Effect of Service Quality,
Electronic Word of Mouth, Web Quality, and
Trust in Consumer Purchasing Decisions
(STUDY ON Matahari.com)

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Abstract:- This study aims to analyze the influence of Service Quality, Electronic Word of Mouth, Web Quality, Trust, and Purchasing Decisions. The object of this research Matahari.com, and the number of sample determined is 280 respondents using a calculation method based on theory Hair formula multiplied by 5. Sampling convenience method, date collection method using questionnaire, and analysis using Partial Least Square (PLS). The results of the study are known that the Quality of Service affects Purchasing Decisions, Electronic Word of Mouth affects Purchasing Decisions, Web Quality affects Purchasing Decisions, Trust affects Purchasing Decisions.

Keywords:- Service Quality, Electronic Word of Mouth, Web quality, Trust, Purchasing Decision.

I. INTRODUCTION

Today's technological developments have made it easier for activities to interact. Use of technologyinformation and communication as a means of communication allows everyone to communicate with other parties connected to the internet even though their location of residence is far away. The development of communication technology is able to overcome the limitations that humans used to experience in dealing with each other such as distance, time, speed and so on (Rumyeni et al., 2015).

Figure 1: Internet Improvement Projection Figures in Indonesia in 2018

Based on the picture 1 internet users in Indonesia experienced a very significant increase. Indonesia'sinternet services association projects thattotal internet users in

Indonesia grew by almost 10 percent to 171.17 million people from a total population of 264.16 million people.

Census data owned by the Central Statistics Agency (BPS) also stated that *indonesia's E-Commerce* industry in the last 10 years increased by 17% with the total number of *E-Commerce businesses* reaching 26.2 million. *E-Commerce* according to (Wong, 2010) is the purchase, sale and marketing of goods and services through electronic systems. Such as television, radio and computer networks or the internet.

If we draw conclusions based on the growing development of the Internet *and the growing development of e-commerce,* Indonesia should be a large market share to build and develop the potential of *e-commerce*business. One of the growing *online* and offline *buying and* selling sites in Indonesia is Matahari.com. Matahari Department Store is one of the largest retailers in Indonesia that provides fashion, beauty and home appliance products. During its 55 years of establishment, Matahari has been spread in more than 50 cities in Indonesia.

The rapid development of the Internet and *the development of e-commerce* today, is not accompanied by the development of Matahari.com itself can be seen pada the following table.

Tahun					
2017		2018		2019	
Merek	Urutan	Merek	Urutan	Merek	Urutan
Zalora	1	Zalora	1	Lazada	1
Lazada	2	Lazada	2	Zalora	2
Berrybenka	3	Shopee	3	Shopee	3
Olx	4	Berrybenka	4	Berrybenka	4
Tokopedia	5	Tokopedia	5	Tokopedia	5

Table 1: Top Brand Online Fashion Buying and Selling Sites in 2016, 2017, and 2018

Based on data from the Top Brand Award in 2017, 2018 and 2019, it can be seen that from year to year Matahari.com does not enter the top 5 Top Brand Index. This phenomenon shows that *E-Commerce companies* are currently experiencing growth, but Matahari.com is not experiencing significant growth which means consumer

purchasing decisions to shop in Matahari.com are still lacking.

According to Wahid and Rodhiyah (2016) the quality of service in terms of ease of contacting the seller and the ease of contacting the seller and the speed of money reversal if the goods are not suitable will have the most effect on the purchase decision through the improvement of existing services. Putri and Amalia (2018) *Good Electronic Word of Mouth* such *as feedback from positive* consumers can be interesting and have a great chance in the next consumer purchasing decision. The importance of *Website Quality* in the *E-Commerce* industry because it is known based on the results of research conducted that *Website Quality* affects consumers' decisions in purchasing their products, Kurniawan (2018).

II. LITERATURE

a. Marketing Management

Marketing management is as the art and science of selecting a target market and achieving, retaining, and growing customers by creating, delivering and communicating superior value according to (Kotler and Keller, 2012).

The main activity of marketing or also called *marketing mix* is a company device *consisting of four variables namely electronic word of mouth,* website quality, trust, and buying interest with the aim to determine the success rate of corporate marketing that can provide satisfaction in meeting the needs of selectedconsumers or expected market segments.

b. Purchasing Decision

According to Fandy Tjiptono (2014), purchasing decisions are a process by which consumers know the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to the purchase decision.

