (a significant value of $0.051 > 0.05$), which indicates that trust is no longer a major factor in decision-making, especially because consumers are trusted to large e-commerce platforms that are considered. Furthermore, price (X3) is proven to have a positive and significant effect on online shopping decisions (a significant value of $0.034 < 0.05$), which indicates that the more affordable and attractive the price offered, the more likely consumers are to make a transaction. These findings confirm that convenience and price are two important factors influencing online shopping behavior among residents of the former Surakarta Residency.

Keywords: *Perceived Convenience, Trust, Price, Online Shopping Decisions, Residents of the former Surakarta Residency, E-commerce, Multiple Linear Regression*

Abstract

This study aims to analyze the influence of perceived ease of use, trust, and price on online shopping decisions among the residents of the former Surakarta Residency. The research method used is a quantitative approach with multiple linear regression analysis techniques. The results of the study indicate that perceived ease of use (X1) has a positive and significant effect on online shopping decisions, with a significance value of $0.012 < 0.05$. This means that the easier consumers find the process of searching for products, ordering, and paying, the higher the likelihood of them making online purchases. Meanwhile, trust (X2) has no significant effect on online shopping decisions (a significance value of $0.051 > 0.05$), indicating that trust is no longer a major factor in decision-making, especially since consumers are accustomed to large e-commerce platforms that are considered trustworthy. Furthermore, price (X3) is proven to have a positive and



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significant effect on online shopping decisions (a significance value of $0.034 < 0.05$), indicating that the more affordable and attractive the price offered, the more likely consumers are to make a transaction. This finding confirms that convenience and price are two important factors that influence the online shopping behavior of people in the former Surakarta Residency area.

Keywords : *Perception of Convenience, Trust, Price, Online Shopping Decisions, Community of the Former Surakarta Residency, E-commerce, Multiple Linear Regression*

Introduction

The development of information and communication technology has significantly changed the way people conduct economic activities, including shopping. Online shopping has become a primary choice for people because it is considered more practical, efficient, and offers easy access to various products and services simply through digital devices. This phenomenon is not limited to large cities but is also starting to develop in areas such as the former Surakarta Residency, which includes Surakarta City, Sukoharjo Regency, Boyolali, Klaten, Wonogiri, Karanganyar, and Sragen.

One important factor in online shopping behavior is perceived ease of use. According to Davis (1989) in his Technology Acceptance Model (TAM) theory, perceived ease of use is the extent to which a person believes that using technology will be free of significant effort. In the context of e-commerce, the easier a platform is to use—from product search and ordering to payment—the more likely consumers are to decide to shop online (Lestarie, Budianto, & Prabowo, 2020). Amidst people's busy lives and limited time, the aspect of convenience is an added value that cannot be ignored.

Furthermore, trust plays a crucial role in online transactions. Trust is the foundation of the relationship between consumers and digital service providers. Without trust, consumers tend to be reluctant to make transactions due to fear of risks such as fraud, data theft, or product inconsistencies (Pavlou, 2003). However, several studies have shown that in certain contexts, particularly in communities already familiar with large and trusted platforms, the influence of trust on purchasing decisions becomes less significant because it is considered an inherent aspect and is no longer a conscious consideration (Wijaya & Astuti, 2021).

Furthermore, price is a crucial factor in purchasing decisions. Price is a key consideration for consumers in evaluating a product's value, especially among cost-sensitive communities. Residents of the former Surakarta Residency are generally highly responsive to prices, discounts, and attractive promotions offered by e-commerce. Research by Septiani,



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Handayani, & Azzuhri (2020) shows that price has a positive and significant influence on online purchasing decisions because consumers tend to compare and choose products that offer maximum benefits at a minimal price.

There have been several previous studies relevant to this title, including according to Daryanto and Setyobudi (2020), consumers' perceived ease of use of e-commerce platforms such as interface navigation, transaction speed, and a simple checkout process contribute significantly to online purchasing decisions. Lestarie, Budianto & Prabowo (2020) The results of this study indicate that the variable Perceived ease of use has a positive and significant effect on online purchasing decisions. This shows that the easier a platform is to use, the more likely consumers are to make a purchase. Research by Wijaya (2021) shows that trust in transaction security and seller reputation greatly influence consumer confidence in making purchasing decisions on digital platforms. According to Sari and Hidayat (2019), competitive prices and transparency in the payment system also increase consumer interest in making online purchases. Kuswanto & Resista (2020) The test results show that price has a positive and significant effect on online purchasing decisions.

