

Research Article

# The Influence of Website Quality, Ease of Use, and Customer Experience on Purchase Intention in Tokopedia E-Commerce (A Case Study of the Garu II Medan Amplas Community)

Frian Danil <sup>1\*</sup>, Rukmini <sup>2</sup>, Toni Hidayat <sup>3</sup>, Melisa Zuraini Hasibuan <sup>4</sup>, Ridho Mukti <sup>5</sup>

<sup>1-5</sup> UMN Al-Washliyah Medan; Indonesia; e-mail: [friandani@umnaw.ac.id](mailto:friandani@umnaw.ac.id)

\* Corresponding Author: Frian Danil

**Abstract:** The objective of this research was to determine the influence of website quality, ease of use, and *customer experience* on purchase intention in Tokopedia *e-commerce*. The objectives include to determine the influence of website quality on purchase intention, to determine the influence of ease of use on purchase intention, and to determine the influence of *customer experience* on purchase intention. This study uses a descriptive quantitative approach with data collection methods of questionnaires, interviews, and documentation. The population in this study is the community of Jalan Garu II Medan Amplas and the sample as respondents of this study will be taken using *probability sampling* with the Slovin formula, namely 93 people who were met during the study. The data obtained in this study were analyzed using multiple linear regression analysis with the SPSS 26.0 program. The results of this study indicate that the calculated F value of 369.097 is greater than the F table of 2.474, which means that simultaneously there is an influence on *website quality* (X1), ease of use (X2), and *customer experience* (X3) on purchase intention in Tokopedia e-commerce. Partially, it can be seen that the *website quality variables* (X1), ease of use (X2), and *customer experience* (X3) have an effect on purchase intention (Y), namely the *website quality variable* (X1) of 3.227 is greater than the t table of 1.661, ease of use of 2.607 is greater than the t table of 1.661 and *customer experience* (X3) of 5.253 is greater than the t table of 1.661. Based on the results seen from the coefficient of determination of the *website quality variables* (X1), ease of use (X2), and *customer experience* (X3) have an effect, namely with an R<sup>2</sup> value of 0.950 or 95%.

**Keywords:** Customer Experience; Ease of Use; E-Commerce; Purchase Interest; Website Quality

## 1. Introduction

Tokopedia is an Indonesian technology company engaged in electronic commerce or *E-Commerce*. Tokopedia is an *E-Commerce* that connects sellers and buyers in Indonesia. Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison on August 17, 2009. Tokopedia's mission is to strengthen the digital economy in Indonesia by motivating people to sell *online*.

Tokopedia is an application engaged in buying and selling and is an online shopping *platform* in Indonesia that provides an easy, safe and fast *online shopping experience* for consumers through strong payment and logistics support. Tokopedia is also present in the form of an application that makes it easy for users to do *online shopping activities*.

The development of increasingly modern technology is something that is no longer foreign today. This development has indirectly changed a person's lifestyle. This is because technology is something that is easy to understand and in accordance with aspects of a

Received: September 11, 2025

Revised: October 01, 2025

Accepted: October 20, 2025

Published: October 23, 2025

Curr. Ver.: October 23, 2025



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

([https://creativecommons.org/li](https://creativecommons.org/licenses/by-sa/4.0/)

[censes/by-sa/4.0/](https://creativecommons.org/licenses/by-sa/4.0/))

person's life, one of which is the internet. Internet technology has developed more rapidly than in previous years. The internet has become the most effective access that can connect one person to another person who is far or near. Therefore, the internet has now become a necessity in everyday life. The development of technology is not only used to access information or news, but the internet can also be used as an *online transaction*.

*Website* quality can be assessed through various methods, one of which is webqual 4.0. which measures from the user's perspective. This method focuses on three main dimensions: usability, information quality, and service interaction quality. Usability includes ease of navigation and attractive design, while information quality assesses the relevance and accuracy of the content. Service interaction quality focuses on the user's experience when interacting with *the website*. With the increasing use of the internet, a high-quality *website* not only increases user satisfaction but can also strengthen the loyalty and reputation of the company.

Ease of use is one of the important aspects in product and service design, which focuses on user experience. In today's digital era, where technology is developing rapidly, ease of use is the key to attracting and retaining users. Products or services are designed with intuitive interfaces and simple navigation that allow users to interact without difficulty. For example, a *mobile application* that has a clear layout and easy-to-access functions will increase user satisfaction and encourage them to return. In addition, ease of use also includes adequate support and guidance, so that new users can quickly understand how to use the product.

*Customer Experience* refers to the overall experience a customer has when interacting with a brand, product, or service. *Customer Experience* encompasses every touch point, from the initial information search stage to purchase and after-sales service. A positive experience can increase customer satisfaction, build loyalty, and drive word-of-mouth recommendations. In an increasingly competitive world, companies that are able to understand and meet customer expectations will have a significant advantage. *Customer Experience* refers to the overall experience a customer has when interacting with a brand, product, or service. *Customer Experience* encompasses every touch point, from the initial information search stage to purchase and after-sales service. A positive experience can increase customer satisfaction, build loyalty, and drive word-of-mouth recommendations. In an increasingly competitive world, companies that are able to understand and meet customer expectations will have a significant advantage.

