

Influence of Service Quality *Servicescape* and *Word of Mouth* on the Decision to Use Expedition Services JNE City Tebing High with Trust as an Intervening Variable

Bobby Hartanto ¹, Tarisyah Ramadhani ²

¹ Bina Karya College of Economics

² Students of Bina Karya College of Economics

Correspondence Authors: bobby.hartanto.mmsi@gmail.com

Article history: received March 10, 2023; revised March 28, 2023; accepted April 07, 2023

This article is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)



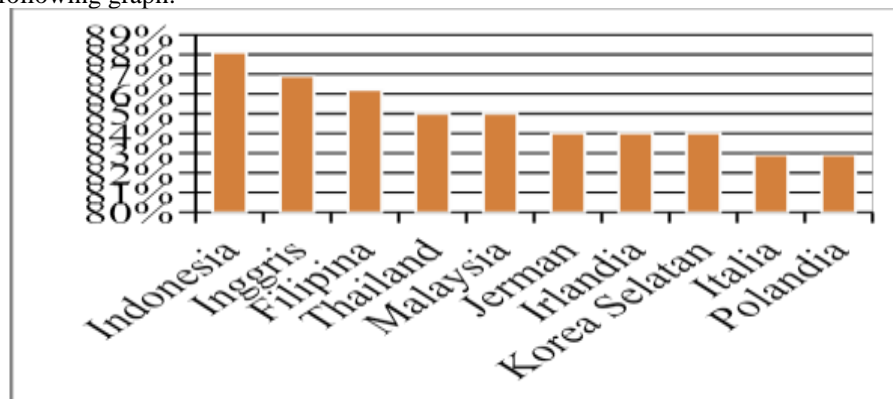
ABSTRACT

This study aims to determine the effect of service quality, servicescape and word of mouth on the decision to use JNE expedition services in Tebing Tinggi City with trust as an intervening variable. The effect that we want to know is the direct or indirect effect. The research method used is a quantitative method using the help of software smart pls 3.0. this type of research is explanatory research that explains the causal relationship between variables through hypothesis testing. This study used a sample of 96 respondents. Sampling using probability sampling technique. From the results of the direct influence test, it can be concluded that service quality (X1) and word of mouth (X3) have a significant effect on trust (Z), while servicescape (X2) has no significant effect on trust (Z). Service quality (X1) and trust (Z) have a significant effect on usage decisions (Y), while servicescape (X2) and word of mouth (X3) have no significant influence on usage decisions (Y). The indirect test results show that the quality of service (X1) and word of mouth (X3) affect the decision to use (Y) which is mediated by trust (Z), while the servicescape (X2) has no effect on the decision to use (Y) which is mediated by trust (Z).

Keywords: Servicescape, Trusts, Usage Decision, Word Of Mouth

INTRODUCTION

Buying and selling transactions *online* or *e-commerce*, does not reduce one's interest in doing so. This is evidenced by the increasing use of *e-commerce* in the world based on the results of the *We Are Social* survey in April 2021. It can be seen from the following graph:



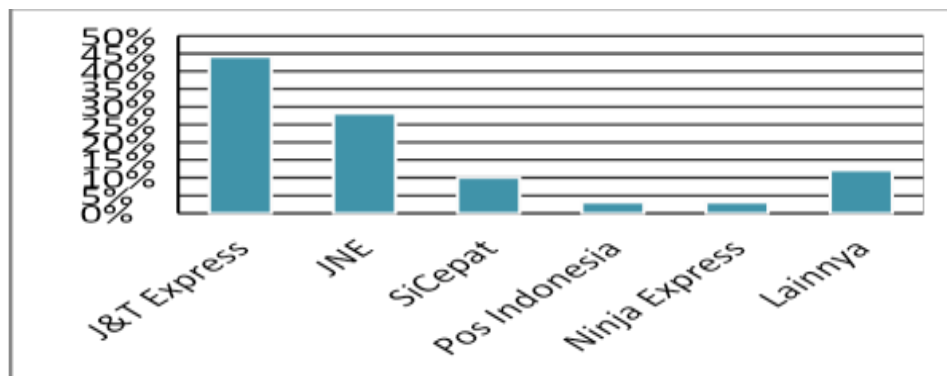
Source: (*We Are Social*, 2021)

The diagram above released by Databoks, that as many as 88.1% of internet users in Indonesia use *e-commerce* services. This percentage is the highest in the world. The second position is occupied by the UK with 86.9% of internet users using *e-commerce*. Then, Internet users who use *e-commerce* in the Philippines are 86.2%. About 85% of internet

users in Thailand and Malaysia also use the service. Then internet users in Germany, Ireland, and South Korea, which use *e-commerce*, around 84%. Temporary. Internet users using *e-commerce* in Italy and Poland are 82.9% (1) respectively.