And in the purchase decision there are six dimensions of purchasing decision according to Kotler and Keller (2012) which consists of:
1. Product choice, in this case the company should focus its attention on the people who intend to buy a product as well as its alternatives that they consider.
a. Product excellence, namely the level of quality expected by consumers on the products needed from a variety of options.
b. Product benefits, namely the level of usability that consumers can get in each product selection to meet their needs.
c. Assumption of product selection, namely consumer choice on the product to be purchased in accordance with the desired quality and benefits that will be obtained.
2. Brand choice, consumers should drop the choice on what brand to buy.
a. Interest in the brand, namely an interest in the brand image that is already attached to the product needed.
b. The habit of the brand, namely the consumer chooses a product with a particular brand, because it has become accustomed to the brand on the product it buys.
c. Price conformity, i.e. consumers always consider the price in accordance with the quality and benefits of the product to be obtained.
3. The choice of the dealer, the consumer must determine which dealer to choose to buy the product. .
a. Ease to get the desiredproduct.
b. Services provided, with good service will cause consumer comfort
c. The availability of goods, needs and consumers' curiosity towards the product can not be ascertained when it happens but with the availability of adequate goods to the supplier will make consumers choose to make purchases at the place.
4. The number of purchases, consumers can determine the quantity of goods to be purchased. Because consumers will determine:
a. The decision of the number of purchases, consumers also determine the quantity of goods to be purchased.
b. Terms of purchase, purchase rate of the product based on the predetermined terms of purchase.
5. The time of purchase, when the consumer determines the time of purchase may vary, namely:
a. Conformity to needs, when feeling the need for something and feel the need to make a purchase.
b. The advantage is felt, when the consumer buys his need for a product at any given moment.
c. The reason for the purchase, each product has a reason to meet the needs of consumers
6. Payment method, consumer can determine the payment method to be used at the time of purchase transaction.

c. Quality of Service

(Tjiptono and Chandra, 2011) stated that the quality of service is a function of consumer expectations on pre-purchase, in the process of providing received quality and *on the quality of output* received. So that the quality of service can be interpreted as an effort to meet the needs and desires of customers and the accuracy of delivery in keeping up with customer expectations

The quality of service according to (Tjiptono, 2011) is influenced by five dimensions of service quality, namely:

1. *Reliability,* the company's ability to provide services as promised accurately trusted such as timely, reliable and speed in service.
2, 2014 inNew New *Responsiveness,* Ability to assist and provide fast and appropriate service to consumers with clear information delivery.
3rd. *Assurance,* ability of knowledge, decency, and ability of company members to foster trust.
The4th. *Empathy(* empathy), The ability to give sincere and individual attention given to consumers by trying to understand the wishes of consumers.
5th. *Tangible* (physical evidence), physical evidence in the quality of service is the actualization of real physical can be seen or used by employees in accordance with their use and utilization.

d. Electronic Word of Mouth

According to Ahmed (2014) *word of mouth* is one of the powerful ways to target marketing distribution. *Word of mouth* can affect others, their images, thoughts, and decisions. If the power *of the word of mouth* is used correctly, it can promote the product or service for a long time.

In his research Goyette et al, (2010) stated that *the positive electronic word-of-mouth* dimension is reflected through three dimensions, namely:

1. *Intensity* in e-wom *isthe number* of opinions written by consumers in a social networking site.
a. Frequency of accessing information from social networking sites.
b. Frequency of interaction with users of social networking sites.
c. Number of Reviews written by users of social networking sites.
2. *Valence of Opinion* is aconsumer opinion either positive or negativeabout products, services and brands
a. Positive recommendations from users of social networking sites
b. Complaints from users of social networking sites
3. *Content is* the content of information from social networking sites related to products and services.
a. Item variation information
b. Product quality information
c. Information on the price offered .

e. Web Quality

The quality of the website according to (Bavarsad et al, 2013) explains that a good website has operational quality that allows *buyers to do their e-shopping* with ease and efficiency.

Website quality According to (Hyejeong and Niehm, 2009) revealed that the previous researchers divided the dimensions of website quality into five namely:
1.Information includes: quality of content, usefulness, completeness, accurate, and relevant.
2.Security includes: trust, privacy, and security guarantees.
3.Ease includes: easy to operate, easy to understand, and speed.
4.Comfort includes: visual attractiveness, emotional attractiveness, creative design and attractiveness.
5.Quality of service: includes completeness online and customer service.

f. Trust

According to Kotler and Keller (2016) consumer confidence is as follows: "*Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence"*. Which means Trust is the willingness of the company to rely on business partners. It depends on a number of interpersonal and inter-organizational factors, such as the perceived competence of the company, integrity,honestyand kebijakan.