## 2. Introduction or related works or Literature Review

### E-Commerce

The definition of *e-commerce* according to Laudon (2016) refers to the use of the internet and *the web* for business transactions. More formally, *e-commerce* is about providing digital commercial transactions between organizations and individuals". According to Muhammad Ridwan et al., (2021) e-commerce is the purchase and sale, marketing and service as well as delivery and payment of products, services and information on the internet and other networks between networked companies with customers, suppliers, and business partners. In simple terms, e-commerce can be interpreted as a way of shopping or trading online that utilizes internet facilities where there are websites that provide "get and deliver" services, because it is through these products that companies meet the needs and present the desires of consumers. Products are often the starting point for the success or failure of a

combination of policies because they are related to the unity of the amount, both physical and mental, of consumer satisfaction tastes.

### **Website Quality**

According to Shahnaz and Wahyono (2016) Website quality is a place where consumers can easily obtain information, both information about products or services according to their needs. Website quality is a major factor in running an online business. A quality website is a website that is easily accessed, provides complete information, and has an attractive design. According to Priscilla et al (2021) describes website quality *as* user suggestions for the functions provided to complete customer needs and describe the overall website experience. Customer views on website quality *are focused on website* functions that complete customer needs and overall *website quality*.

### **Ease of Use**

According to Davis in Rahman and Dewantara (2017) defines ease of use as a level where someone believes that technology can be easily understood. This concept includes clarity of purpose of using technology and ease of use of the system according to user desires. According to Davis in Andryanto (2016), ease of use is defined as a level or condition where someone believes that using a particular system does not require any effort (free of effort) or the technology can be easily understood by the user. According to Wen et al (2015), perceived ease of use is where consumers feel that shopping at a web-based store will increase their spending and the extent to which consumers feel the ease of interaction with the website and can receive the product information they need.

### **Customer Experience**

According to Septian & Handaruwati (2021), Experience is relevant in every life event. In other words, as a marketer, you need to create the right environment for customers and what customers really want. Through the right experience provided, consumers can feel a different sensation or something in products and services. According to Zare & Mahmoudi (2020), Customer experience is the result of a combination of emotional or rational perceptions of customers during direct or indirect interactions with an organization. According to Rahmawati et al., (2019), Customer experience is an experience that can create personal value to attract customers to products or services and companies so that it can affect business success. According to Wiyata et al., (2020), Customer experience is a good or bad experience that customers have in using and understanding a product or service.

### **Purchase Interest**

According to Penitasari (2017) Purchase interest is the tendency to feel interested or driven to carry out activities to obtain and own goods and services. Purchase interest is a mental statement of consumers that reflects the plan to purchase a product with a certain brand. According to Athapaththu & Kulathunga (2018) defines purchase interest as the desire and willingness of consumers to buy products or services from a particular website. The increasing desire of consumers to have a particular product or service is one of the main factors that encourages consumers to make actual purchases. According to Kinner and Taylor in Pratiwi, et al. (2021: 3425) Purchase interest is a human attitude that is included in consumer behavior which is translated into a consumption attitude and is a response to the form of consideration. a purchase decision will be made or not.

## **3. Proposed Method**

This research method uses a quantitative approach with a descriptive design to analyze the effect of Website Quality, Ease of Use, and Customer Experience on Purchase Interest in Tokopedia E-Commerce (Case Study of the Community on Jalan Garu II Medan Amplas). The research was conducted from December 2024 to July 2025, This research will be conducted in the Community on Jalan Garu II Harjosari 1 Medan Amplas. the total number of people is 3,532 on Jalan Garu II Medan Amplas, in this study using the population age of the community with the criteria of 15-45 years with a total of 1,427 people using the Tokopedia E-Commerce application , and a sample of 93 people was taken using the Slovin formula with a margin of error of 10%. Data were collected through a questionnaire using a Likert scale to measure the research variables, namely Website Quality, Ease of Use, Customer Experience, and Purchase Interest. Data analysis was carried out using SPSS software version 26.0, which includes validity tests, reliability tests, multiple linear regression analysis, and hypothesis tests to determine the effect of each independent variable on the dependent variable. In addition, classical assumption tests such as normality, heteroscedasticity, and multicollinearity were also carried out to ensure the validity of the regression model used.