The phenomenon of buying and selling online has resulted in Indonesia being the highest country in the world using *e-commerce* and this is very closely related to the use of shipping services. in the city of Tebing Tinggi there are a lot of expedition services. but to make a decision to use which expedition services to use is very difficult. where a consumer must know the state of the freight forwarding company.

When shopping online, consumers are faced with the choice of courier services. based on a populix survey released by dataindonesia.id stated that J&T Express was the favorite choice of consumers by 44%. and the second option is JNE by 28%. SiCepat is selected by 10%. Whereas. Pos Indonesia and Ninja Express each selected 3%. Then other expedition services by 12% (4).



Source: (Populix. 2020)

One of the famous expedition services is the Nugraha Ekakurir Line shipping service. or often called JNE. JNE was founded in 1990 until now it is growing. Consumers choose or decide to use delivery services. if he feels that the delivery service has good quality and is on time for delivery (3).

In this study, researchers measured usage decisions based on sales data for JNE expedition services, the city of Tebing Tinggi in 2021 for the period January-December 2021. As one of the expedition services. JNE must have a strategy in terms of increasing consumer interest in choosing to use JNE shipping services.

The decision to use will increase if consumer trust increases first. meaning that the consumer must first believe in a new expedition service he will use it (4). In this study, researchers conducted a pre-survey of 43 JNE consumer respondents using the Google form platform and obtained complaints that consumers experienced when using JNE expedition services, namely:

1. Delays in the arrival of shipments were selected by 46.5% of respondents.
2. Damaged shipments were selected by 23.3% of respondents .
3. Late payment of COD money was chosen by 4.6% of respondents .
4. Less expensive prices are chosen by 14% of respondents .
5. Others were chosen by 11.6% of respondents .

Judging from the complaints experienced by consumers when using JNE expedition services. This can cause consumers to doubt or distrust in using JNE shipping services which causes a decrease in usage decisions. the factor that influences the decision to use is trust (5). The form of consumer trust is in the form of consumer expectations, namely that JNE delivery services can be relied upon in fulfilling their responsibilities as a delivery service (4). It can be seen from the results of the pre-survey above regarding complaints experienced by consumers when using JNE expedition services. the feeling of trust will certainly disappear little by little over time according to what is felt by consumers

Another factor that can influence the decision to use is the quality of service (3). Quality of service is a form of excellence that is expected and controlled to meet consumer desires. Online buying and selling actors as users of courier services are now increasingly selective in choosing courier services because the level of choice of courier services is getting higher and incidents or cases of poor service in serving consumers. Therefore , freight forwarding companies must be able to create the best quality service to consumers so as not to cause disappointment and this can increase consumer use decisions for expedition services.

Another factor. servicescape is the physical environment in which service encounters occur and can influence consumer perceptions (6). Servicescape in the form of exterior and interior design. parking lot . air quality or air temperature. equipment provided and others in a company. In addition, other factors influence the decision to use.

According to (7) *Word of mouth* is a process in which information obtained by consumers about a product or service from a social interaction or from an experience is passed on to other consumers. With trust, service quality, servicescape and word of mouth can affect the level of sales of JNE expedition services in the city of Tebing Tinggi. The following is sales data for 2021 for the period January-December 2021 as follows:

Table 1
JNE Sales Data for Tebing Tinggi City for 2021

Month	Target	Realization	%
January	341,677,795	234,502,344	69%
February	320,322,933	231,410,123	72%
March	341,677,795	246,745,693	72%
April	405,742,382	263,568,000	65%
May	341,677,795	249,500,314	73%
June	363,032,658	256,935,492	71%
July	341,677,795	274,872,487	80%
August	363,032,658	240,814,445	66%
September	363,032,658	231,521,613	64%
October	363,032,658	218,773,387	60%
November	363,032,658	244,442,368	67%
December	384,387,520	291,342,345	76%
Total	4,292,327,305	2,984,428,611	70%

