The Effect of Website Quality, Information Quality, Buyer Trust on Purchase Decisions at Online Shop (Shopee) in DKI Jakarta

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Abstract:

This study aims to determine Website Quality, Information Quality and Buyer Trust in Purchase Decisions at Shopee's online shop in DKI Jakarta. The data analysis technique is multiple linear regression and uses the SPSS program. The results of this study indicate that there is an influence between Website Quality on Purchase Decisions seen from the tcount value of 2,214 and significant. For Purchase Decisions, it can be seen from the tcount that is equal to 3.131 and is significant. For Buyer Trust on Purchase Decisions, which can be seen from the tcount value, which is 3,490 and significant. Partially or stimulus has a strong influence among the three variables, the most significant is the Buyer Trust variable (X3). The results of this study expect Trust to increase Buyer Trust (X3) which can support Purchase Decisions.

Keywords: Website Quality, Information Quality, Buyer Trust and Buyer Decision

INTRODUCTION

This modern era with the passage of time, there is competition in the business world becoming tighter so that it is increasingly difficult for companies to maintain customer loyalty and the development of the business world that has never been separated from competition. Therefore, companies are required to attract consumers in consuming products, both goods and services. The goods or services produced are no longer limited to the initial function of a product for consumers but are related to brands that provide a special image for consumers.

In the rapidly growing digital era, economic growth proves this, and continues to grow from time to time. The use and utilization of the Internet as a means of global information and communication is used as a medium to support business. From small entrepreneurs to famous entrepreneurs, they use the internet as a means to win business competition. Technology can help develop various sectors in the economy such as retail (*e-commerce*), transportation (automated vehicles), education (massive open online courses), health (electronic records and personal medicine), and social interaction (social networking).

Therefore, people really want quality services, unlike services in general, people also like the reality of doing anything, including in the process of getting their needs and wants. With *e-commerce* , people will get different services from offline stores. *E-commerce* is a way of buying,

selling or exchanging products and services information through computer networks including the internet.

E-commerce provides benefits in conducting business activities such as how to sell products using online shopping applications, one of which is Shopee. The products presented by shopee are very diverse and the prices are more affordable, consumers can choose products according to what is expected and needed. Shopee is a *mobile or* web-based E-commerce application that is growing in Indonesia. Shopee is the highest *platform mobile* application in Indonesia, it provides many fun online buying and selling offers. Through the shopee application, you can register selling products and shop for various attractive offers at the lowest prices and free shipping throughout Indonesia. Through the shopee application, you can buy various safe shopping products with shopee guarantees, find out product recommendations, develop business and share happiness with people around.

Table 1. Top Brand Index

Brand	TBI 2019	TBI 2020	TBI 2021
Shopee	15,6%	20,0%	41,8%
Tokopedia	13,4%	15,8%	16,7%
Bukalapak	12,7%	12,9%	15,2%
Lazada	31,6%	31,9%	9,5%

Source: https://www.topbrand-award.com/ accessed 19 October 2021

Figure 1. It can be seen that Shopee has increased in rank as a top brand. In 2019 to 2020 shopee did not become the first rank, this hall occurred due to the lack of interest. But in 2021, shopee was ranked first. Shopee has increased as a significant topbrand.

Table 2. Data on the Number of Shopee Buyers in 2019-2021

Kuartal	Jumlah Pembeli 2019	Jumlah Pembeli 2020	Jumlah Pembeli 2021
Q1	74,995,300	71,533,300	127,400,000
Q2	90,705,300	93,440,300	126,996,700
Q3	55,964,700	96,532,300	
Q4	72,973,300	129,320,800	
Total	294,638,600	390,826,700	254,396,700

Source https://iprice.co.id/ accessed October 22, 2021

Based on table 2 on the number of shopee buyers in 2019, there was a decrease in buyers in quarter three and quarter 4, while for 2020 for four quarters there was always a significant increase in each quarter. But in 2021, there was another decrease in the number of buyers.

From the phenomena that occur in shopee can influence purchasing decisions. Kotler (2007: 164) states that purchase decision is a series of related types of products, brands, quantities, time of purchase and payment methods. In placing consumer purchasing decisions will be through the way and behavior of purchasing decisions (Nisak Cholifatun, 2016a).

