Enhancing ePaper Reader Intentions through Website Design, Information Quality, and Usefulness

Amiril Azizah✉[1], Surahman[2], Ahyar M. Diah[3], Kiswanto[4], Muhammad Naufal[5]

Busines Administration, Polytechnic State Samarinda, Samarinda, Indonesia[1, 2, 3, 4, 5]

Abstract
_____
This study examines how website design, information quality, and utility affect ePaper use, with brand trust and attitude as mediators. This study examines the factors that influence ePaper readers' intentions to use the service. The quantitative study uses a survey questionnaire to collect data. A convenience sample of ePaper readers was selected. Structural Equation Modelling (SEM) was used to analyses data and determine variable relationships. The study found that website design, information quality, and usability affect brand trust, attitude, and ePaper use. A well-designed website with high-quality information and handy features boosts brand trust and attitude, which affects ePaper service use. This study adds to the literature by examining the relationships between website design, information quality, utility, brand trust, attitude, and ePaper use. The results suggest that ePaper suppliers should priorities website design, high-quality content, and useful features to build brand confidence and reader loyalty. It will boost their desire to use the service. Future investigations should aim to examine the potential effects of supplementary variables that could potentially influence individuals' intents to utilized ePaper, including those related to user experience and social dynamics.

Meningkatkan Motivasi Pembaca ePaper melalui Desain Situs Web, Kualitas Informasi, dan Kegunaan

Abstrak
_____
Penelitian ini menguji bagaimana desain situs web, kualitas informasi, dan utilitas mempengaruhi penggunaan ePaper, dengan brand trust dan sikap sebagai mediator. Penelitian ini mengkaji faktor-faktor yang mempengaruhi niat pembaca ePaper untuk menggunakan layanan. Penelitian kuantitatif menggunakan kuesioner survei untuk mengumpulkan data. Sampel kemudahan pembaca ePaper dipilih. Structural Equation Modeling (SEM) digunakan untuk menganalisis data dan menentukan hubungan variabel. Studi ini menemukan bahwa desain situs web, kualitas informasi, dan kegunaan mempengaruhi brand trust, sikap, dan penggunaan ePaper. Situs web yang dirancang dengan baik dengan informasi berkualitas tinggi dan fitur praktis meningkatkan kepercayaan dan sikap merek, yang memengaruhi penggunaan layanan ePaper. Penelitian ini menambah literatur dengan mengkaji hubungan antara desain website, kualitas informasi, utilitas, brand trust, sikap, dan penggunaan ePaper. Hasilnya menunjukkan bahwa pemasok ePaper harus memprioritaskan desain situs web, konten berkualitas tinggi, dan fitur berguna untuk membangun brand trust dan loyalitas pembaca. Hal ini akan meningkatkan keinginan mereka untuk menggunakan layanan ini. Investigasi di masa depan harus bertujuan untuk memeriksa efek potensial dari variabel tambahan yang berpotensi memengaruhi niat individu untuk menggunakan ePaper, termasuk yang terkait dengan pengalaman pengguna dan dinamika sosial.

JEL Classification: M31, D83, L86

✉Correspondence Address
Institutional address: Jl. Cipto Mangun Kusumo, Sungai Keledang,
Kec. Samarinda Seberang, Kota Samarinda
Email: amirilazizah@polnes.ac.id

INTRODUCTION

In the rapidly evolving digital landscape, information consumption has significantly shifted toward electronic platforms, with ePapers emerging as a prominent medium. This transition necessitates an in-depth understanding of the factors influencing user engagement and continued usage (Dolega et al., 2021). This study analyzes the influence of website design, information quality, and usefulness on users' intention to engage with ePapers, considering the mediating effects of brand trust and user attitude.

Website design is a critical component that shapes the initial perception and overall user experience (Hmoud et al., 2022). A well-designed website not only attracts users but also facilitates ease of navigation, which can enhance user satisfaction (Giao et al., 2020). Meanwhile, information quality, encompassing accuracy, relevance, and timeliness, is paramount in establishing the credibility and reliability of ePapers. High-quality content fosters trust and encourages users to rely on the platform for their informational needs (Iglesias et al., 2018).

Usefulness, or the perceived value derived from using the website, further plays a crucial role in influencing user attitudes (Afthanorhan et al., 2019). It reflects how well the platform meets users' expectations and needs, thereby affecting their overall satisfaction and propensity to revisit the site. In this context, brand trust is a pivotal mediator, as it encapsulates the users' confidence in the brand's integrity and reliability, which can significantly impact their behavioral intentions (Taufik, 2023).

The research adopts a quantitative methodology, employing surveys to gather data from ePaper users (Adeyinka & Ngoaketsi, 2022). Statistical analysis techniques are utilized to test the hypotheses and examine the relationships among the variables. The insights gained from this study aim to provide practical implications for web developers and marketers, aiding them in optimizing website features and content strategies to enhance user engagement and foster loyalty (Zephan, 2018).