Trust in the performance of the products produced, has dimensions, among others:
1. Trust the company
a. Trust in the company
b. Trust in the integrity of the company
2. Trust in services or products
a. Believe in the performance of a product or service
b. Trust the features of a product or service
3. Trust the brand
a. Trust in brand notability

III. CONCEPTUAL FRAMEWORK

Based on purchasing decision theory (Y) it can be concluded that, according to (Kotler and Armstrong, 2016) defines purchasing decisions as follows: Purchasing decisions are part of consumer behavior i.e. studies of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.

(Tjiptono and Chandra, 2011) stated that Quality of Service $(X_1)$is a function of consumer expectationson pre-purchase, in the process of providing received quality and on the quality of *output* received.

(Julilvand and Samiei, 2012) states *that Electronic Word of Mouth* (X_2)as "A negative or positive statement made by an actual, potential or previous consumer regarding a product or company.

Web Quality (X_3)according to (Bavarsad et al, 2013) explains that good websites have operational quality that allows buyers to do their *e-shopping* with ease and efficiency.

Trust (X_4)according to(Kotler & Keller, 2016) is as follows: Trust is the company's willingness to rely on business partners. It depends on a number of interpersonal and inter-organizational factors, such as the perceived competence of the company, integrity,honestyand kebijakan. Based on the theories and previous research presented, the frame of thought model can be described below:
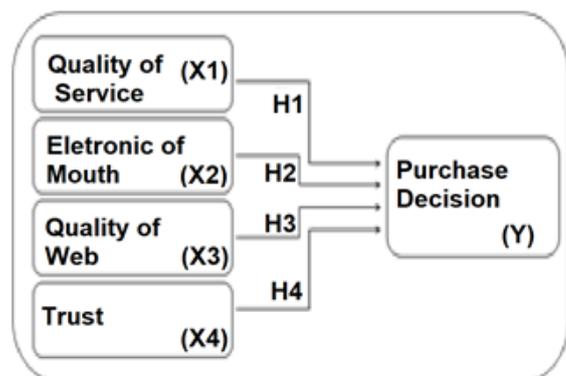

Figure 2 : Conceptual Framework

H1 = There is a positive and significant influence of Quality of Service on Purchasing Decisions.
H2 = There is a positive and significant influence of Electronic Word of Mouth *on* Purchasing Decisions.
H3 = There is a positive and significant influence of Web Quality on Purchasing Decisions
H4 = There is a positive and significant influence of trust on purchasing decisions.

IV. RESEARCH METHODS

In the preparation of this study the authors used a method of procedural analysis. Caesal analysis is research to find out about the influence of one or more free variables (exogenous variables) on bound variables (endogenous variables).

Thecaesal research in this case is to find out the influence of Quality of service, *Electronic Word of Mouth,* Web Quality, and Trust in Purchasing Decisions Matahari.com. The approach taken in this study is a quantitative approach to causal research is a study designed to determine whether one or more variables explain the cause or effect of one or more variable outcomes (Cooper and Schindler, 2014).

a) Population And Sample

In this study the population used was consumers Matahari.com. In determining the number of samples in this study is five multiplied by the number of indicators. Thus, five multiplied by fifty-six. So the number of samples in this study is 280.

b) Data Analysis Method

In this study, the authors used descriptive quantitative analysis, assisted by IBM SPSS *Statistic* 23 and Partial Least *Square* (PLS) software.

The data obtained from the results of the study were further analyzed with a model of panel data regression analysis using the help of Eviews version 10 program that aims to determine the influence of TATTOO (X_1), DER (X_2), ROE (X_3), and SIZE (X_4), on the company's value (PBV).

c) Descriptive Statistics

Descriptive statistics are used to interpret the average amount, and the standard deviation from indicators on variables.
d) Evaluation Measurement (*Outer*)Model
1. *Convergent Validity*
2. *Discriminant Validity*
3. *Average Variance Extracted (AVE)*
4. *Composite Reliability* and *Cronbach Alpha*
5. Structural Model Testing Or Hypothesis Test *(Inner Model)*

V. RESULTS AND DISCUSSIONS

Based on the results of research conducted on 280 respondents, namely Matahari.com consumers, it can be known karakerisik picture of respondents based on gender, age, occupation, jumlah expenditure in a month.