Purchasing decisions on the influence of website quality. "Website quality is a consumer evaluation starting from how well the website provides assistance with their shopping experience". (Chotimah, 2019) "Park and Kim (2003) convey product information, interface quality, information quality and online shop service quality have an impact on purchasing decisions and customer loyalty". "Furkonudin et al (2016) showed that there is a significant influence between usability variables, information quality, and service interaction quality on purchasing decision variables".

Purchasing decisions on the influence of information quality. "Information quality can be said to be a customer's perception of the quality of information about products or services provided by a website (Park and kim, in Achyar and Brilliant 2013)[1]". " Burch and Grudnitski in Sutabri (2012: 33) [15], describe the quality of information depends on three things, namely information must be accurate, timely, and relevant" (Anggraeni &; Madiawati, 2016). The quality of information provided by sellers will influence consumer purchasing decisions, so the clearer the information provided to consumers, consumers will be able to decide to make a purchase. With the provision of quality information more clearly, that's where consumers will be more interested, so that they can give their own impression received by consumers. The buyer's decision against the buyer's confidence. "Kotler and Keller (2012) expressed confidence that it is a company's willingness to depend on its business partners." Buyer trust can depend on a number of factors namely interpersonal and inter-organizational such as competence, honesty, integrity and kindness. Trust is a foundation in doing a business. This is a determinant of business success,

because when a person starts making online transactions, the main thing he pays attention to is whether the online store can be trusted or not. (Heksawan Rahmadi and Deni Malik, 2016). "Purchasing decisions in online shopping are a process of buying carried out by consumers through other ways applying internet media that have higher benefit values Deavaj et al, in Pratama (2015)[12]". Online purchasing decisions can be found by several factors, the first factor is search efficiency (fast time, easy to use, and effort in easy search), the second factor is value (competitive prices and good quality) and the third factor is interasksai (information, security, load time, and navigation) (Anggraeni &; Madiawati, 2016). Therefore, researchers will conduct a study on things obtained that have an impact on consumers in making purchasing decisions at shopee in Jakarta.

The objectives of this study are: 1) To analyze the influence of website quality on online shop (shopee) purchase decisions in DKI Jakarta. 2) To analyze the influence of information quality on online shop (shopee) purchasing decisions in DKI Jakarta. 3) To analyze the influence of buyer trust on online shop (shopee) purchase decisions in DKI Jakarta

RESEARCH METHODS

The object of research is buyers or users of Shopee in the Jakarta area. Research in writing this thesis is the quality of service, quality of information, and trust in purchasing at the Shopee online shop.

Data collection techniques in this study were carried out with data collection instruments through the distribution of questionnaires to employee respondents. The questionnaire in this study is a data collection in the form of a list of statements *in the form of close end questions* (closed statements) patterned on the assessment priority scale in accordance with the principle of weighting scores according to the Likert Scale. Respondents will be asked to respond to the question or choose one of the five available answers with a score, the highest weighted is given a score of 5 on the strongly agree answer (SS) and the lowest is weighted a score of 1 on the Strongly Disagree (STS) answer The likert scale weighting is presented in the table:

Table 3. Likert Scale Weighting

Pernyataan	Bobot Skor
Sangat Tidak Setuju (STS)	1
Tidak Setuju (TS)	2
Ragu-ragu (RR)	3
Setuju (S)	4
Sangat Setuju (SS)	5

Source : Sugiyono (2016:420)

In this study using two research variables, namely bound variables and independent variables:

Independent Variable (X)

Independent variables include variables that affect or cause changes or arise dependent variables . Consists of:

a. Website Quality (X1)

b. Information Quality (X2)

c. Buyer Trust (X3)

Dependent variable (Y)

Dependent variables are variables that are influenced or that become a result due to the existence of *independent* variables.

Table 4. Variable Operational Definition

No	Variable	Operational Definition	Indicators
1.	Website Quality	Online customers' perception of website quality that can be received as they expect on shopee	**Information** **Security** **Ease** **Comfort** 5. **Quality of service**
2.	Quality of Information	Online customers' perception of the information received is in accordance with what they expect on shopee,	*Accuracy* *Timeliness* *Relevancy*

3.	uyer Trust	Confidence as a positive expectation of customers towards shopee in producing products or services that can Satisfying.	1 Satisfaction Guarantee 2.Attention 3. Candor
4.	**Purchasing Decision**	**A decision-making process in the purchase of goods or services on Shopee.**	1. **Steadiness in a product.** 2. **Habits in buying products.**

Dependent variable (Y)

Dependent variables are variables that are influenced or that become a result due to the existence of *independent* variables.