By comprehensively understanding the dynamics between website design, information quality, usefulness, brand trust, and user attitude, this research seeks to contribute to the literature on digital media consumption and offer actionable recommendations for the ePaper industry (Zaid, 2020). These findings are anticipated to guide strategic decisions in improving user experience and cultivating a loyal user base, ultimately driving the sustained success of ePaper platforms.

The software is software that has a use to rejuvenate people with their activities (Ahamed et al., 2021). The software itself is very useful to help display something you want while connected to the internet, such as providing data display in the form of text, images with various kinds such as paintings, sounds in the form of music, and animation that can spoil the eye (Shiwakoti et al., 2020). The growth of software technology became the basis for the widening of mass media throughout the software network through the internet (Garousi et al., 2020), as is the case today newspapers known as print media and then enjoyed by sensation sheets of newspapers containing information to readers, from information needed to information according to newspapers connoisseurs.

From the development of this modern era, it is what makes all media businesspeople flock to switch to digital newspapers (Trappel & Tomaz, 2021), not without reason because any businesspeople must follow the times to not be run over by the development itself. There are so many slowly, but surely digital newspa-

pers scattered throughout the world, even countries that are still developing (Indonesia) are changing conventional habits towards the era of development (Linder et al., 2022). Hence, the primary objective of this research is to examine the various elements that may exert an influence on consumers' intents to adopt and utilize ePaper technology (Wagner et al., 2020).

The present study constitutes an empirical investigation integrating theoretical frameworks from multiple academic disciplines, including website design, information quality, and technological usability (Li & Shang, 2020). Furthermore, this study additionally examines the significance of brand trust and user attitudes as mediators in the relationship between these variables and user intents.

Electronic Paper (ePaper) is a display technology that aims to replicate the appearance of ink on paper. Unlike traditional electronic displays like LCDs or LEDs, which emit light to display images, ePaper uses reflected light, similar to conventional paper. This characteristic makes ePaper highly readable in ambient light and reduces eye strain compared to backlit screens.

It is conventional to analyze these investigations in isolation in the existing corpus of literature (Shiwakoti et al., 2020). As a result, this investigation offers a chance to integrate these components into a single research project. Furthermore, this study takes a novel approach by incorporating brand trust and user attitude variables as mediators between specific factors, such as website design, information quality, usability, and user intention, despite the existence of previous research that has explored the factors influencing ePaper usage (Sarstedt et al., 2022). This research makes a valuable contribution to the existing body of knowledge by examining the relationship between design features, information quality, usability, mediator variables, and users' intent to use ePaper.

The distinctiveness of this study is in the integration of a diverse array of variables inside a single research framework, alongside the adoption of a novel methodology that incorporates mediators such as brand trust and user sentiments (Seifert & Kwon, 2020). Therefore, it is anticipated that this study will offer significant contributions to practitioners and researchers by enhancing their comprehension of the determinants that impact user interest in adopting ePaper (Gawande & Veluchamy, 2021). Additionally, it will serve as a foundation for formulating efficacious design and marketing strategies, particularly in light of the intensifying competition within the ePaper sector.

Digital newspapers users are given interesting and useful uses with the features (Swart, 2021). According to Kozyreva et al. (2020) usage procedures and services provided in using digital newspapers so that users believe that using digital newspapers can improve their work performance (perceived usefulness). With a new lifestyle, the environment influences us to enter into that lifestyle by using digital newspapers (intention) and user confidence that the digital newspapers will meet their expectations (Trust) (Seifert & Kwon, 2020)

This study identifies two significant gaps in the existing research literature. Currently, there exists a scarcity of research that thoroughly investigates the impact of website design, information quality, and usability on users' intentions to utilize ePaper concurrently (Owolabi et al., 2020). The existing study on the impact of website design, information quality, and usability on users' intents to use ePaper simultaneously is significantly limited in terms of its depth and scope (Linder et al., 2022). Despite the growing prevalence of ePaper platforms in modern

media consumption, there exists a scarcity of comprehensive studies that delve into the intricate interplay between these key factors and user behavior (Mudgal & Rana, 2022)

While individual studies may touch upon aspects of website design, information quality, or usability in isolation, there is a notable absence of holistic investigations that consider these elements collectively (Ahn & Sura, 2020). This gap in research inhibits a nuanced understanding of how the synergistic effects of website design, information quality, and usability shape users' intentions to engage with ePaper platforms concurrently.

Moreover, the limited scope of existing research fails to capture the dynamic nature of user interactions with ePaper interfaces, which are influenced by a myriad of factors beyond mere functionality or content presentation. Factors such as user experience, perceived credibility, and cognitive load play crucial roles in shaping users' intentions and behaviors yet remain largely overlooked in the current literature (Abdullah et al., 2021).