1. Characteristics of Respondents

a. Respondent Characteristics By Gender

Gender	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	128	45.7 %	45.7 %	45.7 %
Female	152	54.3 %	54.3 %	100 %
Total	**280**	**100 %**	**100 %**	

Table 2 : Characteristics of Respondents by Gender

Based on the results of data processing in Table 2 above showed that from 280 respondents there were 128 male respoden by 45.7%, and 152 female respondents by 54.3% it can be concluded that the reponden in this study was female.

b. Characteristics of Age Respondents

Age	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
< 25 Years	125	44.6 %	44.6 %	44.6
25 – 45 Years	139	49.6 %	49.6 %	94.3
45 Years	16	5.7 %	5.7 %	100
Total	**280**	**100 %**	**100 %**	

Table 3 : Characteristics of Respondents by Age

Based on data in Table 3 above shows that from 280 respondents under 25 years as many as 125 respondents with percentage of 44.6%, 25 - 45 years as many as 139 respondents with presentations of 49.6%, > 45 years as many as 16 respondents with a presentation of 5.7%.

c. Characteristics of Respondents By Occupation

JOB	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Civil Servants	36	12.9 %	12.9 %	12.9
Self-Employed	168	60 %	60 %	72.9 %
Private Self	23	8.2 %	8.2 %	81.1 %
Student	31	11.1 %	11.1 %	92.1 %
Others	22	7.9 %	7.9 %	100 %
Total	**280**	**100 %**	**100 %**	

Table 4 : Characteristics of Respondents by Occupation

Based on the results of data processing in above shows that from 280 respondents there are 36 respoden working as civil servants, private employees as many as 168 respondents, students or students as many as 31 respondents,

self-employed as 23 respondents and the last answering other - other as many as 22 respondents.

d. Test Respondent Characteristics By Income Level in a month

Income Level	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
< Rp. 5.000.000,-	115	41.1 %	41.1 %	41.1 %
Rp. 5.000.001,- - Rp. 10.000.000,-	129	46.1 %	46.1 %	87.1 %
Rp. 10.000.001,- - Rp. 15.000.000,-	24	8.6 %	8.6%	95.7%
> Rp 15.000.001	12	4.3%	4.3%	100.0%
Total	280	100 %	100 %	

Table 5 : CharacteristicsofRespondents based on Income Level in a month

Based on the processing of table 5 data obtained results that in this study the most income in a month < Rp 5,000,000 as many as 115 respondents further Rp 5,000,001 – Rp 10,000,000 as many as 129 respondents then Rp 10,000,001 – Rp 15,000,000 as many as 24 respondents and the last > Rp 15,000,001 above 12 respondents. .

2. Descriptive Answers of Respondents

a. Service Quality Variables

	N	STS	TS	N	S	SS	Mean
KL1	280	1	18	40	171	50	3.90
KL2	280	0	24	39	167	50	3.87
KL3	280	4	22	53	162	39	3.27
KL4	280	2	25	41	140	72	3.91
KL5	280	3	14	28	148	87	4.08
KL6	280	4	29	35	139	73	3.89
KL7	280	8	22	54	123	73	3.83
KL8	280	5	43	128	80	24	3.75
KL9	280	1	11	28	131	109	4.20
KL10	280	5	31	68	114	62	3.70
KL11	280	2	54	72	92	60	3.55
KL12	280	1	9	37	145	88	4.11

Table 6 : Respondents' Answer Description Results

Based on Table 6, it can be seen that the indicator of service quality variable with the highest mean value among other indicators is contained in kl9 indicator with a value of 4.20. While the indicator with the lowest value on the service quality variable is the KL3 indicator with a value of 3.27.

b. *Electronic Word of Mouth Variables*

	N	STS	TS	N	S	SS	Mean
EWOM1	280	4	30	31	169	46	3.80
EWOM2	280	4	15	46	153	62	3.91
EWOM3	280	2	13	49	166	50	3.89
EWOM4	280	4	21	55	160	40	3.75
EWOM5	280	0	36	50	141	53	3.82
EWOM6	280	1	12	37	159	71	4.03
EWOM7	280	1	12	38	154	75	4.04
EWOM8	280	1	3	24	151	101	4.24