Based on the description, this study aims to empirically examine the influence of perceptions of convenience, trust, and price on online shopping decisions, especially among the people of the former Surakarta Residency, which is an area with the potential for digital growth and quite dynamic consumer behavior.

Theoretical Review (if any)(Bookman Old Style, 11 pt, bold)

a. Online Shopping Decisions

Online shopping decisions is the process of selecting and determining purchases made by consumers through digital media, which is influenced by various factors such as needs, product information, price, convenience, and trust in the platform. Kotler and Keller (2016) explain that purchasing decisions are part of consumer behavior in selecting products that provide the best value for them. In the digital context, this decision is influenced by the quality of the platform's display, speed of service, and reviews from other users who serve as sources of information (Laudon & Traver, 2021). Engel, Blackwell, and Miniard (1995) add that the decision-making process includes five stages, from need recognition to post-purchase evaluation, all of which can now be done online. Therefore, online shopping decisions



are not only economic but also psychological and social processes influenced by consumers' interactions with technology.

b. Perception of Ease

Perception of ease Perceived ease of use (perceived ease of use) is the extent to which a person believes that using a system or technology does not require significant effort. This concept was introduced by Davis (1989) in the Technology Acceptance Model (TAM), which states that the easier a system is to use, the more likely an individual is to accept and use it. In the context of online shopping, perceived ease of use includes ease of access to a site or application, intuitive navigation, a simple ordering process, and a straightforward payment system (Lestarie, Budianto, & Prabowo, 2020). High perceived ease of use will increase convenience and efficiency, thus encouraging consumers to make faster online purchasing decisions.

c. Trust

Trust Trust in the context of online shopping is consumer confidence that the digital platform, seller, and transaction system used are reliable and will not harm them. Trust encompasses perceptions of the service provider's integrity, honesty, and ability to fulfill promises or customer expectations (Pavlou, 2003). In a digital environment with minimal physical interaction, trust becomes a crucial element because consumers must make decisions based solely on online information without seeing the product in person. According to Gefen, Karahanna, and Straub (2003), trust influences users' intention to engage in online transactions because it can reduce uncertainty and perceived risk. Therefore, the higher consumers' trust in an e-commerce platform, the more likely they are to make online purchases.

d. Price

Price Price is the amount of money consumers must pay to obtain a product or service and is one of the most sensitive elements influencing purchasing decisions. According to Kotler and Keller (2016), price is the only element of the marketing mix that generates revenue, while other elements incur costs. In the context of online shopping, price plays a crucial role because consumers tend to compare various product options from many sellers quickly and efficiently through digital platforms. The perception of affordable prices, discounts, and special offers can significantly increase consumer interest and purchasing decisions (Septiani, Handayani, & Azzuhri, 2020). Therefore, the right pricing strategy is crucial in attracting consumer attention amidst increasingly fierce e-commerce competition.



Research Method/Community Service Method

This research is a quantitative research with an explanatory approach, which aims to test and explain the influence of several independent variables, namely perceived ease, trust, price on the dependent variable, namely online shopping decisions, in the former Surakarta residency community. The approach used is multiple linear regression to measure the simultaneous and partial influence between variables. First, through validity and reliability tests, classical assumption tests and model feasibility tests (F tests). The population in this study were all e-commerce consumers of the former Surakarta residency who had made online purchasing transactions on digital platforms (such as Shopee, Tokopedia, Amazon, Alibaba, eBay, and the like) in the former Surakarta residency community as the object of study. The sample was taken using Simple Random Sampling, namely Each member of the population has an equal chance of being selected. According to Sugiyono (2019), the ideal number of samples taken in research ranges from 30 to 500 respondents. Therefore, this study used a sample of 99 respondents.

Results and Discussion

Respondent Data Description

The respondents in this study numbered 99 people, and are presented in the following data:

Table 1. Respondents by Gender

Gender	Amount	Presentati on
Woman	82	82.83%
Man	17	17.17%
Amount	99	100.00%

Based on gender, there were 82 (82.83%) female respondents and 17 (17.17%) male respondents.

Table 2. Respondents by Age

Age	Amount	Presentati on
15-20	24	24.24%
21-50	75	75.76%
Amount	99	100.00%

Based on age group, namely respondents aged 15-20 years, namely 24 people (24.24%), respondents aged 21-50 years, namely 75 people (75.76%).