Table 5. Variable Operational Definition

No	Variable	Operational Definition	Indicators
1.	Website Quality	Online customers' perception of website quality that can be received as they expect on shopee	**Information** **Security** **Ease** **Comfort** 10. **Quality of service**
2.	Quality of Information	Online customers' perception of the information received is in accordance with what they expect on shopee,	*Accuracy* *Timeliness* *Relevancy*

3.	uyer Trust	Confidence as a positive expectation of customers towards shopee in producing products or services that can Satisfying.	**1 Satisfaction Guarantee** **2.Attention** **3. Candor**
4.	**Purchasing Decision**	**A decision-making process in the purchase of goods or services on Shopee.**	**3. Steadiness in a product.** **4. Habits in buying products.**

Researcher Data Source 2021

RESULTS AND DISCUSSION

On the occasion of this study, validity and reliability tests were carried out on a sample of 100 respondents. Validity tests are carried out to test whether the general news items submitted are suitable to be used as instruments in this study. In determining whether the questionnaire submitted is valid or not, researchers use the formulation criteria that have been explained in the research method in Chapter III earlier.

Below are the results of the calculation of the instrument validity test consisting of 3 (three) statements of Website Quality variables (X1) using the SPSS program, against a sample of 100 respondents, then the following results were obtained:

Validity Test

Validity tests are used when testing the accuracy of measuring devices can say whether or not a questionnaire is legal. The validity test is calculated using how to distinguish the value of rcalculate (*correlated item-total correlation*) with rtabel if rcalculate >rtabel (at a significant rate of 10%) then the statement is declared valid. All statements amount to 13 points out of 53 points for Website Quality, 3 points for Information Quality, 3 points for Buyer Trust and 4 points for Purchase Decisions. This study was directed using n = 100 then the rtable is 0.196.

Table 6. Validity Test Results

Variabel	Pernyataan	r$_{hitung}$	r$_{tabel}$	Keterangan
Kualitas Website	Pernyataan 1	0,546	0,196	Valid
	Pernyataan 2	0,492	0,196	Valid
	Pernyataan 3	0,545	0,196	Valid
Kualitas Layanan	Pernyataan 1	0,600	0,196	Valid
	Pernyataan 2	0,580	0,196	Valid
	Pernyataan 3	0,568	0,196	Valid
Kepercayaan Pembeli	Pernyataan 1	0,592	0,196	Valid
	Pernyataan 2	0,616	0,196	Valid
	Pernyataan 3	0,608	0,196	Valid
Keputusan Pembelian	Pernyataan 1	0,692	0,196	Valid
	Pernyataan 2	0,630	0,196	Valid
	Pernyataan 3	0,730	0,196	Valid
	Pernyataan 4	0,657	0,196	Valid

Source : SPSS Output Data Item-Total Statistic. Processed 2022

From calculations using SPSS data tested on 100 respondents stated that all statements 1-13 for the variables Website Quality, Information Quality, Buyer Trust and Purchase Decision were declared valid, this can be seen from the calculation results of the table above that the calculation is greater than the table of 0.196.

Reliability Test

Reliability testing is a system for measuring a questionnaire that has indicators of variables. A questionnaire is considered reliable if a person's answers to statements are consistent over time. Reliability tests will be carried out with Cronbach's alpha statistical test *provided that the variable under study is declared reliable if the value of* Cronbach's alpha >0.60. The results of reliability testing for each variable obtained the following data:

Table 7. Reliability Test Results

Variabel	Cronbach's Alpha	Batas Cronbach's Alpha	Keterangan
Kualitas Website	0,703	>0,60	Reliabel
Kualitas Informasi	0,752	>0,60	Reliabel
Kepercayaan Pembeli	0,769	>0,60	Reliabel
Keputusan Pembelian	0,839	>0,60	Reliabel

Source : SPSS Output Data Item-Total Statistic. Processed 2022

The reliability test results in **Table 4.17** show that the variables in the research variables Website Quality, Information Quality, Buyer Trust and Purchase Decision have values above the minimum limit of *Cronbach's alpha* >0.60 so that it can be stated that all measuring concepts of each variable from the questionnaire are reliable. This means that the questionnaire used in this study is a reliable and reliable questionnaire.