Table 7 : Description of Respondents' Answers

Based on Table 7, it can be seen that the indicator of electronic word of mouth variable with the *highest* mean value among other indicators is found in the EWOM8 indicator with a value of 4.28. While the indicator with the lowest value in the electronic word of mouth variable *is* the EWOM4 indicator with a value of 3.75.

c. Web Quality Variables

	N	STS	TS	N	S	SS	Mean
QW1	280	5	23	51	137	64	3.83
QW2	280	1	29	59	135	56	3.77
QW3	280	1	29	38	161	51	3.83
QW4	280	5	23	55	145	52	3.77
QW5	280	4	18	36	158	64	3.93
QW6	280	3	27	45	146	59	3.83
QW7	280	3	18	43	138	78	3.96
QW8	280	5	29	64	116	66	3.75
QW9	280	6	32	70	125	47	3.63
QW10	280	5	30	68	116	61	3.71
QW11	280	2	50	72	94	62	3.59
QW12	280	1	9	39	145	86	4.09
QW13	280	1	25	23	196	35	3.49
QW14	280	1	37	48	167	27	3.65
QW15	280	1	64	41	145	29	3.85

Table 8: Description of Respondents' Answers

Based on Table 8, it can be seen that the indicator of web quality variable with the highest mean value among other indicators is found in QW12 indicator with a value of 4.09. While the indicator with the lowest value in the web quality variable is in the QW13 indicator with a value of 3.49.

d. Trust Variables

	N	STS	TS	N	S	SS	Mean
T1	280	7	36	40	149	48	3.70
T2	280	0	26	41	161	52	3.85
T3	280	4	34	47	151	44	3.72
T4	280	0	27	39	173	41	3.81
T5	280	1	41	43	137	58	3.75

Table 9 : Description of Respondents' Answers

Based on Table 9, it can be seen that the indicator of the Trust variable with the highest mean value among other indicators is contained in the T2 indicator with a value of 3.85. While the indicator with the lowest value in the Trust variable is in the T1 indicator with a value of 3.70.

e. Purchase Decision Variables

	N	STS	TS	N	S	SS	Mean
KP6	280	1	13	28	142	96	4.14
KP7	280	1	19	12	154	94	4.15
KP8	280	3	13	34	145	85	4.06
KP9	280	0	13	33	142	92	4.12
KP10	280	0	0	19	185	76	4.20
KP11	280	1	18	29	171	61	3.98
KP12	280	1	12	28	142	97	4.15
KP13	280	1	17	11	152	99	4.18
KP14	280	3	12	31	147	87	4.08
KP15	280	0	10	34	140	96	4.15
KP16	280	0	0	18	189	73	4.18

Table 10 : Description of Respondents' Answers

Based on Table 10, it can be seen that the indicator of the purchasing decision variable with the highest mean value among other indicators is contained in the KP10 indicator with a value of 4.20. While the indicator with the lowest value in the variable purchase decision is in the KP1 indicator with a value of 3.70.

3. Partial Least Square Data Analysis Method (PLS)

a. Convergent Validity
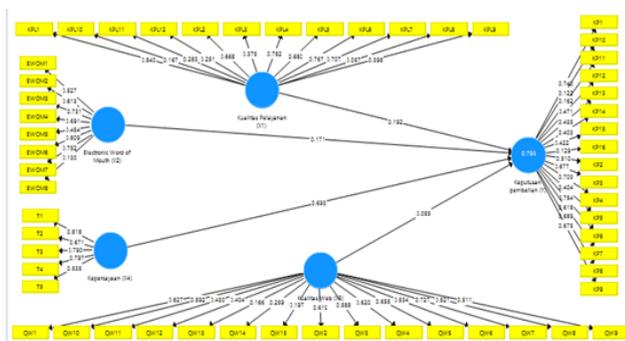
Figure 3 : PLS Algorithm Results

Based on figure 3 it appears that indicators that have a loading factor value of less than 0.50 are declared invalid and insignificant. here.
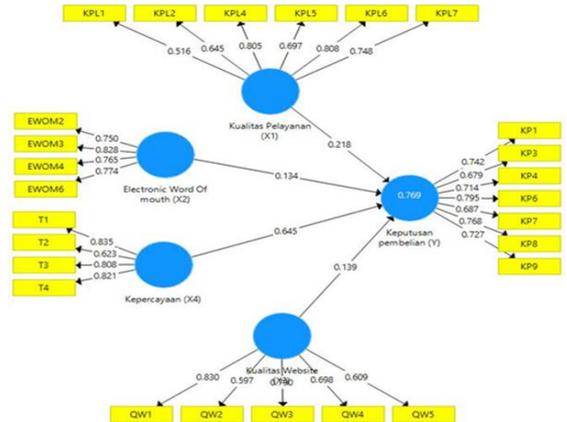