#### **4. Results and Discussion**

##### **Results**

##### ***Tokopedia Platform Profile***

The history of Tokopedia was built starting from the dream of its founder who believed that one day they would succeed in penetrating the Indonesian market balanced with their hard work. The idea of Tokopedia began in late 2007, at a food stall next to the cyber building. South Jakarta PT Tokopedia was founded by Wiliam Tanuwijaya and Leontinus Alpha Edison on February 6, 2009, while Tokopedia.com was launched to the public right on the transition date to August 17, 2009, at 00:00 WIB. At that time Tokopedia.com was only able to employ 4 employees, including its two founders. Tokopedia was only able to convince around 70 amateur online stores to join. And recorded an insignificant level of visits.

In 2009, Tokopedia began to develop its online business. Tokopedia dared to dream big by registering Tokopedia for the Indonesia ICT Awards 2009 and Bubu Awards vo6. Tokopedia not only succeeded in becoming a nominee at INAICTA, but also succeeded in becoming the winner of Bubu Awards vo6. Thanks to all that, before being launched to the public. news about Tokopedia had come from various media. In addition to the winner of the Bubu Awards featured by Kompas detik, Tokopedia also received an interview from Novino T. What was more unexpected was. 2 days after launching. Tempo magazine came to the PT. Tokopedia office for the review. And exactly one week from the day of launching. Tokopedia has also been reviewed in the printed version of Tempo magazine.

##### ***Respondent Characteristics***

Of the 65 respondents involved in the study, the majority were male (75%) with a productive age between 30-39 years (35%). Most respondents work as Civil Servants (PNS) (37%), followed by traders/entrepreneurs (26%). These characteristics indicate that consumers who use workshop services are individuals who have knowledge and experience in vehicle maintenance, so they can provide a more accurate assessment of the services received.

##### ***Questionnaire Results***

The questionnaire results show that the variables Website Quality (X1), Ease of Use (X2), and Customer Experience (X3) have a significant influence on Bli Interest (Y). Website Quality (X1): From the analysis results, 70% of Tokopedia e-commerce websites provide search filters to find products that suit the needs of the community, but 60% of respondents disagree that the community said they disagree, this difficulty occurs because the community still finds it difficult to find information about prices and other features in making Tokopedia E-commerce orders.

Ease of Use (X2): As many as 70% of respondents agree that people can easily find the products they are looking for on Tokopedia e-commerce. However, 67% of respondents feel that this is the case, the feature with cash on delivery (COD) is rarely activated in Tokopedia E-commerce stores (COD). This creates a lack of public trust in transactions and a lack of security in ordering products.

Customer Experience (X3): The results show that 67% of respondents feel that people are interested in the design of the Tokopedia e-commerce website. However, 57% of respondents do not agree that This problem occurs because the product packaging is not safe enough for delivery, making people dissatisfied with the product packaging.

## Figures and Tables

### Figures

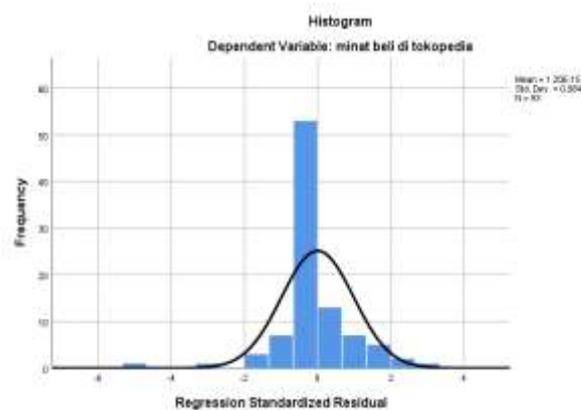


Figure 1. Histogram of Normality Test.

In Figure 1. it can be seen that the normal probability plot graph shows that the data is spread around the diagonal line and follows the direction of the diagonal line, so the regression model meets the assumption of normality. The histogram also shows that the distribution forms a bell, this can be subjectively concluded that the data is normally distributed.

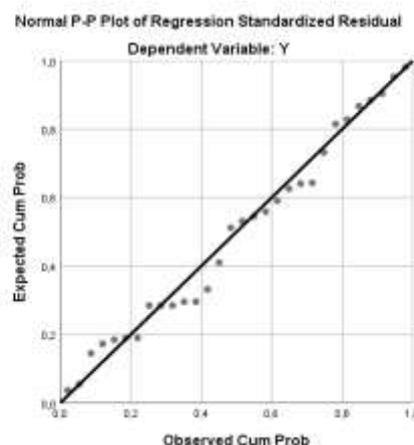


Figure 2. PP plot of standardized residuals.

Based on Figure 2. Based on the normal display of the PP plot of standardized residuals, it can be seen that the points are spread around the diagonal line. Therefore, based on the results of the normality test, regression analysis is feasible to use even though there are a few plots (data distribution) that deviate from the diagonal line.