The Relationship between Website Design and Brand Trust

The design of a website plays a crucial part in influencing how users perceive a business and building trust. Brands may greatly improve their credibility and trustworthiness among their audience by prioritizing the development of a visually attractive, user-friendly, consistent, safe, and inclusive website.

Previous research found a positive relationship between the website design and the brand trust (Wilson & Keni, 2018; Giao et al., 2020; Saoula et al., 2023).

H1: The design of a website has a significant impact on the level of trust that digital newspaper readers have in a brand.

The Relationship between Information Quality and Brand Trust

The quality of information is a crucial element in building and sustaining confidence in a brand. Brands can greatly improve their credibility and trustworthiness with their audience by making sure that the information they provide is accurate, clear, timely, transparent, authoritative, relevant, consistent, and engaging.

Previous research found a positive relationship between information quality and brand trust (Seifert & Kwon, 2020; Suriyadi, 2021; Notarmuzi et al., 2022).

H2: The quality of information has a significant impact on the level of trust that digital newspapers readers have in a brand.

The Relationship between Usefulness and Brand Trust

The perceived utility of a company's products, services, and content plays a crucial role in establishing brand trust. Brands may greatly improve their credibility with their audience by continually giving realistic, relevant, and meaningful solutions, assuring user-friendliness, incorporating consumer input, and providing thorough support.

Previous research found a positive relationship between usefulness and brand trust (Tahar et al., 2020; Mulyani et al., 2021a).

H3: The level of usefulness has a significant impact on the degree of brand trust among readers of digital newspapers.

The Relationship between Website Design and Attitude

The design of a website is of utmost importance in influencing consumers' perceptions and opinions about a brand. By prioritizing the development of a visually captivating, user-friendly, trustworthy, emotionally captivating, and technical-

ly proficient website, brands may greatly improve the favorable perceptions of their audience.

The relationship between website design and attitude is positive, as indicated by the research conducted by Pinto et al. (2020).

H4: The design of a website has a significant impact on the perception and mindset of readers of digital newspapers.

The Relationship between Information Quality and Attitude

The quality of information that a brand provides has a substantial impact on user attitudes. Brands may foster favorable attitudes among their audience by ensuring that the information they provide is accurate, clear, timely, transparent, authoritative, engaging, consistent, and instructional. High-quality content not only enhances trust and trustworthiness, but also cultivates a robust and positive brand image.

Previous research found a positive relationship between information quality and attitude (Prasad et al., 2019; Mâță et al., 2020; Mulyani et al., 2021a).

H5: The Attitude of digital newspapers readers is significantly influenced by the quality of information.

The Relationship between Usefulness and Attitude

User attitudes are substantially influenced by the perceived utility of a brand's products, services, and information. Brands can foster positive attitudes among their audience by continually providing useful advantages, improving user satisfaction, meeting specific requirements, and maintaining a high perceived value.

Previous research found a positive relationship between usefulness and attitude (Ventre & Kolbe, 2020; Yasa et al., 2022).

H6: The attitude of digital newspapers readers is significantly influenced by the usefulness of the content.

The Relationship between Brand Trust and Intention to use

The level of trust that users have in a brand is crucial in determining their willingness to use the brand's products or services. Brands may greatly increase users' willingness to interact with their products or services by building and sustaining trust. This can be achieved through reliability, positive experiences, reduced perceived risk, emotional ties, and advocacy.

Previous research found a positive relationship between intention and brand trust (Zhao et al., 2019; Hanjani & Widodo, 2019).

H7: The company's Brand Trust significantly affects the Intention of digital newspapers readers.

The Relationship between Attitude and Intention to use

Users' attitudes have a substantial influence on their inclination to utilize a brand's products or services. Brands may effectively increase users' willingness to interact with their products or services by fostering and sustaining favorable attitudes through emotional connections, trust, perceived value, satisfaction, and loyalty.

Previous research found a positive relationship between attitude and intention to use (Prochazka & Obermaier, 2022; Fikri et al., 2020).

H8: The attitude of digital newspapers readers has a significant impact on their intention.

