

UNCOVERING THE POWER OF WEBSITE DESIGN AND PRODUCT PHOTOS: HOW FLASH SALES PROGRAMS SHAPE PURCHASING DECISIONS

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Abstract

A study was conducted to investigate how website design and product photos impact purchasing decisions, with a focus on the role of flash sale programs. The research targeted students in Surabaya who have made purchases on the Shopee e-commerce platform, with a sample size of 96 individuals. The data collected from the respondents' questionnaires were analyzed using SEM SmartPLS-3. The findings of the study revealed that flash sale programs, product photos, and website design play a crucial role in influencing consumer decisions. While flash sale programs can generate consumer interest, it is important to manage them wisely to avoid any negative impact on consumer perception. On the other hand, high-quality product photos and a well-designed website can enhance consumer engagement in the purchasing process. The practical implication of this research is that companies should prioritize flash sale programs, product photo quality, website design, and other marketing factors to influence positive purchasing decisions, develop effective marketing strategies, meet consumer needs, and strengthen their brand image. The main contribution of this study lies in the inclusion of the moderating role of flash sale programs in the integrated model of e-commerce marketing. Therefore, this research provides a deeper understanding of the factors that influence consumer purchasing decisions in the e-commerce context, while also serving as a foundation for companies to design more effective and responsive marketing strategies.

Keywords: E-Commerce, Flash Sales Programs, Product Photos, Purchasing Decision, Website Design

1. INTRODUCTION

The e-commerce industry is expanding at a rapid pace, and with this growth comes significant advancements. Within this dynamic ecosystem, two key factors play a crucial role in influencing consumer buying behavior: website design and product photos. A visually appealing website design coupled with clear and enticing product photos can greatly enhance the user experience and attract more customers. However, it is important to acknowledge the impact of live offer programs in bridging the gap between website design, product photography, and the final purchasing decision.

A successful site plan not only provides an attractive style but also creates an environment that makes client routes and interactions simple. According to Rizal et al. (2017), good design can create trust, increase customer satisfaction, and ultimately influence purchasing decisions. On the other hand, high-quality product photos not only provide a clear picture of the product but can also increase consumers' perceived value and trust (Suhaily & Darmoyo, 2017).

While this perspective has offered valuable insights, there remains a research void in merging flash sale program factors that could influence the correlation between variables, product imagery, website layout, and consumer purchasing behavior. Many studies focus solely on website design and product visuals without taking into account the complexities of promotional scenarios like flash sales.

Flash sale programs that provide discounts or amazing offers for a limited time have become an attractive marketing methodology in ecommerce. The thinking of Rahma & Purwanto (2023) show that sequential transaction programs can increase inspiration generation and speed up customer decision making. As a driving variable, flash sale programs can strengthen or weaken the relationship between website design, product photos, and purchasing decisions, depending on how clients react to the offer.

Up to now, there has been limited research dedicated to integrating it as a key component of flash sale initiatives within these partnerships. Prior studies mainly examined the impact of website layout and product images or analyzed flash sale tactics individually, rather than merging all three into a cohesive unit.

This study aims to bridge the existing knowledge gap by integrating the principles of website design, product photography, and flash sale programs within a comprehensive research framework. By doing so, it seeks to explore the impact of a flash sale program on the interaction between website design and product photos, and how this interaction ultimately affects consumer purchasing decisions. This approach is anticipated to offer a more comprehensive understanding of the various factors that influence decision making in the realm of e-commerce.

This research aims to provide deeper insight into the dynamics of the relationship between website design, product photos and flash sale programs in the context of purchasing decisions in e-commerce. The practical implications of this research can help e-commerce companies to optimize their strategies, especially in organizing and managing flash sale programs as an effective moderation tool in improving customer experience and purchasing decisions.

2. THEORETICAL BASIS

2.1. Website Design

According to Hidayat (2010) a website is a collection of pages that presents various kinds of information in the form of writing, images (both moving and still images), animation, sound, or a combination of these, both dynamically and statically. Websites have become the most important public communication portal for most businesses and organizations, a poorly designed website can make users frustrated and only visit the home page without exploring other pages, whereas if the website is well designed it can affect visitor retention and purchasing behavior (Garett et al., 2016).

Meanwhile, website design is the overall quality of a website which includes good appearance and navigation functions, and not only focuses on the beauty of its appearance but ease of access also influences visitor or consumer behavior (Wilson & Keni, 2018). Good quality website design can have a positive impact on increasing customer satisfaction. There are several important indicators in developing a good website design, including: Information Quality; Response Speed; Attractive visuals; and Interactivity (Bernarto et al., 2019).