Table 3. Respondents Based on Domicile

Domicile	Amount	Presentati on
Surakarta	16	16.16%
Boyolali	48	48.48%
Sukoharjo	14	14.14%
Karanganyar	3	3.03%
Klaten	6	6.06%
Wonogiri	0	0.00%
Sragen	12	12.12%
Amount	99	100.00%

Based on domicile group, there are 16 respondents domiciled in Surakarta (16.16%), 48 respondents in Boyolali (48.48%), 14 respondents in Sukoharjo (14.14%), 3 respondents in Karanganyar (3.03%), 6 respondents in Klaten (6.06%), 0 respondents in Wonogiri (0%), 12 respondents in Sragen (12.12%)

Validity and Reliability Test Results

Variable Validity Test Results

Variables	Item	Sig. (2-tailed)	α	Information
Online Shopping Decision (Y)	Y1	0.00	0.05	Valid
	Y2	0.00	0.05	Valid
	Y3	0.00	0.05	Valid
	Y4	0.00	0.05	Valid
	Y5	0.00	0.05	Valid
Perceived Ease of Use (X1)	X1.1	0.00	0.05	Valid
	X1.2	0.00	0.05	Valid
	X1.3	0.00	0.05	Valid
	X1.4	0.00	0.05	Valid
	X1.5	0.00	0.05	Valid
Trust (X2)	X2.1	0.00	0.05	Valid
	X2.2	0.00	0.05	Valid



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	X2.3	0.00	0.05	Valid
	X2.4	0.00	0.05	Valid
	X2.5	0.00	0.05	Valid
Price (X3)	X3.1	0.00	0.05	Valid
	X3.2	0.00	0.05	Valid
	X3.3	0.00	0.05	Valid
	X3.4	0.00	0.05	Valid
	X3.5	0.00	0.05	Valid

From the table above, it can be seen that the sig. (2-tailed) value < 0.05 , so it can be concluded that all indicators of both variables X and Y are valid.

Reliability Test Results Table

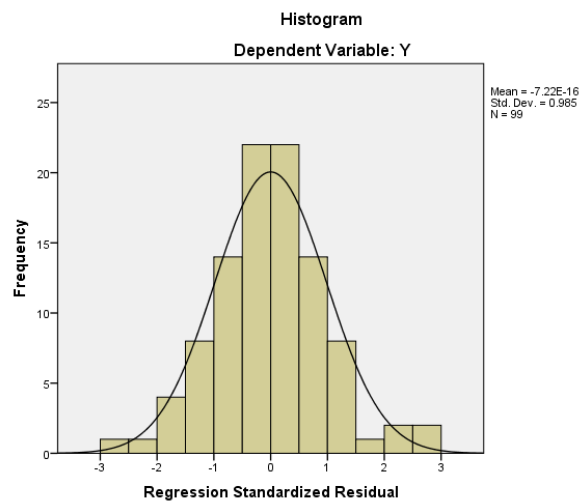
Variables	Reliability Coefficient	Test Results
Online Shopping Decision (Y)	0.762	Reliable
Perceived Ease of Use (X1)	0.866	Reliable
Trust (X2)	0.871	Reliable
Price (X3)	0.844	Reliable

From the table above, it can be seen that each variable has a Cronbach alpha value of more than 0.60 ($\alpha > 0.60$), so it can be concluded that all variables X and Y are reliable and the questionnaire can be used as a data collection tool.

Classical Assumption Test Results

Normality Test

Histogram Test

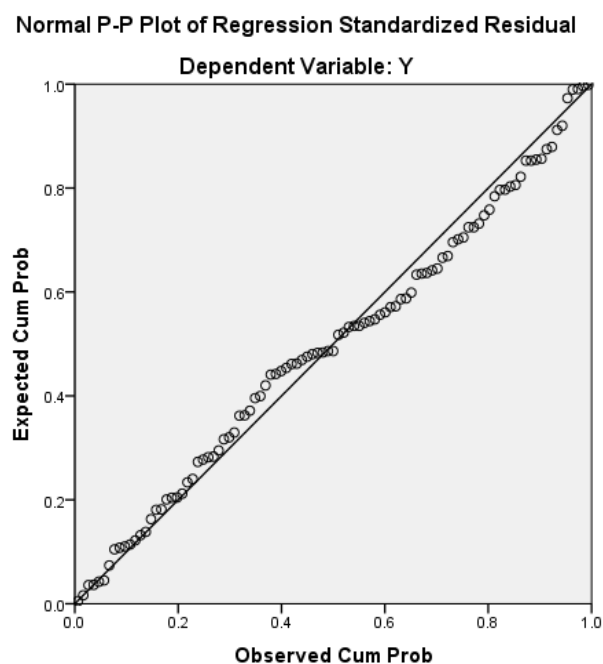


Histogram Test Graph Image

The normality test with a normal probability plot as seen in the image above indicates that the data distribution must be around the diagonal line area and follow the direction of the diagonal line.