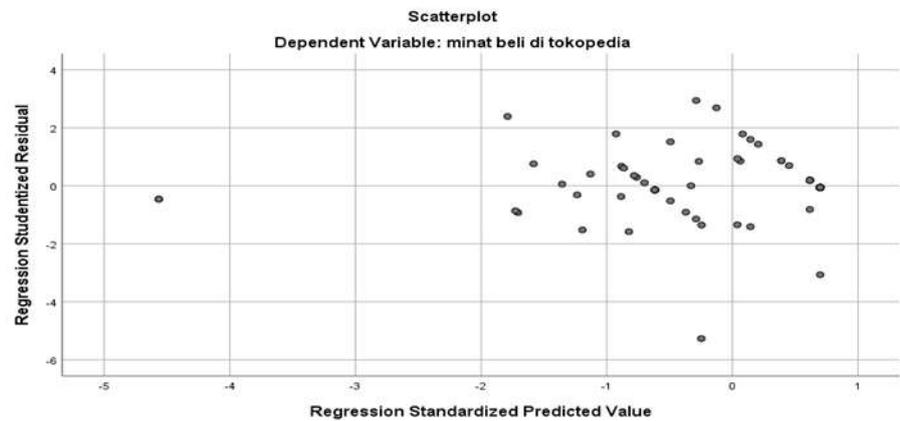


Figure 3. Scatterplot.

Based on Figure 3, heteroscedasticity testing shows that the points do not form a certain pattern or there is no clear pattern and the points are spread above and below the number 0 (zero) on the Y axis, so there is no heteroscedasticity.

**Table**

**Table 1.** Data Normality Test Results.

Data Normality Test Results		Unstandardized Residual
One-Sample Kolmogorov-Smirnov Test		
N		93
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.93133183
Most Extreme Differences	Absolute	.241
	Positive	.209
	Negative	-.241
Test Statistics		.241
Asymp. Sig. (2-tailed)		.200 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The data normality test obtained a probability value based on a standardized value of 0.05 with the overall variable test results being 0.200 where the results are greater than the significance level of 0.05. So it can be concluded that the normality test in this study is normally distributed.

**Table 2.** Multicollinearity Test Results.

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
website quality	.124	8,040
ease of use	.093	10,702
customer experience	.126	7,909

Based on the results of the multicollinearity test, it shows that the variables have a VIF value of less than 10 and a tolerance value of less than 10%, which means that there is

no correlation between the variables. So from the above it can be concluded that there is no multicollinearity between the independent variables in the regression model.

**Table 3.** Multiple Linear Regression Analysis Results.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.484	.644		.752	.454
	website quality	.245	.076	.306	3.227	.002
	ease of use	.184	.115	.176	2,607	.112
	customer experience	.488	.093	.493	5.253	.000

a. Dependent Variable: Purchase Interest

Based on table 3, the multiple linear regression equation in this study is as follows:

$$Y = 0.484 + 0.245 X_1 + 0.184 X_2 + 0.488 X_3 + e$$

Table 3 shows that the constant value (a) is 0.484, b1 is 0.245, b2 is 0.184, and b3 is 0.488, so that the multiple linear regression equation is obtained  $Y = 0.484 + 0.245 X_1 + 0.184 X_2 + 0.488 X_3 + e$ . From the regression equation it can be concluded that: 1. The constant value (a) obtained is 0.484, which means that if the independent variable has a value of 0 (constant), then the independent variable has a value of 0.484. 2. The regression coefficient value of variable X1 is positive (+) at 0.245, which means that variable Y will also increase, and vice versa. 3. The regression coefficient value of variable X2 is positive (+) at 0.184, which means that variable Y will also increase, and vice versa. 4. The regression coefficient value of variable X3 is positive (+) at 0.488, which means that variable Y will also increase, and vice versa.

**Table 4.** Partial Test (t).

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
	(Constant)	.484	.644		.752	.454
	website quality	.245	.076	.306	3.227	.002
	ease of use	.184	.115	.176	2,607	.112
	customer experience	.488	.093	.493	5.253	.000

a. Dependent Variable: Purchase Interest

Based on the partial test results (t) above, the t table value obtained at  $df = nk - 1 = 93 - 3 - 1 = 89$  at a significance level of 5% (0.05) is 1.661. Thus, to find out partially, a multiple regression equation can be compiled as follows: 1. The value obtained from the table above is the t-count value  $>$  t-table ( $3.227 > 1.661$ ) and the significance is  $0.002 < 0.05$ , meaning that website quality has a positive and significant effect on purchasing interest. 2. The value obtained from the table above is the t-count value  $>$  t-table ( $2.607 > 1.661$ ) and the significance is  $0.112 < 0.05$ , meaning that ease of use has a positive and significant effect on purchasing interest. 3. The value obtained from the table above is the t-count value  $>$  t-table ( $5.253 > 1.661$ ) and a significance of  $0.000 < 0.05$ , meaning that customer experience has a positive and significant effect on purchasing interest.