2.2. Product Photos

Product photos are a display of a product in the form of goods or services distributed in image form as an alternative to information in text form (Li & Xie, 2020). A study from Fauzi & Lina (2021), states that product photos contain information that can influence consumer purchasing decisions, making it easier for sellers to build relationships with consumers, as does product photos. Becomes a problem solver when consumers cannot describe the visuals of a product from writing or text alone.

Based on the understanding above, it can be concluded that product photos are very important for visualization needs to make it easier for consumers to make the right choice without having to see the product directly. The delivery of information must also be clear so that there are no misunderstandings in conveying the intent and purpose. There are several indicators that researchers will use to test the Product Photo variable, including: Light (Fauzi & Lina, 2021); Color Composition (Fauzi & Lina, 2021); Information (Servanda et al., 2019); Product Visuals (Servanda et al., 2019).

2.3. Flash Sale Program

Flash sales are short sales promotions where consumers have a limited time to get special offers or discounts. This short sale is carried out to emotionally encourage consumers to make a purchase (Ardin, 2020). According to Devica (2020) Flash sales are a business activity that offers a product or service for a short period of time, the form of promotion can be in the form of discounts, cashback, or free shipping for consumers who make transactions online.

Meanwhile, Herlina et al. (2021) explains that flash sale offers can influence consumer behavior so that consumers will take one step faster in making a purchase because of emotional encouragement. According to Kotler and Keller in Ardin (2020), there are several flash sale indicators, including: Several promotions carried out (Frequency); How well the seller delivers promotions (Quality); How long the promotion runs (Time); Promotion target (Target).

2.4. Purchasing Decision

Stanton in Ardin (2020) stated that purchasing decisions are routine activities to meet consumer needs through repeated purchases of the same product. Price increases, changes in products and service quality will directly influence purchasing decisions and allow consumers to choose alternative products. According to Herlina et al. (2021), purchasing decisions are part of consumer behavior regarding how individuals or groups carry out transactions and consume the products purchased to meet their needs.

Meanwhile, Riyanto & Suriyanti (2021) stated that decision making means including all the processes that consumers have gone through, such as recognizing problems, searching for solutions and information, evaluating, and selecting from several existing alternatives. Rook in a study by Ardin (2020), explains several indicators of purchasing decisions, including: Spontaneous Purchases (purchasing decisions that occur due to spontaneity factors where the buyer unconsciously carries out a purchase transaction when he sees the item); Power, Compulsion, and intensity (Emotional power that encourages consumers to make purchases due to short-term promotional periods so that consumers tend to put aside

other things); Excitement and Simulation (purchases occur suddenly due to arousal); Disregarded for Consequences (Buyers make purchases without thinking about the negative consequences that will occur).

3. RESEARCH METHOD

This research is a type of quantitative research. Using primary data obtained from respondents' answers to a questionnaire distributed to the respondents. The population in this research are students who have made transactions at Shopee E-Commerce in Surabaya. Because the exact population size is unknown, the researchers used the Rao Purba formula (Rao, 1996) as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:

n = Number of Samples

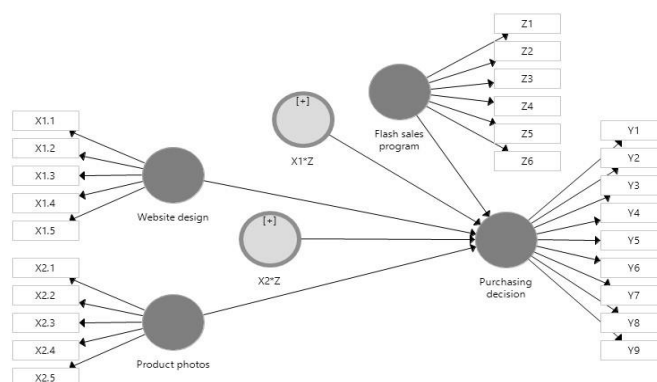
Z = Level of normal distribution at the 5% significance level = 1.96

Moe = Margin of Error, the maximum error that can be correlated is 10% or 0.1

So, the sample determined is: $n = 96.04 = 96$ respondents.

This research consists of 4 variables that will be studied, namely the independent variable: website design with 5 questionnaires (X1.1-X1.5) and product photos with 5 questionnaires (X2.1-X2.5), moderating variable: flash sales program with 6 questionnaires (Z1-Z6), and dependent variable: Purchasing decision with 9 questionnaires (Y1-Y9).