Source: JNE city of Tebing Tinggi, 2022 (data processed)

Based on table 1, we can see that sales figures move inconsistently each month. as in January the percentage of sales was 69%. then in February and March there was an increase of 3%, namely the percentage of sales of 72%. then for the following month the percentage of sales realized was unstable and the highest percentage level of sales was in July of 80%. If the consumer already believes, the consumer will decide to use the service. This is what causes an increase in sales of a company. Although sales are not stable every month, but sales are never half of the predetermined target. This shows that trust, service quality, *servicescape* and *word of mouth* has a positive effect on increasing sales of JNE expedition services in the city of Tebing Tinggi.

Literature review

Marketing

Marketing is a form of social and managerial process that can make individuals and groups obtain what they need and want by creating, offering and exchanging products of value with other parties (8).

Marketing Management

Marketing is all business activity designed to plan, determine price, promotion and distribute products that can satisfy the desire so as to achieve the target market and company goals (9). Meanwhile, management is an activity that involves four management functions, namely planning (planning), Organizing (organizing), movement (actuating), and supervision (controlling) (10). So it can be concluded that marketing management is an activity through a management function that is designed to plan, determine price, promotion and distribution of products or services in order to achieve company goals and be accepted and liked by consumers.

Service quality

Service quality is a measure of how much priority is given and is expected according to consumer expectations (11).

Servicescape

Servicescape is a concept that can affect consumer perceptions of the physical environment where the service takes place (12).

Word Of Mouth

word of mouth has a big role in making a consumer decision which is felt to be the most effective because the information is more real (7).

Usage Decision

The decision to use is to use the most desirable brand from the various choices available (13).

Trust

Trust is a form of a consumer's belief in a party that consumers have given hope that that party can be relied upon and trusted (14).

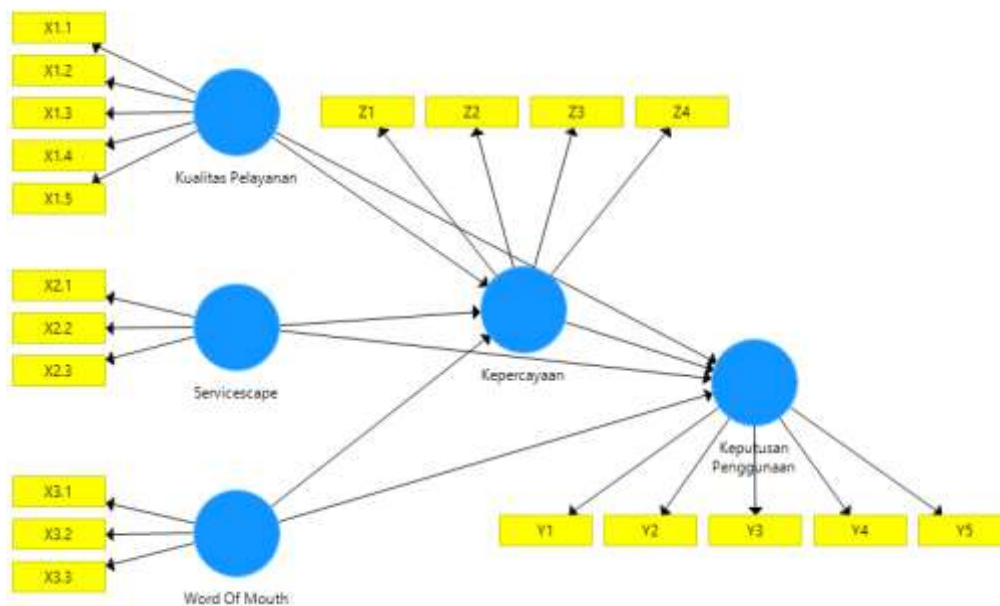


Figure 1: Conceptual framework

hypothesis

H1: Service Quality (X1) has an effect on consumer trust (Z) in JNE expedition services in Tebing Tinggi city.

H2 : *Servicescape* (X2) has an effect on consumers' trust (Z) in JNE expedition services in the city of Tebing Tinggi.

H3 : *word of mouth* (X3) influences consumer trust (Z) in JNE expedition services in Tebing Tinggi city.

H4: Quality of service (X1) influences the decision to use (Y) JNE expedition services in Tebing Tinggi city.