**Table 5.** Simultaneous Test (f).

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	814,196	3	271,399	369,097	.000 <sup>b</sup>
	Residual	89,761	89	1.009		
	Total	903.957	92			

a. Dependent Variable: interest in buying on Tokopedia

b. Predictors: (Constant), customer experience, website quality, ease of use

From table 4.30 the calculated F value is obtained of 369,097. With  $\alpha = 5\%$ , numerator = 3, denominator = 93 – 3 (5% ; 3 ; 90; F table 2.75) obtained the F table value of 2.474. From the description it can be seen that the calculated F (369.097) > F table (2.474), and the significance value of  $0.000 < 0.05$ , it can be concluded that the variables of website quality, ease of use, and customer experience have a simultaneous effect on the variable of purchase interest.

**Table 6.** Results of the Determination Coefficient Test ( $R^2$ ).

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 <sup>a</sup>	.950	.949	.506

a. Predictors: (Constant), Customer experience, Website quality, Ease of use  
b. Dependent Variable: Y1

Based on table 6, the adjusted determination coefficient value (R Square) is 0.950. This means that 95.0% of the dependent variable can be explained by the independent variable, while the rest is explained by other variables outside the variables studied.

## Discussion

### *The Influence of Website Quality on Purchase Interest*

According to Priscilla et al (2021) describes website quality as user suggestions for the functions provided to complete customer needs and describe the overall website experience. Customer views on website quality are focused on website functions that complete customer needs and overall website quality. An attractive and user-friendly website design provides an immersive experience to customers, thereby increasing customer interest in shopping on the website. According to this understanding, the author can conclude that website quality is an important component in e-commerce, because customer views on website quality directly influence customer interest in buying. According to Sidani (2019) stated that there are five indicators of website quality, including: Information, security, ease, comfort, and quality of service.

The results of this study obtained a t-count value > t-table ( $3.227 > 1.661$ ) and a significance of  $0.002 < 0.05$ , meaning that service attributes have a positive and significant effect on purchasing interest.

### ***The Effect of Ease of Use on Purchase Intention***

According to Davis in Andryanto (2016), Ease of use is defined as a level or state where someone believes that using a particular system does not require any effort (free of effort) or the technology can be easily understood by the user. According to Mbete & Tanamal, (2020) there are 4 indicators of ease of use, including Easy to interact, Easy to do transactions, Easy to get products, and Easy to use

The results of this study obtained a t-count value  $>$  t-table ( $2.607 > 1.661$ ) and a significance of  $0.112 < 0.05$ , meaning that attractiveness has a positive and significant effect on Purchase Interest.

### ***The Influence of Customer Experience on Purchase Intention***

According to Septian & Handaruwati (2021), Experience is relevant in every life event. In other words, as a marketer, you need to create the right environment for customers and what customers really want. Through the right experience provided, consumers can feel a sensation or something different in products and services. According to Schmitt (2021) there are 4 indicators of customer experience, including the following: Sense (Senses), Feel (Feeling), Think (Thought), and Act (Physical).

The results of this study obtained a t-count value  $>$  t-table ( $5.253 > 1.661$ ) and a significance of  $0.000 < 0.05$ , meaning that superiority has a positive and significant effect on Purchase Interest.

### ***The Influence of Website Quality, Ease of Use, and Customer Experience on Purchase Interest***

According to Athapaththu & Kulathunga (2018) defines purchase interest as the desire and willingness of consumers to buy products or services from a particular website. The increasing desire of consumers to have a particular product or service is one of the main factors that encourages consumers to make actual purchases. Ferdinand in Maisyaroh, et al (2022) there are 4 indicators that influence Purchase Interest, namely: *Transactional Interest*, *Referential Interest*, *Preferential Interest*, *Explorative Describing Interest*,

The results of this study state that the calculated F value ( $369.097$ )  $>$  F table ( $2.474$ ), and the significance value of  $0.000 < 0.05$ , it can be concluded that the variables of website quality, ease of use, and customer experience have a simultaneous effect on the purchase interest variable. The adjusted determination coefficient value (R Square) is 0.950, this means that 95.0% of the dependent variable can be explained by the independent variable while the rest is explained by other variables outside the variables studied.

## **5. Comparison**

The following is a comparison of several important aspects identified in the thesis, especially related to the problems found in Tokopedia E-Commerce:

### **Problem Identification (Pre-Survey) Website Quality (X1) - Information**

Problem: Based on the pre-survey (Table 1.2), 18 out of 30 respondents (60%) disagreed that people still have difficulty finding information about prices and other features when making e-commerce orders on Tokopedia.

Impact: This has the potential to impact purchasing interest.

### **Ease of Use (X2) – Easy to Make Transactions**

Problem: Based on the pre-survey (Table 1.3), 20 out of 30 respondents (60%) did not agree that this problem occurred. The cash on delivery (COD) feature is rarely activated in the Tokopedia e-commerce store. This can lead to a lack of public trust in transactions and a lack of security in ordering products.

Impact: This has the potential to impact purchasing interest.

### **Customer Experience(X3) – Act (Physical)**

Problem: Based on the pre-survey (Table 1.4), 17 out of 30 respondents (57%) disagreed that less safe product packaging during shipping made people dissatisfied with the product packaging.