The questionnaire is measured on 5 Likert scale criteria, namely: STS (strongly disagree) score 1, TS (disagree) score 2, N (Neutral) score 3, S (agree) score 4, and SS (strongly agree) score 5. Data obtained from respondents' questionnaire answers were processed using SEM SmartPLS-3.



Source: Processed by the Author (2023)

Figure 1. Relationship Between Independent, Moderation and Dependent Variable

4. RESULT AND DISSCUSION

4.1. Research Result

a. Characteristics of Respondents

Table 1. Characteristic of Respondents

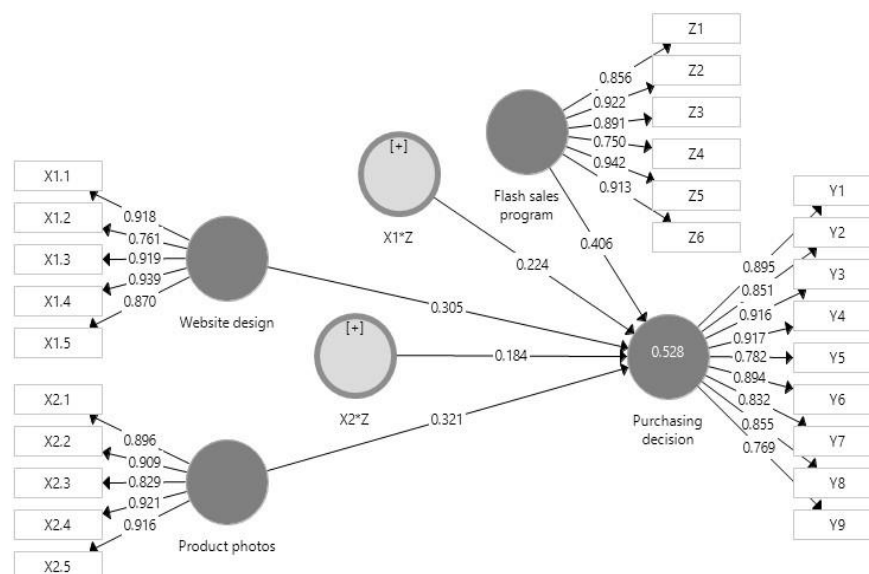
Description	Frequency	Percentage
Gender:		
Male	34	35.4%
Female	62	64.6%
Age:		
17-20	12	12.5%
21-25	83	86.4%
31-40	1	1.1%

Source: Field data of respondents

The table 1 above showed the characteristics of respondents. The majority comprised 64.6% females, 86.4% between 21 – 25 years old.

b. Measurement Indicator (Outer Model)

a. Validity Value



Source: Output from SEM Smart PLS-3

Figure 2. PLS Analysis Diagram

Loading factor value of every element or indication that was included in the Figure 2 were more than 0.7. By satisfying the requirements outlined in Santos (2017), the values validated the validity of the measures that were being evaluated.

b. Construct Reliability and Construct Validity

The purpose of the component reliability evaluation was to ascertain the dependability of latent variable development. assessed based on how reliable the construction is. to satisfy the demand for consistency. It was not allowed to be 0.70. The Cronbach Alpha coefficient illustrated how reliable this assessment was.

Table 2. Construct Reliability and Construct Validity

Dimensions	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Purchasing decision	0.955	0.963	0.962	0.737
Flash sales program	0.941	0.944	0.954	0.776
Product photos	0.938	0.944	0.953	0.801
Website design	0.931	0.964	0.947	0.781
X1*Z	1.000	1.000	1.000	1.000
X2*Z	1.000	1.000	1.000	1.000

Source: Output from SEM Smart PLS-3

The study conducted by Memon et al. (2017) emphasized the significance of utilizing Cronbach Alpha and Composite Reliability as evaluation tools to confidently analyze the key components of the metric in accordance with (Sarstedt et al., 2019). Dependability was deemed to have been established when both the composite reliability value and the anticipated Cronbach alpha value were higher than 0.7 (Ghozali & Latan, 2015). All of the constructs in the provided table 2 had Cronbach alpha values greater than 0.7. which suggests that the data were credible. Each build can therefore be thought of as reliable. When the latent variable website design's Cronbach alpha of 0.931 surpassed the 0.7 cut off. it was determined to be reliable. With values greater than 0.7. every factor in this pattern demonstrated consistency.