H5 : *Servicescape* (X2) influences the decision to use (Y) JNE expedition services in the city of Tebing Tinggi.

H6: *Word of mouth* (X3) influences the decision to use (Y) JNE expedition services in Tebing Tinggi city.

H7: consumer trust (Z) influences the decision to use (Y) JNE expedition services in Tebing Tinggi city.

H8: Service Quality (X1) influences the decision to use (Y) JNE expedition services in Tebing Tinggi city with trust (Z) as the intervening variable.

H9 : *Servicescape* (X2) has an effect on the decision to use (Y) JNE expedition services in Tebing Tinggi city with trust (Z) as the intervening variable.

H10 : *word of mouth* (X3) influences the decision to use (Y) JNE expedition services in Tebing Tinggi city with trust (Z) as the intervening variable.

METHOD

Data analysis in this study is a quantitative analysis using the *Partial Least Square (PLS)* based *Structural Equation Model (SEM)* method which is used to process data calculations. In this study, the population was JNE users who were in Tebing Tinggi City and an unknown number used the *probability sampling technique* with the *simple random sampling method* in the sampling. Sources of data used are primary data and secondary data. This research data collection method is a questionnaire, interview, observation and literature study. The variables of this study consist of independent

variables (independent variables) which consist of service quality (X1). *servicescape* (X2). And *word of mouth* (X3) on the dependent variable (dependent variable), namely the decision to use (Y) with trust (Z) as the intervening variable.

RESEARCH RESULTS AND DISCUSSION

Validity test

a. Convergent Validity

Table 2
Validity Test Results Using *Loading Factor*

	<i>loading Factor</i>				
X1.1	0.836				
X1.2	0.899				
X1.3	0.919				
X1.4	0.918				
X1.5	0.836				
X2.1		0.861			
X2.2		0.915			
X2.3		0.903			
X3.1			0.924		
X3.2			0.929		
X3.3			0.918		
Z.1				0.888	
Z.2				0.870	
Z.3				0.927	
Z.4				0.930	
Y.1					0.868
Y.2					0.891
Y.3					0.827
Y.4					0.817
Y.5					0.821

Source: Primary data processed (2022)

Based on the table above, it can be seen that all *loading factor values* have crossed the 0.7 limit so that it can be concluded that each indicator in this study is valid.

b. Discriminant Validity

Table 3
Instrument Validity Test Results Using *Cross Loading*

Items	X1	X2	X3	Z	Y
X1.1	0.836	0.648	0.539	0.690	0.684
X1.2	0.899	0.708	0.661	0.723	0.710
X1.3	0.919	0.764	0.699	0.761	0.753
X1.4	0.918	0.775	0.686	0.795	0.744
X1.5	0.836	0.699	0.607	0.664	0.695
X2.1	0.759	0.861	0.578	0.647	0.655
x2.2	0.696	0.915	0.513	0.628	0.642
x2.3	0.732	0.903	0.629	0.714	0.718
x3.1	0.629	0.531	0.924	0.668	0.599
x3.2	0.660	0.612	0.929	0.694	0.643
x3.3	0.720	0.640	0.918	0.709	0.612
Z.1	0.746	0.719	0.650	0.888	0.760
Z.2	0.736	0.620	0.669	0.870	0.739
Z.3	0.736	0.683	0.640	0.927	0.799
Z.4	0.766	0.670	0.743	0.930	0.800
Y.1	0.650	0.646	0.573	0.750	0.868
Y.2	0.733	0.630	0.599	0.735	0.891
Y.3	0.652	0.586	0.472	0.678	0.827
Y.4	0.683	0.657	0.624	0.806	0.817
Y.5	0.719	0.663	0.549	0.642	0.821

Source: Primary data processed (2022)

Based on the table above, it can be seen that all the *cross loading values* of each intended indicator have a higher correlation with each variable compared to other variables. It can be concluded that the indicators above are valid as a whole.