Impact: This has the potential to impact purchasing interest.

### **Purchase Interest (Y) – Exploratory Drawing Interest**

Problem: Based on the pre-survey (Table 1.5), 20 out of 30 respondents (67%) disagreed that it was still difficult to access the website and search for the desired products on the Tokopedia e-commerce, making it difficult for people to find products according to their wishes.

Impact: The level of purchasing interest is not optimal, as seen from complaints about the quality.

### **Hypothesis Test Results (Data Analysis)**

#### ***Partial Effect (t-Test) Website Quality (X1) on Purchase Interest (Y):***

Results: The calculated t-value = 3.227 > t-table = 1.661, and significance = 0.002 < 0.05.

Conclusion: Website quality has a positive and significant effect on purchase intention. This shows that even though there are initial problems with information, overall website quality (security, ease, comfort, service quality) still has a positive effect.

#### ***Ease of Use (X2) to Purchase Intention (Y):***

Results: The calculated t-value = 2.607 > t-table = 1.661, and significance = 0.112 < 0.05.

Conclusion: Ease of Use has a positive and significant effect on purchase intention. Although ease of transaction was an issue in the pre-survey, other ease of use factors (easy to interact, easy to obtain products, easy to use) overall still contributed positively.

#### ***Customer Experience (X3) to Purchase Interest (Y):***

Results: The calculated t-value = 5.253 > t-table = 1.661, and significance = 0.000 < 0.05.

Conclusion: Act (Physical) has a positive and significant effect on purchase interest. This shows that although Act (Physical) is a weakness, other aspects of excellence (sense (price), feel (taste), think (thought)) are very strong in influencing purchase interest.

#### ***Simultaneous Effect (F Test) Website Quality (X1), Ease of Use (X2), and Customer Experience (X3) on Purchase Interest (Y):***

Results: F-calculated value = 369.097 > F-table = 2.474, and significance = 0.000 < 0.05.

Conclusion: The variables of website quality, ease of use, and customer experience simultaneously have a significant effect on purchasing interest.

#### ***Coefficient of Determination (R<sup>2</sup>)***

Result: Adjusted R Square value = 0.950.

Conclusion: 95.0% of the variation in the dependent variable (Consumer Satisfaction) can be explained by the independent variables (Website Quality, Ease of Use, and Customer Experience), while the rest is explained by other variables outside the research.

### **Research Methods:**

Previous Research (( Ahsan Dlonni, Dahlan, Rizky Dermawan, Zawawi, 2024 ): Using Quantitative Methods, Purposive Sampling, Multiple Linear Analysis Techniques, and data collection through Observation, Interviews, and Questionnaires. Normality Test, Linearity Test, Classical Assumption Test, and Multiple Linear Analysis.

This study: Using Quantitative Method, Purposive Sampling sample (using Slovin formula for 93 respondents), Multiple Linear Analysis Technique, and data collection through Observation, Interview, and Questionnaire. Normality Test, Heteroscedasticity Test, Multicollinearity Test, and Multiple Linear Regression Analysis. Comparison: There are significant similarities in the research methods used, including quantitative approaches, data collection techniques, and multiple linear regression analysis.

## 6. Conclusion

Based on the results of the analysis and discussion of the Influence of Website Quality, Ease of Use, and Customer Experience on Purchase Interest in Tokopedia E-Commerce (Case Study of the Community of Jalan Garu II Medan Amplas), the following conclusions can be drawn: The results of the analysis obtained the calculated t value for the Website Quality variable (X1) of 3.227 when compared to the t table value of 1.661. So the calculated t obtained is greater than the t table value or  $3.27 > 1.661$ . The results of the analysis obtained the calculated t value for the Ease of Use variable (X2) of 2.607 when compared to the t table value of 1.661. So the calculated t value obtained is greater than the t table value or  $2.607 > 1.661$ . The results of the analysis obtained the calculated t value for the Customer Experience variable (X3) of 5.253 when compared to the t table value of 1.661. So the calculated t obtained is greater than the t table value or  $5.253 > 1.661$ . The calculated f value is 369.097 with a sig value of 0.000, therefore the sig value of  $0.000 > 0.05$  and the calculated f value of  $369.097 > f$  table 2.474, this shows that  $H_0$  is rejected so it can be concluded that the independent variables X1, X2, and X3 simultaneously have a positive and significant effect on the dependent variable Y. The R value shows a simple correlation, namely Website Quality (X1), Ease of Use (X2), and Customer Experience (X3) have an effect on Purchase Interest (Y) of 0.975 or 97.5%. This means a close relationship, the greater the R means the closer the relationship. R square (R<sup>2</sup>) or R square shows the coefficient of determination is 0.950, meaning the percentage of Website Quality (X1), Ease of Use (X2), and Customer Experience (X3) on Purchase Interest (Y) is 95% while the remaining 5% is influenced by other variables not examined by this study.