Based on the graph above, it can be concluded that the data in this study meets the requirements for a normal probability plot, so the regression model in this study meets the assumption of normality (normal distribution). This means that the data in this study comes from a normally distributed population.

P-Plot Normality Test





The image above shows data bubbles scattered around the diagonal line. Therefore, it can be concluded that the data is normally distributed.

One Sample KS Test Table

One-Sample Kolmogorov-Smirnov Test

		Unstandar dized Residual
N		99
Normal	Mean	.0000000
Parameters ^{a,b}	Standard Deviation	2.2207899 8
Most Extreme Differences	Absolute Positive Negative	.066 .060 -.066
Test Statistics		.066
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.

Based on the table above, it can be seen that the significance value (Asymp.Sig 2-tailed) is $0.200 > 0.05$ so it can be concluded that the research model has a normal data distribution.

Autocorrelation Test Table

Runs Test

	Unstandar dized Residual
Test Value ^a	-.07731
Cases < Test Value	48
Cases >= Test Value	51
Total Cases	99
Number of Runs	44
Z	-1,305

Asymp. Sig. (2-tailed)	.192
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a. Median

Based on the table above, it can be seen that the significance value (Asymp.Sig 2-tailed) is $0.192 > 0.05$ so it can be concluded that the research model has a data distribution that does not experience autocorrelation so it can be continued to the next test.

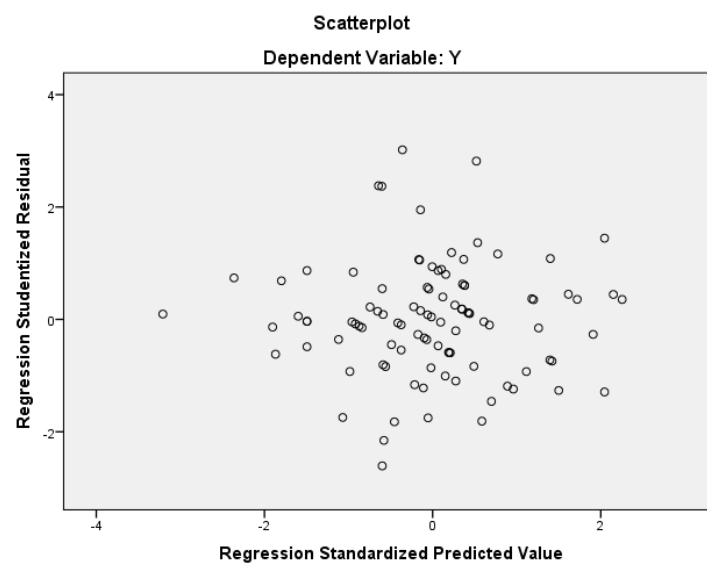


Chart 1
Heteroscedasticity Test
Scatter Plot Test

From the image above, the data bubbles are spread randomly and irregularly, so it can be concluded that there is no heteroscedasticity in the data.

Multicollinearity Test
VIF and Tolerance Test Table

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF



1 (Constant)	4,345	1,640		2,650	.009		
X1	.296	.116	.310	2,560	.012	.413	2,421
X2	.200	.101	.203	1,985	.051	.581	1,722
X3	.219	.102	.236	2,149	.034	.503	1,988

a. Dependent Variable: Y

From the table above, it can be seen that each independent variable has a variance inflation factor (VIF) value between 1 and 10, and the tolerance value results are also close to 1. This means that there is no strong relationship between the independent variables or a weak and significant correlation, so the multiple regression model in this study does not have a multicollinearity problem.