Reliability Test

Table 4
AVE calculation. Cronbach Alpha. And Composite Reliability

	Cronbach's Alpha	rho_A	Relia Composite bability	verage Variance Extracted (AVE)
Usage Decision(Y)	0.900	0.901	0.926	0.715
Trust(Z)	0.925	0.926	0.947	0.817
Service quality (X1)	0.928	0.931	0.946	0.778
Servicescape (X2)	0.873	0.877	0.922	0.798
Word Of Mouth (X3)	0.914	0.915	0.946	0.854

Source: Primary data processed (2022)

Based on the table above , it can be seen that the *Cronbach Alpha* value of the Use Decision Variable (Y) is 0 . 900. The variable of confidence (Z) is 0 . 925. Service Quality Variable (X1) of 0 . 928. *Servicescape* variable (X2) is 0 . 873 and *Word Of Mouth* Variable (X3) of 0.914. From the calculation results above, it can be seen that all indicators are reliable in measuring their latent variables.

Yield R² (Rs quare)

Table 5
Correlation Value (r²)

Variable	r2
Z	
Y	

Source: Primary data processed (2022)

**Hypothesis Test
Direct Effect Testing**

Table 6
Path Coefficients

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	Q statistics (O/STDEV)	values
Service Quality (X1) -> Trust (Z)	0.475	0.477	0.103	4,598	.000
Servicescape (X2) -> Trust (Z)	0.166	0.172	0.107	1,552	.121
Word Of Mouth (X3) -> Trust (Z)	0.296	0.288	0.101	2,943	.003
Quality of Service (X1) -> Decision to Use (Y)	0.243	0.236	0.118	2055	.040
Servicescape (X2) -> Usage Decision (Y)	0.154	0.161	0.084	1,844	.066
Word Of Mouth (X3) -> Usage Decision (Y)	-0.027	-0.023	0.094	0.284	.776
Trust (Z) -> Usage Decision(Y)	0.562	0.558	0.113	4,986	.000

Source: Primary data processed (2022)

Indirect Effect Testing

Table 7
Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Q statistics (O/STDEV)	values
Service Quality (X1) -> Trust (Z) -> Usage Decision (Y)	0.267	0.265	0.076	3,509	.000
Servicescape (X2) -> Trust (Z) -> Usage Decision (Y)	0.093	0.093	0.059		.116
Word Of Mouth (X3) -> Trust (Z) -> Usage Decision (Y)	0.166	0.164	0.074	2,264	.024

Source: Primary data processed (2022)

Effect of Service Quality (X1) on Trust (Z).

Based on the results of the analysis of hypothesis 1, it can be seen that the service quality variable (X1) has a significant influence on the consumer's trust variable (Z) in JNE expedition services, Tebing Tinggi city . The results of hypothesis testing directly. regarding the service quality variable (X1) to the trust variable (Z) shows that based on the *path coefficients value* seen through the t-statistic value of $4,598 \geq 1.96$ the t-table value with a probability value (P- Values) of $0,000 \leq \text{level of significance } (\alpha = 5\%)$. This shows that service quality has an influence on consumer confidence in JNE expedition services in the city of Tebing Tinggi.

The Effect of Servicescape (X2) on Trust (Z).

Based on the results of the analysis of hypothesis 2, it can be seen that the *Servicescape variable* (X2) has no significant effect on the consumer's Trust (Z) variable in JNE expedition services, Tebing Tinggi city . The results of hypothesis testing directly. regarding the *Servicescape variable* (X2) to the trust variable (Z) shows that based on *the path coefficients value* as seen through the t-statistical value of $1.552 \leq 1.96$ the t-table value with a probability value (P- Values) of $0.121 \geq \text{level of significance } (\alpha = 5\%)$. This shows that *the servicescape* has no effect on consumer confidence in JNE expedition services in the city of Tebing Tinggi. means *servicescape* can not increase consumer confidence. This is because each shipping service has almost the same *servicescape* so that it can cause a lack of *servicescape influence* on consumer confidence.

The Effect of Word Of Mouth (X3) on Trust (Z).

Based on the results of the analysis of hypothesis 3, it can be seen that the *word of mouth variable* (X3) has a significant effect on the consumer's trust (Z) variable in JNE expedition services, Tebing Tinggi city. The results of hypothesis testing directly. regarding *Word Of Mouth variables* (X3) on the trust variable (Z) shows that based on the *path coefficients* as seen through the t-statistic value of $2,943 \geq 1.96$ the t-table value with a probability value (P- Values) of $0.003 \leq \text{level of significance } (\alpha = 5\%)$. This shows that *word of mouth* has an effect on consumer confidence in JNE expedition services in the city of Tebing Tinggi. The results of this study are in line with research (15) which has an influence between the *word of mouth variable* (X3) on the trust variable (Z).