c. Convergent Validity

Employing the principles for convergent validity given by (Ghozali & Latan, 2015). The factor dimensions must to be sufficiently correlated with one another. The convergent validity of the model was assessed using the reflex index and the AVE value. As emphasized by (Sarstedt et al., 2019). the AVE needed to account for 50% or more of the variance in the construct. meaning it needed to meet or exceed 0.5. The AVE value for each latent variable in the table was more than 0.5. For instance. the latent variable Purchasing decision demonstrated a convergent trend with an AVE of 0.737. above the 0.5 cut-off. Many other factors that showed AVE values greater than 0.5 were also regularly employed with these criteria.

d. Discriminant Validity

To determine the strength of the structure as shown in the reflex index. An investigation of discriminant validity was carried out. This assessment's primary premise was that the structure and index ought to be closely related (Ghozali & Latan, 2015). In discriminant validity tests carried out within Smart PLS. it was demonstrated that the HTMT value was

more sensitive than the Fornell-Larcker Criteria and cross-loading values. This strategy relied on a multitrait-multimethod matrix as its base for measuring. To ensure discriminant validity, the HTMT value has to be significantly lower than 0.9 (Henseler et al., 2015).

Table 3. Heterotrait-Monotrait (HTMT)

Dimensions	Purchasing decision	Flash sales program	Product photos	Website design	X1*Z	X2*Z
Purchasing decision						
Flash sales program	0.533					
Product photos	0.377	0.088				
Website design	0.371	0.093	0.222			
X1*Z	0.284	0.271	0.239	0.042		
X2*Z	0.226	0.110	0.049	0.195	0.469	

Source: Output from SEM Smart PLS-3

As per the HTMT table, every HTMT value was under 0.9, indicating that all elements demonstrated discriminant validity.

c. Structural Model (Inner Model)

a. Coefficient Determination

As soon as the requirements of the external model were met by the inferred model. The structural framework's internal models gained significance. Later on, The matching R-square values for the variables were taken into account.

Table 4. R-Square

Dimensions	R-Square
Purchasing decision	0.528

Source: Output from SEM Smart PLS-3

b. Hypothesis Test

The hypothesis test result is as follows:

Table 5. Hypothesis Test Result

Relationship	Original sample	Sample mean	Standard Deviation	T Statistic	P Values
Flash sales program → Purchasing decision	0.406	0.415	0.080	5.066	0.000
Product photos → Purchasing decision	0.321	0.298	0.113	2.850	0.002
Website design → Purchasing decision	0.305	0.306	0.085	3.607	0.000

X1*Z → Purchasing decision	0.224	0.214	0.130	1.725	0.043
X2*Z → Purchasing decision	0.184	0.182	0.122	1.507	0.066

Source: Output from SEM Smart PLS-3

4.2. Discussion

4.2.1. Flash sales program has a significant influence on purchasing decision

There is a positive significant influence of flash sales program on purchasing decision. This is evidenced by the coefficient value (original sample) of 0.406 and significance level of $0.000 < 0.05$. Flash sales program variables and buyer fulfillment with flash sales advancements can impact obtaining intrigued. A length that's as well brief can decrease customer buying intrigued, whereas high fulfillment with flash sales advancements can increment buying intrigued. Be that as it may, there are too negative impacts from flash sales programs, such as the propensity of buyers to purchase items that they do not really require fair since they are enticed by cheap costs. Be that as it may, in case an item that buyers frequently utilize is accessible in a flash sale, it is likely that buyers will instantly purchase it indeed in spite of the fact that it has not however been sold, this appears that the flash sales program can energize motivation buys.

Peng et al. (2019) investigate highlights the significance of advancement term in flash sales. They found that ideal term can increment consumers' buy eagerly and decrease concerns with respect to missed openings. Buyer fulfillment with flash sale advancements features a positive impact on buy eagerly. Be that as it may, investigate moreover highlights that motivation buys activated by flash sales can lead to squander and dissatisfaction afterward (Dholakia, 2000).

Hence, flash sale programs can be a viable showcasing methodology, but they have to be overseen shrewdly so as not to have a negative effect on customers and brands.

4.2.2. Product photos has a significant influence on purchasing decision

There is a positive significant influence of product photos on purchasing decision. This is evidenced by the coefficient value (original sample) of 0.321 and significance level of $0.002 < 0.05$. Variables such as color composition and clarity of item photographs can impact acquiring choices. Destitute color composition does not fundamentally impact obtaining intrigued, whereas the clarity of item photographs can be an imperative figure in impacting acquiring choices.