Classical Assumption Test

In this study, the classical assumption test was carried out with four tests, namely the normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.

Normality Test

One SampleKolmogorov-Smirnov Test or Normality Test is used to determine the distribution of the population, whether it follows the distribution theoretically (normal, poisson or uniform). Aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution.

The distribution data is said to be normal if the significance value level is > 0.05 and if the opposite is <0.05 then it is delivered abnormally. The following table is presented Normality Test in this study.

Table 8. One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.97349707
Most Extreme Differences	Absolute		.099
	Positive		.096
	Negative		-.099
Test Statistic			.099
Asymp. Sig. (2-tailed)			.018[c]
Monte Carlo Sig. (2-tailed)	Sig.		.269[d]
	99% Confidence Interval	Lower Bound	.258
		Upper Bound	.281
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 624387341.			

Source : Classical Assumption Test Output Data Processed 2022

Based on **Table 8** above seen in the Asymp table. *Sig. (2-tailed)* or asymptotic significance for the two-sided test is 0.269 above 0.05 or (0.200>0.05). Shows that the data in the study are normally distributed.

Multicollinearity Test

Multicollinearity is a state between two or more independent variables, in the regression example, there is a linear correlation that is perfect or close to fixed. The Multicollinearity Test aims to test whether the regression model finds a correlation between independent variables.

A good regression model should be free of multicollinearity or there should be no correlation between independent variables. The impact carried out by the existence of multicollinearity is that the standard *error* for each coefficient becomes high so that the calculation becomes low, the *standard error of estimate* will be higher with the increase of the independent variable and the influence of each independent variable is difficult to detect. To find out that multicollinearity occurs can be seen from the magnitude of the VIF number as shown in the table below:

Table 9. Multicollinearity Test Output

Coefficientsa

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Kualitas Website	.519	1.925
Kualitas Informasi	.457	2.186
Kepercayaan Pembeli	.452	2.210

a. Dependent Variable: Keputusan Pembelian

Source : Multicollinearity Output Data. Processed 2022

From **Table** 9 that the *Tolerance* of the above variables > 0.1 and the *Variance Inflation Factor* (VIF) of the above variables < 10. The multicollinearity test is seen from the value of *Variance Inflation Factor* (VIF) and Tolerance, the standard used is if *Tolerance>0.1 and VIF<10 then* multicollinearity does not occur.
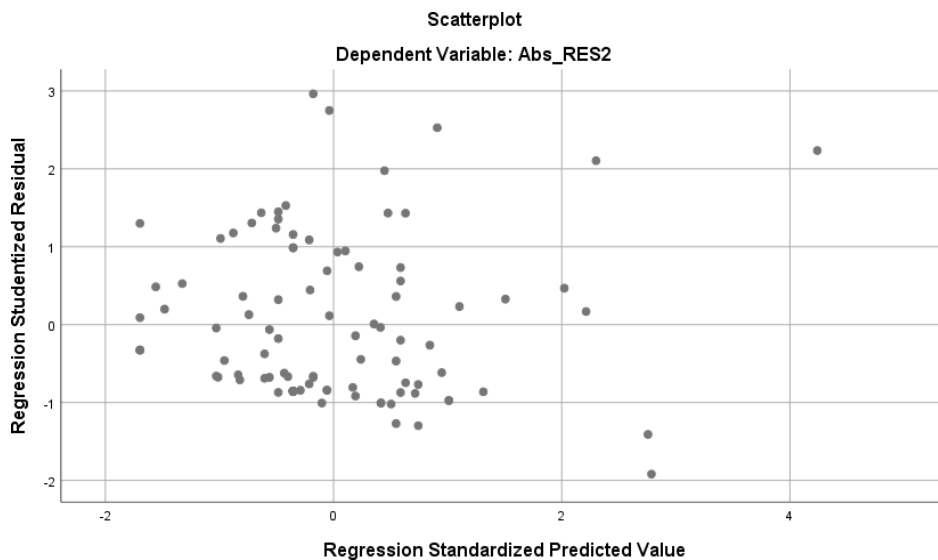
Heteroscedasticity Test