The Effect of Service Quality (X1) on the Decision to Use (Y).

Based on the results of the analysis of hypothesis 4, it can be seen that the variable service quality (X1) has a significant influence on the consumer's decision to use variable (Y) at JNE expedition services in Tebing Tinggi city . The results of hypothesis testing directly. regarding the variable Quality of service (X1) to the variable use decision (Y) shows that based on the *path coefficients value* seen through the t-statistic value of $2.055 \geq 1.96$ t-table value with a probability value (P- Values) of $0.040 \leq \text{level of significance } (\alpha = 5\%)$. This shows that service quality influences the decision to use JNE expedition services in the city of Tebing Tinggi. therefore the better the quality of service, the decision to use will increase.

The Effect of Servicescape (X2) on the Decision to Use (Y).

Based on the results of the analysis of hypothesis 5, it can be seen that the *Servicescape variable* (X2) has no significant effect on the consumer's decision to use variable (Y) at JNE expedition services, Tebing Tinggi city . The results of hypothesis testing directly. regarding the *Servicescape variable* (X2) to the use decision variable (Y) shows based on the *path coefficients value* as seen through the t-statistic value of $1.844 \leq 1.96$ t-table value with probability values (P- Values) equal to the t-table value with probability values (P- Values) of $0.066 \leq \text{level of significance } (\alpha = 5\%)$. This shows that *the servicescape* has no effect on the decision to use JNE expedition services in the city of Tebing Tinggi. In addition, consumers prioritize other factors compared to *servicescape* in using expedition services, namely price factors such as JNE postage rates which are relatively expensive, making consumers use other cheaper expedition services so that *the servicescape* does not affect the decision to use expedition services.

The Effect of Word Of Mouth (X3) on the Decision to Use (Y).

Based on the results of the analysis of hypothesis 6, it can be seen that the *word of mouth variable* (X3) has no significant effect on the use decision variable (Y) in the JNE expedition service, Tebing Tinggi city. The results of hypothesis testing directly. regarding the *Word Of Mouth variable* (X3) to the use decision variable (Y) shows that based on *the path coefficients value* seen through the t-statistical value of $0.284 \leq 1.96$ t-table value with a probability value (P- Values) of $0.776 \leq \text{level of significance } (\alpha = 5\%)$. This shows that *word of mouth* cannot increase the decision to use because there is no influence between the variables.

The Influence of Belief (Z) on Consumption Decisions (Y).

Based on the results of the analysis of hypothesis 7, it can be seen that the trust variable (Z) has a significant influence on the consumer's decision to use variable (Y) at the JNE expedition service, Tebing Tinggi city . The results of hypothesis testing directly. regarding the variable Trust (Z) on the variable decision to use (Y) shows that based on the value of *the path coefficients* as seen through the t-statistical value of $4.986 \geq 1.96$ the t-table value with a probability value (P- Values) of $0.000 \leq \text{level of significance } (\alpha = 5\%)$. This shows that trust influences the decision to use JNE expedition services in the city of Tebing Tinggi.

Mediated Usage Decisions (Y) (Z).

Based on the results of the analysis of hypothesis 8, it can be seen that the Trust Variable (Z) is able to mediate the influence between the Service Quality Variable (X1) on the Usage Decision Variable (Y) on JNE expedition services in the city of Tebing Tinggi. The results of hypothesis testing indirectly. regarding the variable Quality of Service (X1) to the variable Usage Decision (Y) through the trust variable (Z) shows that based on the value of *indirect effects* seen through the t-statistic value of $3,509 \geq 1.96$ the t-table value with a probability value (P- Values) of $0.000 \leq \text{level of significance } (\alpha = 5\%)$. This shows that trust is able to mediate between service quality and the decision to use JNE expedition services in the city of Tebing Tinggi. therefore the better the quality of service will further increase the decision to use with the trust of consumers.

The Effect of Servicescape (X2) on Trust- Mediated Usage Decisions (Y) (Z).

Based on the results of the analysis of hypothesis 9, it can be seen that the Trust Variable (Z) is not able to mediate the influence between the *Servicescape Variable* (X2) on the Usage Decision Variable (Y) on JNE expedition services in the city of Tebing Tinggi. The results of hypothesis testing directly. regarding the *Servicescape variable* (X2) to the Use Decision variable (Y) through the trust variable (Z) shows that based on the *indirect effects value* seen through the t-statistic value of $1.573 \leq 1.96$ t-table value with a probability value (P- Values) of $0.116 \geq \text{level of significance } (\alpha = 5\%)$. This shows that trust is unable to mediate between *the servicescape* and the decision to use JNE expedition services in the city of Tebing Tinggi.