Figure 4 : Results of PLS Algorithm (Modification)

The result of the modification in figure 4,it can be seen that allindicators have *fulfilled convergent validity* because it has *a loading factor* value above 0.50.

b. Discriminant Validity

	E-WOM	Kepercayaan	Keputusan Pembelian	Kualitas Layanan	Kualitas Web
E-WOM	0.740				
Trust	0.678	0.715			
Purchase Decision	0.650	0.690	0.695		
Service Quality	0.560	0.650	0.670	0.693	
Web Quality	0.420	0.478	0.650	0.669	0.681

Table 11 : Discriminant Validity Test (Fornell Larcker)

After making modifications to the construct that is in the modeling then from the Table can be seen, several loading factor values for each of each variable there is a loading value that is not large loading value if dinyapir other variables. This is to say, each variable has a good discriminant validity where some variables still have a gauge that correlates highly with other constructs.

c. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Electronic Word of Mouth	0.608
Trust	0.526
Purchase Decision	0.535
Service Quality	0.505
Web Quality	0.506

Table 12 : Average Variance Extracted (AVE) Test Results

From Table 13 above, it can be concluded that the square root of the *Average* Variance *Extracted* (AVE) for each construct is greater than the correlation between one construct and the other in the model.

d. *Composite Reliability* and *Cronbach's Alpha*

Variable	*Composite realibility*	*Cronbach Aplha*
Electronic Word of Mouth	0.861	0.788
Trust	0.842	0.777
Purchase Decision	0.889	0.857
Service Quality	0.857	0.802
Web Quality	0.834	0.766

Table 13 : Average Variance Extracted (Ave) Test Results

Based on Table 14 above can be seen that the results of composite reliability test and *cronbach alpha* show *satisfactory* value, that is, all variables have been reliable because all latent variable *values have composite reliability value and cronbach alpha* ≥ 0.70.

4. Structural Model Testing / Hypothesis Test (Inner *Model)*

a. Value of R *Square*

Endogenous Variables	*R Square*
Purchase Decision	0.769

Table 14 : Value R Square Endogenous Variables

From Table 15 above it can be concluded that the model on the purchase decision variable is 0.769 which means the purchasing decision can be explained by the variables in the model namely *trust, electronic word of mouth,* web quality, and service quality while the rest is explained by other variables that are not researched in this model.

b. Hypothetical Test Results (Line Coefficient Estimation)

The estimated value for the path relationship in the structural model should be significant. This significant value can be obtained by the *boostrapping* procedure. Look at the significance of the hypothesis by looking at the parameter coefficient value and the statistical t significance value in *the algorithm boostrapping report.*

	Orginal Sample	*Sample Mean (M)*	*Standart Deviation (STDEV)*	T *Statistic* (OSTDEV)	P *Values*
E-WOM > Purchase Decision	0.134	0.131	0.028	4.732	0.000
Trust > Purchase Decision	0.645	0.647	0.039	6.533	0.000
Quality of > Services Purchase Decision	0.218	0.218	0.039	5.648	0.000
Web Quality Purchase > Decision	0.139	0.139	0.034	4.123	0.000

*Table 15: Hypothesis Test Results*
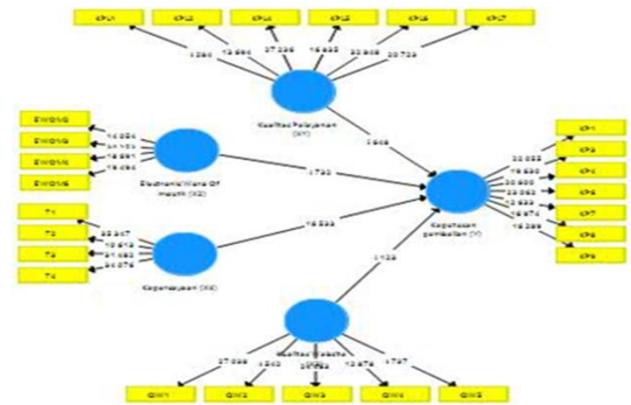
Figure 5 : Bootstrapping *Test Results*

B. Discussion

a. How Quality of Service Affects Purchasing Decisions

Based on the hypothesis test in this study, showed the results that the quality of service has a positive and significant effect on purchasing decisions. Because, T statistics are greater than in T tables (5648 > 1.96). This means that as an effort to fulfill the needs and desires of customers and the accuracy of delivery in keeping up with customer expectations.