In any case, in spite of the fact that item photographs can have a critical impact, buyer acquiring choices are moreover impacted by other variables such as cost and advancements. Past investigate appears that buyers tend to purchase items that are not really required fair since they are enticed by cheap costs (Dholakia, 2000). In expansion, drive buying choices activated by streak deal advancements can too impact acquiring choices (Sinha & Batra, 1999).

Subsequently, companies ought to pay consideration to the quality of their item photographs to extend visual request and impact customer obtaining choices, but moreover consider other components such as cost and advancements.

4.2.3. Website design has a significant influence on purchasing decision

There is a positive significant influence of website design on purchasing decision. This is evidenced by the coefficient value (original sample) of 0.305 and significance level of $0.000 < 0.05$. Variables such as the general appearance and clarity of data displayed on a website can impact acquiring interest. Shoppers tend to be more inquisitive about making purchases on the off chance that the store's site shows clear data, such as working hours and the products being promoted.

Meanwhile, Kim & Moon (1998) research indicates that clear and easily accessible data on an online site can increase shopper satisfaction and influence eager purchases. Be that as it may, buyer acquisition choices are too impacted by other components such as cost and advancements. Past inquiries have indicated that customers tend to be enticed to purchase items that are not really required since they are enticed by cheap costs from streak deal advancements (Dholakia, 2000). In addition, flash sales advancements can also trigger motivation buys, in spite of the fact that the item in question has not yet been sold out (Sinha & Batra, 1999).

Hence, it is vital for companies to pay consideration to their website design to move forward shopper involvement and impact obtaining choices, but also consider other components such as cost and advancements in their showcasing technique.

4.2.4. Flash sales program can moderate the relationship between website design and purchasing decision

The relationship between website design and purchasing decisions can be moderated by flash sales programs. This is evidenced by the coefficient value (original sample) of 0.224 and significance level of $0.043 < 0.05$. It appears that the adequacy of the website design in impacting acquisition choices can be affected by the nearness or nonattendance of a flash sale program. For illustration, shoppers may be more vulnerable to the impact of the website design in case a flash sales advancement is underway, which may increase the drive to buy eagerly.

Be that as it may, it ought to be known that these directing impacts may change depending on the setting and buyer characteristics. For illustration, an inquiry conducted by Tu et al. (2017) indicates that motivational buying choices activated by advancements can be impacted by variables such as the level of buyer inclusion and the sort of item advertised.

Hence, companies have to consider how flash sale programs can direct the impact of website design on customer acquisition choices in order to plan compelling showcasing methodologies.

4.2.5. Flash sales program cannot moderate the relationship between product photos and purchasing decision

The relationship between product photos and purchasing decisions cannot be moderated by flash sales programs. This is evidenced by the coefficient value (original sample) of 0.184 and significance level of $0.066 > 0.05$. This illustrates that the impact of product photos on choices to purchase is autonomous of whether a flash sale program is in put or not. In this occasion, notwithstanding of flash sales promos, clients are more likely to center on the caliber of product photos.

These comes about give trustworthiness to the hypothesis that flash sales might not have an effect on the relationship between product photos and purchasing decision. But it's vital to be beyond any doubt that a number of variables, such as estimating, advancements, and individual tastes, influence what clients choose to purchase. Agreeing to investigate by Chevalier & Mayzlin (2006), customers' seen values and inclinations may have an effect on how product photos impact their choices to purchase.

Thus, it is vital for businesses to center on the caliber of their product photos as portion of an all-encompassing showcasing arrange, indeed when flash sale programs might not be able to intercede the affiliation between product photos and purchasing decision.

5. CONCLUSION

After discussing various aspects, it can be concluded that flash sale programs, product photos, and website design are crucial elements in showcasing techniques that can influence buyer purchasing decisions. While flash sale programs can be effective in generating interest and boosting sales, they need to be managed carefully to avoid negative impacts such as impulse purchases or customer dissatisfaction. Additionally, the quality of product photos and website design also play a significant role in attracting consumers' attention and influencing their buying choices. Companies must ensure that their product photos are visually appealing and relevant to the brand, and that their website design creates an engaging and informative user experience. However, a successful marketing strategy does not rely solely on one factor, but rather on a balanced combination of elements such as pricing, promotions, and customer interaction. By considering all these factors comprehensively, companies can develop successful and cost-effective marketing strategies that meet the needs and desires of consumers and strengthen their brand image.

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