The Influence of Word Of Mouth (X3) On The Decision To Use (Y) Mediated By Trust (Z).

The Word Of Mouth Variable (X3) on the Usage Decision Variable (Y) on JNE expedition services in the city of Tebing Tinggi. The results of hypothesis testing indirectly. regarding the *Word Of Mouth variable* (X3) to the Use Decision variable (Y) through the trust variable (Z) shows that based on the *indirect effects value* as seen through the t-statistical value of $2,264 \geq 1.96$ the t-table value with probability values (P- Values) of $0.024 \leq \text{level of significance } (\alpha = 5\%)$. This shows that trust is able to mediate between *word of mouth* and the decision to use JNE expedition services in the city of Tebing Tinggi.

CONCLUSION

Service quality and *word of mouth* have a significant influence on trust in JNE expedition services in Tebing Tinggi city. while *the servicescape* has no significant effect on trust in JNE expedition services in the city of Tebing Tinggi. service quality and trust have a significant influence on the decision to use JNE expedition services in the city of Tebing Tinggi. while *the servicescape* and *word of mouth* have no significant influence on the decision to use JNE expedition services in the city of Tebing Tinggi. The results of the indirect test show that the quality of service and *word of mouth* have an effect on the decision to use which is mediated by trust in JNE expedition services in the city of Tebing Tinggi. while *the servicescape* has no effect on the decision to use which is mediated by trust in JNE expedition services in the city of Tebing Tinggi.

REFERENCES

- Databox. Highest Use of Indonesian E-Commerce in the World. Databoks.katadata.co.id. 2021.
- Karnadi. A. The Shifting Trend of Indonesian People's Spending to the *Online Realm* . Data Indonesia.Id.2022. Available from : <https://dataindonesia.id/digital/detail/beralihnya-tren-belanja-Masyarakat-indonesia-ke-ranah-daring>
- Faida LN. The Effect of Service Quality and Brand Image on Decisions to Use JNE Services for IAIN Sharia Faculty Students
- Ponorojo. J Chem Inf Model. 2020 ;53 (9):1689–99. Kirana. EK The Influence of Brand Equity and Consumer Trust on

- the Decision to Use Expedition Services (Study on Jalan Nugraha Ekakurir Consumers). *Business management*. (2019); 8 (1). 37–46.
- Aulia nia susanti Putri. Corporate Image Influence Analysis. Service quality. and Trust in the Decision to Use JNE Delivery Services (study on JNE Jepara). 2021.
- Soegoto. A.S. _ & Jorie. RJ *the Effect of Servicescape. Facilities and Quality of Service Quality of Consumer Decisions To Choose Goldenlake Resort*. *5812 EMBA Journal* . 2019 ; 7 (4):5812–5820.
- Sari NKMP. Mayasari NMDA. The Effect of Word of Mouth and Corporate Image on the Decision to Use JNE Express Expedition Services in Buleleng Regency. *J Undiksha Ekon Educator*. 2021 ;13 (1):136.
- Kotler P *Marketing*. 9th ed. Pearsons Australia; 2013.
- Stanton. WJ *Marketing principles*. Translated by: Yohanes Lamarto. Erlangga; 2012.
- George R. Terry. *LWR Fundamentals of Management*. Earth Literature. 2019.
- Tjiptono F. *Marketing Strategy*. Yogyakarta: CV. Andi Offset. 2015.
- Oebit Z. The Influence of E-Servicescape on Trust and Its Impact on Repurchase Intention. *J Sist Inf*. 2018 ;14 (2):43–52.
- Armstrong PK and G. *Principles of Marketing*. Wall S. editor. England: Pearson Education Limited; 2014.
- Bilondatu MR. Motivation. Perception. and Trust Influence on Consumer Purchasing Decisions on Yamaha Motorcycles in Minahasa. *J EMBA*. 2013 ;1:710 –20.
- Son of GN. The Influence of Word Of Mouth Against Consumer Trust At PT. Prudential Life Assurance Bandung. 2017.