F Test Results Table
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	357,178	3	119,059	23,402	.000b
Residual	483,327	95	5,088		
Total	840,505	98			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

The standard of the F test is a significance value of <0.05 . From the SPSS output results in this study, a significance value of $0.000 < 0.05$ was obtained. The conclusion is that the variables of perceived ease (X1), trust (X2) and price (X3) have a joint and significant effect on the online shopping decision variable (Y).

t-Test Results Table
Coefficientsa

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics



	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,345	1,640		2,650	.009		
X1	.296	.116	.310	2,560	.012	.413	2,421
X2	.200	.101	.203	1,985	.051	.581	1,722
X3	.219	.102	.236	2,149	.034	.503	1,988

a. Dependent Variable: Y

Based on the table above, it can be seen that:

- The significance value obtained was $0.012 < 0.05$. Therefore, it was concluded that the perceived ease variable (X1) had a positive and significant effect on the online shopping decision variable (Y).
- The significance value obtained was $0.051 > 0.05$. Therefore, it was concluded that the Trust variable (X2) did not have a significant effect on the online shopping decision variable (Y).
- The significance value obtained was $0.034 < 0.05$. Therefore, it is concluded that the Price variable (X3) has a positive and significant effect on the online shopping decision variable (Y).

Table of Results of the Determination Coefficient R²

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	
1	.652a	.425	.407	2.25558	.425	23,402	3	95	.000	1,849

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on the SPSS output results, the adjusted R² value is 0.407 or 40.7%. This means that the perceived ease of use (X1), trust (X2), and price (X3) variables influence the online shopping decision variable (Y) by 40.7%, while the remaining 59.3% is influenced by factors not examined in this study.



Discussion

1) The Influence of Perceived Ease of Use (X1) on the Online Shopping Decision Variable in the Former Surakarta Residency Community

The significance value obtained was $0.012 < 0.05$. Therefore, it was concluded that the perceived ease variable (X1) had a positive and significant effect on the online shopping decision variable (Y).

The perception of convenience has a positive and significant influence on online shopping decisions in the former Surakarta Residency community because convenience is one of the main factors that encourages consumers to conduct digital transactions. This convenience encompasses various aspects, such as a user-friendly app or website interface, clear product information, fast access, a convenient payment process, and efficient delivery services. Residents in the former Surakarta Residency area, increasingly familiar with digital technology, tend to have high expectations for a fast, easy, and uncomplicated shopping process. When consumers perceive that online shopping requires minimal effort or time, they feel comfortable and are motivated to make repeat purchases. This strengthens consumers' intention and decision to choose online shopping platforms over conventional methods.

Furthermore, demographic factors and lifestyle changes also contribute. Many people in this region, especially the younger generation and productive workers, are highly mobile, thus relying more on digital platforms that offer time and energy efficiency. The perception that online shopping provides greater control and flexibility in determining products, prices, and transaction times is a distinct attraction that strengthens shopping decisions. The results of statistical analysis, which show a positive and significant influence, reinforce that the higher the perceived ease of use, the more likely individuals are to make online shopping decisions. Therefore, e-commerce platforms that can consistently improve perceived ease of use have the potential to gain consumer loyalty in the former Surakarta Residency area.

The results of this study are in line with the research of Daryanto, A., & Setyobudi, T. (2020). Lestarie, N.A., et al (2020) that the perception of ease of online shopping influences online shopping decisions.

2) The Influence of Perceived Trust (X2) on Online Shopping Decision Variables in the Former Surakarta Residency Community

The significance value obtained was $0.051 > 0.05$. Therefore, it was concluded that the Trust variable (X2) did not have a significant effect on the online shopping decision variable (Y).

The research results showing that trust (X2) does not have a significant influence on online shopping decisions in the former Surakarta Residency community can be explained by a shift in consumer orientation towards other practical and emotional factors in the purchasing process. While trust in sellers, platforms, and payment systems is theoretically crucial in online transactions, in the context of



the former Surakarta Residency, trust appears to have become a fundamental prerequisite and is no longer explicitly considered in decision-making. This means that consumers have become accustomed to online shopping systems and consider trust inherent in the major platforms they use, such as Shopee, Tokopedia, and others. In other words, trust is no longer a significant differentiating factor in influencing their decisions.

Furthermore, local consumer behavior also indicates that they tend to be more reactive to direct and measurable stimuli, such as ease of use, competitive pricing, and attractive promotions, compared to abstract and long-term aspects of trust. Consumers are more influenced by discounts, cashback, and flash sales than assessing the platform's trustworthiness, as this trust is perceived to have been established through experience or other people's testimonials. This is also supported by the increasing level of digital literacy among young users and active social media users, who rely more on reviews and ratings than on building trust from the ground up. Therefore, in the context of the former Surakarta Residency community, trust tends to be passive and is no longer a primary determinant in online shopping decisions.