### Author Contribution:

Frian Danil (NPM 213114052) is the main author of this thesis. Where he has the role of submitting and compiling a thesis research proposal and conducting research and compiling a thesis with the title "The Effect of Website Quality, Ease of Use and Customer Experience on Purchase Interest in Tokopedia E-Commerce (Case Study of Jalan Garu II Medan Amplas Community)". This research is a final assignment in completing a Bachelor's degree at the Faculty of Economics and Business, Management Study Program, Al Washliyah Muslim Nusantara University Medan. The author acknowledges that the success in completing this proposal/thesis cannot be separated from the help, guidance, and encouragement of various parties, which are described in the "Foreword" and "Acknowledgements" sections.

**Funding:**

No Specific Statement Regarding External Funding. In this thesis document, there is no explicit section or statement that mentions external funding sources (e.g., from research institutions, grants, or sponsors) for this research.

**Data Availability Statement:**

Data Available in Thesis/Appendices. The data used in this study (pre-survey questionnaire results, respondent characteristic data, respondent answers, and SPSS statistical test results) are presented directly in the thesis chapters (especially Chapter IV) and are also attached at the end of the document (Appendix 1: Questionnaire). Implications of Data Availability. By presenting data in tables and questionnaire appendices, this indicates that the research data are available and accessible to readers who wish to review or verify the results. However, there is no formal statement regarding a data repository or other means of accessing the raw data separately.

**Thank-you note:**

The author would like to thank various parties who have helped in completing this thesis, including:

- University Chancellor:

Mr. Dr. H. Firmansyah, M.Si. (Rector of Al Washliyah Muslim Nusantara University, Medan).

- Vice Chancellor:

Vice Chancellor 1, Vice Chancellor 2, and Vice Chancellor 3 (for the opportunity to complete undergraduate studies).

- Dean of Faculty:

Mrs. Dr. Anggia Sari Lubis, SE M.Si. (Dean of the Faculty of Economics and Business, Al Washliyah Muslim Nusantara University, Medan).

- Head of the study program:

Mr. Toni Hidayat, SE., M.Sc. (Head of Study Program, Faculty of Economics and Business, Al Washliyah Muslim Nusantara University, Medan).

- Supervisor:

Mrs. Rukmini, SE., M.Si. (for her patient and kind guidance).

- Examiner:

- Mr. Toni Hidayat, SE., M.Si. (Examiner Lecturer I, for revisions and input).

- Mrs. Melisa Zuraini Hasibuan, SE., M.Si. (Examiner Lecturer II, for revisions and input).

- Family:

My parents (Father Supianto and Mother Yusnita), and my sister (for their support, encouragement, and prayers).

- Friends:

and other friends whose names cannot be mentioned one by one.

**Conflict of Interest:**

No Conflict of Interest Statement. In all the submitted thesis documents, there is no explicit section or statement that discusses or states any conflict of interest. Assumption of No Conflict. In the context of academic research such as a thesis, if there is no conflict of interest statement, it is generally assumed that the author has no financial, personal, or professional relationships that could affect the objectivity or results of the research.