The heteroscedasticity test means when testing whether in the regression model there is an inequality of variance from the residual of one observation to another observation that is fixed, then it is called heteroscedasticity or heteroscedasticity does not occur. In this study, researchers used a graph method or pattern of dots on the basic regression graph criteria in decision making, namely:

a) If there is a certain pattern, such as the dots forming a certain regular pattern (wavy, widening

then narrowing), it indicates that heteroscedasticity has occurred.

b) If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur The following is the output result of the graph method heteroscedasticity test:

Source : SPSS output data, heteroscedasticity. Processed 2022

Figure 1 Scatterplot Graph Output Heteroscedasticity

Based on the results of *the scatter plot*, it appears that the plots formed scattering do not have an exclusive pattern above and below the zero number on the Y axis and the right and left on the X axis. This indicates that in the example there is no relationship between the independent variable and the residual value. Thus the non-heteroscedasticity insurance model is fulfilled.

Autocorrelation Test

Autocorrelation test is performed when looking at whether or not there is autocorrelation in a regression with *Durbin-Watson* as follows:

Table 9. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.758ᵃ	.574	.561	2.004	1.825

a. Predictors: (Constant), Kepercayaan Pembeli, Kualitas Website, Kualitas Informasi

b. Dependent Variable: Keputusan Pembelian

Source : SPSS output. Processed 2022

The method used is "with *Durbin-Watson* test (DW test), if DW lies between DU and 4-DU then no autocorrelation occurs, if pW < DL

or DW > 4-DL, autocorrelation occurs, if autocorrelation occurs, efforts need to be made so that autocorrelation does not occur

Table 9 shows a Durbin-Watson (DW) value of 1.825. The dU value can be seen from *Durbin Watson's* table, n = 100, k = 3, then the dU value of 1.7364 can be obtained. *Durbin-Watson* must be larger than the DW table. This means that it can be seen that the regression model has no autocorrelation because Durbin-Watson is larger than DW.

Inferential Analysis

Inferential Analysis here is carried out when analyzing the results of sample data whose results will later be applied to the population. In the analysis using multiple linear regression analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the influence of the independent variable (X) consisting of Website Quality, Service Quality and Buyer Trust on the dependent variable (Y), namely Purchase Decisions. The calculation of the regression coefficient in this study uses the SPSS application system, which is as follows:

Table 10. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.338	1.405		-.240	.810
	Kualitas Website	.328	.148	.205	2.214	.029
	Kualitas Informasi	.484	.154	.308	3.131	.002
	Kepercayaan Pembeli	.539	.155	.346	3.490	.001

Coefficients^a

a. Dependent Variable: Keputusan Pembelian

Source : Multiple Linear Analysis Output Data. Processed 2022

Based on **Table 4.21**, it can be explained that the multiple linear regression equation known in the *Standardized Coefficients* column is as follows:

$$Y = 0{,}205\ X_1 + 0{,}308\ X_2 + 0{,}346\ X_3$$

Keterangan:

Y = Keputusan Pembelian

X_1 = Kualitas Website

X_2 = Kualitas Layanan

X_3 = Kepercayaan Pembeli

a) The partial regression coefficient of the Website Quality variable (X1) is 0.205 with a positive sign. Then the higher the Website Quality that the Purchase Decision will increase.

b) The partial regression coefficient of the Information Quality variable (X2) is 0.308 with a positive

sign. Means the higher the Quality of Information that the Purchasing Decision will increase.

c) The partial regression coefficient of the Buyer Confidence variable (X3) is 0.346 with a positive sign. This means that the higher the Buyer's Confidence that the Purchase Decision will increase.

Model Due Diligence

Test F

The F test is used when testing the effect of independent variables together on the dependent variable by comparing Fcalculate is at sig<0.05, then H0 is rejected (regression model is valid) and if F count is at sig>0.05 then H0 is accepted. It can be stated that in this study the model is said to be significant and feasible to use. All independent variables can explain any change in the value of the dependent variable, because it has a significant effect. Test F using ANOVA analysis with SPSS processing, obtained the following data:

Table 11. Test F

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	520.536	3	173.512	43.201	.000ᵇ
	Residual	385.574	96	4.016		
	Total	906.110	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepercayaan Pembeli, Kualitas Website, Kualitas Informasi

Source : Test Output Data F. Processed 2022

From **Table 11** above, it is found that Fcalculate is 43,201 with Sig of 0.000 so that H0 is rejected, this means that F counts > Ftable (43,201>2.70) and Sig 0.000<0.05. It can be concluded that in this study the model is said to be significant and feasible to use. All independent variables can explain any change in the value of the dependent variable, because it has a significant effect.