Hypothetical test results in this study can be interpreted if the Matahari.com can improve good service through every indicator that exists and is able to provide good service in accordance with the will of consumers, it will also increase purchasing decisions in Matahari.com.

The hypothetical test results in this study were supported by research conducted (Saputro, 2015), (Ghozali, 2019), and (Yusran and Usman, 2020) said in their research that Quality of Service has a positive and significant effect on Purchasing Decisions.

b. The Effect *of Electronic Word of Mouth on* Purchasing Decisions

Based on the hypothesis test in this study, showed the results that electronic word of *mouth* has a positive and significant effect on the purchase. Because, T statistics > T table (4732 > 1.96). This means that increasing *electronic word of mouth* in consumers Matahari.com can increase purchasing decisions.

Dapat concluded that Electronic Word Of Mouth has *a* positive effect on Purchasing Decisions. In other words, if Electronic *Word Of Mouth increases, it* will be followed by an increase in Purchasing Decisions.

The hypothetical test results in this study were supported (Utami and Saputri, 2016), (Zakiy, 2017), and (Maria and Kindangen, 2016) said that Electronic Word of Mouth has a positive and significant effect on *purchasing* decisions.

c. How Web Quality Affects Purchasing Decisions

Based on the hypothesis test in this study, showed the results that the statistical T is greater than in the T table (4123 > 1.96). Thus, the results of hypothetical tests in this study showed that web quality has a positive and significant effect on purchasing decisions.

Hypothetical test results in this study can be interpreted if the relevant parties can improve the quality of the web by paying attention to every indicator such as easy access to web Matahari.com it will affect consumer purchasing decisions in shopping in Matahari.com.

The hypothetical test results in this study were supported by research conducted by (Suhardi and Taufik, 2018) Website quality has a positive effect on the variable purchase decision gaining count (28,725) >t table (1,985) with the influence of website quality on *purchasing* decisions of 89.4%. This research shows the quality of the website one of the variables that influence purchasing decisions on**Lazada.co.id.**

d. The Influence of Trust on Purchasing Decisions

Based on the hypothesis test in this study, showed the results that the statistical T is greater than in the T table (6533 > 1.96). The results of hypothetical tests in this study can be interpreted if the Matahari.com can improve and give good confidence through every indicator that exists, it will also increase the decision to purchase Matahari.com.

The hypothetical test results in this study were supported by research conducted by (Naif, 2017), (Hanifa and Silitonga, 2016), and (Sinurat and Ali, 2020) stated that Trust *(Trust)* has a positive and significant effect on Consumer Purchasing Decisions.

VI.   CONCLUSIONS AND SUGGESTIONS

a. CONCLUSION

After the author conducts research and discussion in the previous chapter on " The Influence ofService Quality, *Electronic Word of Mouth,* Web Quality, and Trustin Matahari.comPurchasing Decisions " then the author takes the following conclusions:
1. Based on the results of research in this study shows the quality of service has a positive and significant effect on purchasing decisions.
2. Based on the results of research in this study shows electronic word of mouth has a positive and significant effect on purchasing decisions.
3.Based on the results of research in this study shows the quality of the web has a positive and significant effect on purchasing decisions,
4.Based on the results in this study shows the confidence has a positive and significant effect on purchasing decisions.

b. SUGGESTIONS

Based on the results of the analysis of the discussion and some conclusions, the suggestions that can be given to complete the results of this research, namely:
a. Pihak Matahari.com conduct further training on the system they have so that related employees are able to operate a good system and quickly in handling or providing services to consumers Matahari.com
b. D Ihope the Matahari.com more utilizing the social media they have and review the feedback from consumers Matahari.com that is expected that laterconsumers feel represented by previous consumers who have purchased.
c. Pihak Matahari.com conducts a re-evaluation of the visual appearance on its website, and after re-evaluating more attention to existing user interfaces such as visual design, colors, and layouts.
d. Pihak berrybenka through endorsement to existing fashion influencers to do promotions through testimonials they have so that the goal in order to increase again the sense of consumer confidence itself.

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