This result is not in line with Wijaya's (2021) research which shows that trust influences consumers in making purchasing decisions on online digital platforms.

3) The Influence of Price Perception (X3) on the Online Shopping Decision Variable in the Former Surakarta Residency Community

The significance value obtained was $0.034 < 0.05$. Therefore, it is concluded that the Price variable (X3) has a positive and significant effect on the online shopping decision variable (Y).

Price has a positive and significant influence on online shopping decisions in the former Surakarta Residency community because price is the main factor that consumers consider in determining purchasing choices amidst the many product alternatives available online. People in this region, comprising diverse economic backgrounds, tend to be highly responsive to price differences, especially in socioeconomic conditions that demand spending efficiency. The advantages of online shopping, which allows consumers to quickly and transparently compare prices between sellers, encourage them to seek out the most economical deals. Competitive prices, coupled with discounts, free shipping, and cashback, are powerful draws influencing purchasing decisions.

This tendency is also influenced by rational and value-sensitive consumer behavior. Residents of the former Surakarta Residency tend to choose products that offer maximum benefits at the lowest possible cost. This aligns with analysis results showing that the more attractive the price offered by an online platform or seller, the more likely consumers



are to make a purchase. Aggressive pricing strategies from major e-commerce platforms also play a significant role in driving purchasing decisions, where consumers consider not only product quality but also the economic value of the transaction. Therefore, it can be concluded that the perception of affordable and profitable prices directly increases consumers' decisions to shop online.

According to Sari and Hidayat (2019), and Kuswanto & Resista (2020), attractive and competitive prices can increase consumer decisions to make online purchases.

Conclusion

Based on the results of the data analysis that has been carried out, it can be concluded that:

1. **Perceived Ease of Use (X1)** has a positive and significant effect on online shopping decisions. This is evidenced by a significance value of $0.012 < 0.05$, indicating that the higher the perceived ease of use of online shopping platforms, the greater the likelihood of consumers making a purchase decision. Ease of product search, ordering, and payment are the primary driving factors in online shopping behavior among residents of the former Surakarta Residency.
2. **Trust (X2)** does not significantly influence online shopping decisions, as indicated by a significance value of $0.051 > 0.05$. This means that while trust remains important in online transactions, in the context of the former Surakarta Residency community, trust is not a dominant factor influencing purchasing decisions. This is likely due to the perception that trust in large platforms has been established generally and is not a conscious primary consideration in the decision-making process.
3. **Price (X3)** has a positive and significant influence on online shopping decisions, with a significance value of $0.034 < 0.05$. This indicates that price is a very determining factor in purchasing decisions, where people tend to consider the best price offers, promotions, and discounts before making a transaction. The more affordable and attractive the price offered, the higher the tendency of people to shop online.

Overall, this study confirms that perceptions of convenience and price are important factors influencing people's online shopping decisions in the former Surakarta Residency area, while trust in this context does not show a significant influence.

Suggestion

For E-Commerce Players and Online Sellers



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Given that perceived ease of use has a positive and significant influence on online shopping decisions, e-commerce players are advised to continuously improve the quality of the user interface and user experience on online shopping platforms. Simplifying the transaction process, providing clear product information, providing fast loading speeds, and providing responsive customer service can strengthen consumers' positive perceptions of the platform's ease of use.

Related to the Trust Aspect

Although research shows that trust does not have a significant impact in this context, businesses are still advised to maintain and enhance consumer trust. This can be achieved through information transparency, secure personal data and transaction systems, and prompt and professional complaint handling. Trust may not be a dominant factor at this time, but it remains crucial as a foundation for sustainable long-term customer relationships.

Pricing Strategy

Because price has been shown to significantly influence purchasing decisions, a competitive pricing strategy should be a primary focus. E-commerce players can offer discounts, loyalty programs, shipping subsidies, or product bundles to attract consumers. Providing a price comparison feature can also increase added value for price-sensitive consumers.

For Further Researchers

Future researchers are advised to explore other variables beyond perceived ease of use, trust, and price, such as product quality, user reviews, brand image, or social media factors, which may influence online shopping decisions. Furthermore, expanding the research area or comparing across age groups or occupations could also provide new perspectives on digital consumer behavior.

For Local Government or Stakeholders

Regional governments in the former Surakarta Residency area can support the local e-commerce ecosystem by providing digital training for MSMEs, expanding internet infrastructure, and ensuring online consumer protection systems. This way, digital economic growth in this region can be more inclusive and sustainable.



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