Coefficient of Determination (R^2)

Coefficient of Determination (R2) analysis is used when giving an understanding of how much the percentage of influence between independent variables and dependent variables:

Table 12. Coefficient of Determination (R^2)

Model Summary

Type	R	R Square	djusted R Square	d. Error of the Estimate
1	.758a	.574	.561	2.004

a. Predictors: (Constant), Buyer Trust, Website Quality, Information Quality

Source : Coefficient of Determination (R2) data. Processed 2022

From Table 12 above, the value of the correlation coefficient (R) is 0.758 from R square, 0.561 = 56.1%, the value of the coefficient of determination (R2) is 56.1%, meaning that 56.1% of the dependent variables of the Purchase Decision can be explained by the independent variables Website Quality, Service Quality, and Buyer Trust, while the remaining 43.9% is explained in other variables that are not included in this study.

Test t

This test is used when obtaining the significance of the effect of a partial or individual independent variable on the dependent variable. The effect can be estimated by the significant value and calculation obtained. To find out whether Website Quality (X1), Service Quality (X2) and Buyer Trust (X3) have a significant impact on purchasing decisions (Y). By comparing tcalculate < α = 0.05 here are the t-test results from SPSS:

Table 13. Test t

Coefficientsa

Type	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	-.338	1.405		-.240	.810
Website Quality	.328	.148	.205	2.214	.029
Quality of Information	.484	.154	.308	3.131	.002
Buyer Trust	.539	.155	.346	3.490	.001

a. Dependent Variable: Purchase Decision

Source : Linear Regression Output Data. Processed 2022

Based on Table 13, it can be known that the elaboration of hypotheses in this study is:
a) The Influence of Website Quality on Purchasing Decisions

Based on the table, it can be explained that the influence of the Website Quality variable on Purchase Decisions seen from the calculated value of 2.214 and significant 0.029 (0.029<α=0.05) then H0 rejected Ha accepted, so it can be concluded that website quality has a positive and significant effect on purchasing decisions.
b) The Effect of Information Quality on Purchasing Decisions

Based on the table, it is known that the influence of the Information Quality variable on Purchasing Decisions which can be seen from the calculated value of 3.131 and its significance of 0.002 (0.002 <α=0.05), then H0 rejected H a accepted, so it can be concluded that the quality of information has a positive and significant effect on purchasing decisions.
c) The Effect of Buyer Trust on Purchasing Decisions Based on table 4.20 it is known that the influence of the Trust variable

Buyer to the Purchase Decision which can be seen from the calculated value of 3.490

and the significance of 0.001 (0.001 < α = 0.05) then H0 rejected Ha accepted, so it can be concluded that buyer confidence has a positive and significant effect on the purchase decision.

Language:

The Influence of Website Quality on Purchasing Decisions

From the results of research using SPSS 25, it was obtained that Website Quality (X1) consisting of (Information, Security, Convenience, Comfort, and Quality) has a positive and significant influence on the Purchase Decision of the Shopee DKI Jakarta online shop. This means that the higher the consumer perception of Website Quality, the Shopee consumer Purchase Decision will increase. Based on the results of the t test, it shows that tcount 2.214 > 1.984 ttabel and a significant value of Service Quality of 0.029 < 0.05 reject H0 and accept H1 which means that Website Quality has a positive and significant effect on Purchasing Decisions and respondents on average agree with the Website Quality provided by Shopee Online Shop. This is indicated by the largest mean of the Website Quality variable of 3.99. Especially it can also be seen from the largest mean gain of 4.05 with the convenience indicator.

The relationship between Website Quality variables is something that needs to be considered by consumers in making decisions. The influence of website quality in online purchase decisions is the level of good and bad conditions provided by sellers in order to satisfy consumers by providing answers or delivering messages according to wishes or requests. (Minarti, 2020)

"Ranganathan & Ganapathy in Razak et al (2016) said that in *e-commerce*, websites play an important role in attracting, and maintaining consumer interest in a site". "Kotler & Keller in Tatang et al. (2017) that customers expect websites that have high quality when they shop online". "Park and Kim (2003) found that product information, interface quality, information quality and online shop service quality influence purchasing decisions". "And Furkonudin et al (2016) showed that there is a significant influence between usability variables, information quality, and service interaction quality on online purchase decision variables. The Website Quality has a positive and significant impact on Purchasing Decisions according to (Latifah, n.d.)".