- Achadi, A., Surveyandini, M., & Prabawa, A. (2021). The influence of e-commerce website quality, trust, risk perception and subjective norms on online purchase interest at Bukalapak.com. *Jurnal Ilmiah Universitas Batanghari Jambi*, 21(3). <https://doi.org/10.33087/jjubj.v21i3.1628>
- Ahsan, D., Dahlan, R., & Zawawi, D. (2024). The influence of website quality and consumer trust on purchase interest in Tokopedia e-commerce in Surabaya. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 2803–2811. <https://doi.org/10.47467/alkharaj.v6i2.4234>
- Anggono, Y. D. (2020). Analysis of the influence of perceived ease of use on intention to buy with perceived usefulness as an intervening variable in the Tokopedia e-commerce application. *Journal of Marketing Strategy*, 7(1), 9–18.
- Anisa, R., & Oktini, D. R. (2020). The influence of customer experience on customer loyalty at Warunk Upnormal Buah Batu Branch, Bandung. *Management Proceedings*, 6(1), 392–395.
- Fatimah, N., Sudiadi, & Hartati, E. (2021). Analysis of the influence of trust, perceived usefulness, and perceived ease of use on purchase interest in the mobile-based Tokopedia application using the Technology Acceptance Model (TAM) method.
- Firdaus, A., Indah, A., & Asdiansyuri, U. (2024). Analysis of the influence of ease of use of applications and shopping experience on online purchase interest on the Shopee e-commerce site. *Jurnal Kredibel: Kajian Ekonomi dan Bisnis*, 2(4), 168–179. <https://journal.stieamm.ac.id/kredibel/article/view/476>
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: Evidence from online shopping in Vietnam.
- Ginting, A. T., Fikri, M. H., Hutasukhut, J., & Hasibuan, M. Z. (2025). The influence of website quality and influencer marketing on product purchasing decisions in the Shopee marketplace (Case study on the community of Dusun IV Undian Tadukan Raga Deli Serdang). *Scientific Journal of Batanghari University, Jambi*, 25(1), 153–160.
- Gunadi, R. (2023). Application of negative reinforcement techniques to improve adaptive behavior in children with moderate intellectual disabilities at SLB Adinda Brimatika.
- Hasibuan, M. Z., & Siregar, H. (2021). The influence of price perception on purchase interest of Oppo smartphones. *Jurnal Mutiara Manajemen*, 6(1), 18–24.
- Iqbal, M., & Yoestini. (2023). The influence of promotion, ease of use, and consumer trust on product purchasing decisions on online e-commerce Tokopedia.
- Jihansyah, A., Lamnauw, B., & Tampenawas, J. L. A. (2021). The influence of brand image, promotion and service quality on consumer purchasing decisions on Tokopedia e-commerce in Manado City. *Jurnal EMBA*, 9(2), 663–674.
- Khushi, B. (2023). Customer experience: Creating value through transforming customer journeys. *International Journal of Advances in Engineering and Management (IJAEEM)*, 5(9), 715–725. <https://www.ijaem.net>
- Kotler, P., & Keller, K. L. (2018). *Marketing management* (Vol. 1, 13th ed., Translated by Bob Sabran). Jakarta: Erlangga.
- Laudon, K. C., & Laudon, J. P. (2016). *Management information systems* (13th ed.). Jakarta: Salemba Empat.
- Notoatmodjo, S. (2018). *Research methodology*. Jakarta: Rineka Cipta.
- Permana, A. I. (2020). The influence of website quality, service quality, and customer trust on customer purchase interest on the Bukalapak online shopping site. *Jurnal Ekonomi dan Bisnis*, 25(2). <https://doi.org/10.33592/jeb.v25i2.422>
- Purwandi, I., & Syamsiah, N. O. (2021). Website quality analysis using the WebQual 4.0 method: Case study of the USBI e-learning system. *Jurnal Sistem dan Teknologi Informasi (JUSTIN)*, 9(3). <https://doi.org/10.26418/justin.v9i3.47129>
- Putra, R., Suryadiningrat, & Agustini, P. M. (2023). The influence of website quality on e-satisfaction, e-trust and e-loyalty of Tvonews.com website users in East Jakarta. *Jurnal Ilmiah Manajemen dan Bisnis*, 4(4), 3955–3974.
- Reza, A., & Artanti, Y. (2021). The influence of website quality, impulsive personality trait, and reference group on impulsive buying on Tokopedia. *Business and Economic Journal (BIEJ)*, 3(4). <https://doi.org/10.35899/biej.v3i4.325>
- Riyanto, S., & Hermawan, A. A. (2020). *Quantitative research methods*. Yogyakarta: Deepublish.
- Roz, K. (2020). Analysis of the influence of website quality on user satisfaction using the WebQual 4.0 method. *Jurnal Teknologi dan Sistem Informasi*, 8(1), 41–49.
- Rukmini. (2023). The influence of bonus packs and product quality on purchasing decisions at PT. Alam Jaya Wirasantosa Tg. Morawa Deli Serdang North Sumatra.

- Saidani, B., Lusiana, L. M., & Aditya, S. (2019). Analysis of the influence of website quality and trust on customer satisfaction in forming repurchase interest in Shopee customers. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 10(2). <https://doi.org/10.21009/JRMSI.010.2.10>
- Sambodho, W., Pradiani, T., & Alamansyah, A. R. (2023). Analysis of the influence of website quality, brand awareness, and promotion on purchasing decisions on Tokopedia e-commerce. *Jurnal Ekonomi dan Bisnis Digital*, 1(1), 175–182.
- Sugiyono. (2018). *Business research methods*. Jakarta: Alfabeta.
- Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Edisi ke-3). Bandung: Alfabeta.
- Sujarweni, V. (2019). *Business and economic research methods*. Yogyakarta: Pustaka Baru Press.
- Tambing, T., Pongtuluran, A. K., & Pagiu, C. (2023). The influence of ease of use of applications and customer experience on purchasing decisions in Shopee e-commerce on students of the Faculty of Economics, Toraja Christian University of Indonesia. *Jurnal Bisnis dan Manajemen (JUBIMA)*, 1(4). <https://doi.org/10.55606/jubima.v1i4.2261>
- Tjiptono, F. (2018). *Marketing services: Principles, implementation, and research*. Yogyakarta: Andi Offset.
- Welsa, H., Ningrum, N. K., & Saputri, S. (2024). The influence of website appearance and user ease on repurchase intention with customer satisfaction as an intervening variable: A case study on Tokopedia e-commerce in Yogyakarta. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(1), 303–311. <https://doi.org/10.47467/alkharaj.v6i1.168>