The Effect of Information Quality on Purchasing Decisions

Based on the results of research using SPSS 25, it was obtained that Information Quality (X2) consisting of (Accuracy, Timeliness, and Relevancy) has a positive and significant influence on the Purchase Decision of the Shopee DKI Jakarta online shop. This means that the higher the consumer perception of Information Quality, the Shopee consumer Purchase Decision will increase. Based on the results of the t test, it shows that tcount 3.131 > 1.984 t table and a significant value of Information Quality of 0.002< 0.05 reject H0 and accept H1 which means that Information Quality has a positive and significant effect on Purchasing Decisions and respondents on average agree with the Quality of Information provided by Shopee Online Shop. This is indicated by the largest mean of Information Quality of 3,776. Especially it can also be seen from the largest mean gain of 3.88 with the timeliness indicator. The quality of information is something that is needed by consumers in determining purchases, with information provided by sellers clearly and well, consumers will get a decision to buy. (Nisak Cholifatun, 2016a). "*Information quality can be*

defined as a customer's perception of the quality of information about a product or service provided by a website" (Park and kim, in Achyar and Brilliant 2013).*Stating (Jogiyanto, 2005: 10) the quality of information depends on three things, namely information must be accurate, timely, and relevant*". *"That an information conveyed by online business people must have quality*
such as product descriptions that are clear, complete, and in accordance with the products offered".
"*The Quality of Information has a positive and significant impact on Purchasing Decisions according to (Anggraeni &; Madiawati, 2016*)".

The Influence of Buyer Trust on Purchasing Decisions

Based on the results of research using SPSS 25, it was obtained that Buyer Trust (X3) consisting of (Satisfaction Guarantee, Attention, and Continuity) has a positive and significant influence on the Purchase Decision of the Shopee DKI Jakarta online shop. This means that the higher the consumer perception of Buyer Trust that Shopee consumers' Purchase Decisions will increase. From the results of the t test, it shows a calculated value of 3.490 > 1.984 ttable and a significant value of Buyer Trust of 0.001<0.05 rejecting H0 and accepting H1 which means that Buyer Trust has a positive and significant impact on Purchase Decisions and respondents on average agree with the Buyer Trust given by Shopee Online Shop. This is indicated by the largest mean of the Buyer Confidence variable of 3.773. Especially it can also be seen from the largest mean gain of 3.82 with a satisfaction guarantee indicator. Variable linkage Trust in making purchases is important for making purchasing decisions. With a sense of trust to make a purchase, it will result in the occurrence of a purchase decision. (Nisak Cholifatun, 2016a)

"Kotler and Keller (2012) trust is a firm's willingness to depend on business partners". "Hong 21 Youl Ha and Helen Perks (2015) state that", "trust is a benchmark for customers to rely on the brand's ability to perform the functions it plays." "It means that trust is the yardstick by which customers rely on the brand's ability to perform its functions." "McKnight et al in Mauludiyahwati (2017) stated that, there are two factors that can affect buyer trust in online transactions, namely perceived web vendor reputation, and perceived web site quality." "Buyer Confidence has a positive and significant effect on Purchasing Decisions according to (Nisak Cholifatun, 2016a)"

CONCLUSION

Based on the results of research on the influence of Website Quality, Information Quality and Buyer Trust on Purchasing Decisions. So several conclusions were obtained as follows: 1) Website Quality has a positive and significant effect on the Shopee online shop Purchase Decision in DKI Jakarta. This means that the higher the consumer perception of Website Quality, the consumer Purchase Decision will increase.2) Information Quality has a positive and significant influence on the Purchase Decision of Shopee online shop in DKI Jakarta. Which means that the higher the consumer perception of Information Quality, the consumer's Purchase Decision will increase. 3) Buyer Trust has a positive and significant influence on the Purchase Decision of Shopee online shop in DKI Jakarta. Which means that the higher the consumer perception of Buyer Trust, the consumer Purchase Decision will increase.

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