The Relationship between Website Design and Intention to use

The design of a website plays a crucial part in influencing users' inclination to utilize a website. By prioritizing the development of a visually captivating, user-
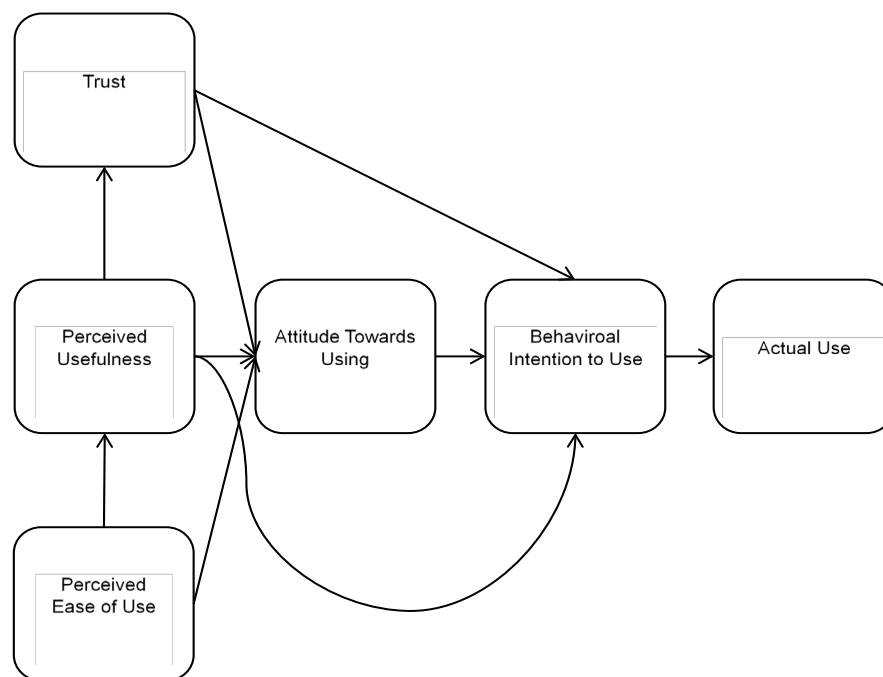
Figure 1.Grand Model by Suh & Han (2002)

friendly, trustworthy, and technologically optimized website, brands may greatly increase visitors' desire to interact with their site and, consequently, their offerings.

Previous research found a positive relationship between website design ad intention to use (Kamalul Ariffin et al., 2018; Trappel & Tomaz, 2021).

H9: The design of a website has a significant impact on the intention of digital newspapers readers.

The Relationship between Information Quality and Intention to use

The caliber of information offered by a brand has a substantial influence on users' inclination to utilize its products or services. Brands may effectively increase users' intention to engage with their offerings by ensuring that the information they provide is accurate, clear, relevant, transparent, authoritative, engaging, consistent, and instructional. Reliable information fosters confidence, minimizes

ambiguity, and generates a favorable user experience that encourages the desire to utilize it.

According to the research conducted by Martínez-Caro et al. (2020) information quality has a positive relationship with the variable intention.

H10: The quality of information has a significant impact on the intention of digital newspapers readers.

H11: The impact of usefulness on intention is significant among readers of digital newspapers.

This investigation was motivated by several prior research models evaluated from some perspectives: the research model's appropriateness for the researcher's research, this investigation has introduced a novel variable into the grand model, and adequacy to the field under investigation.

The variables that have been developed are variables that have been customi-
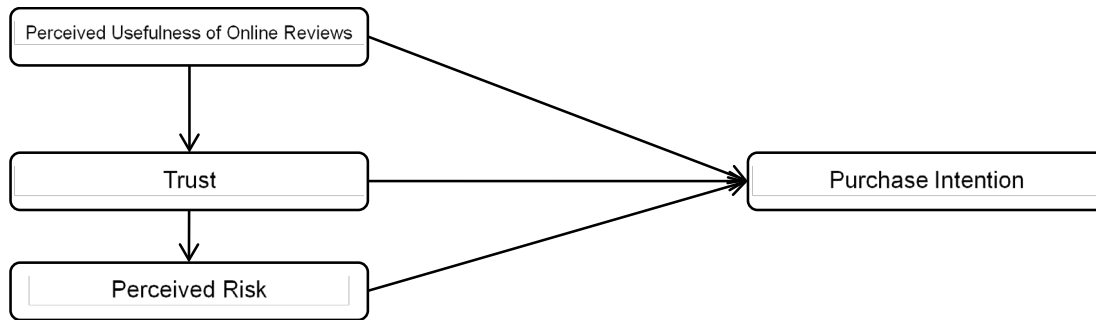
Figure 2. Grand Model by Ventre & Kolbe (2020)

zed to the research phenomenon.

Two grand models have been developed, which are as follows: Suh & Han's (2002) research model is based on the relationship between usefulness trust and attitude.

The research model developed by Ventre & Kolbe (2020) is the interplay of attitude, trust, and usefulness.

Based on theoretical studies and empirical research that have been explained in the previous discussion, as well as the main model (grand model), the researcher built a conceptual model for this research as in Figure 3.

METHOD

The research employs a quantitative design, which emphasizes the examination of numerical and statistical data to investigate the relationships between variables. Data is collected at a specific time to investigate these relationships using a cross-sectional approach. The study utilizes Structural Equation Modelling (SEM) to evaluate and verify intricate relationships between latent and observed variables. SEM enables the assessment of structural models, which examine causal relationships among latent constructs, and
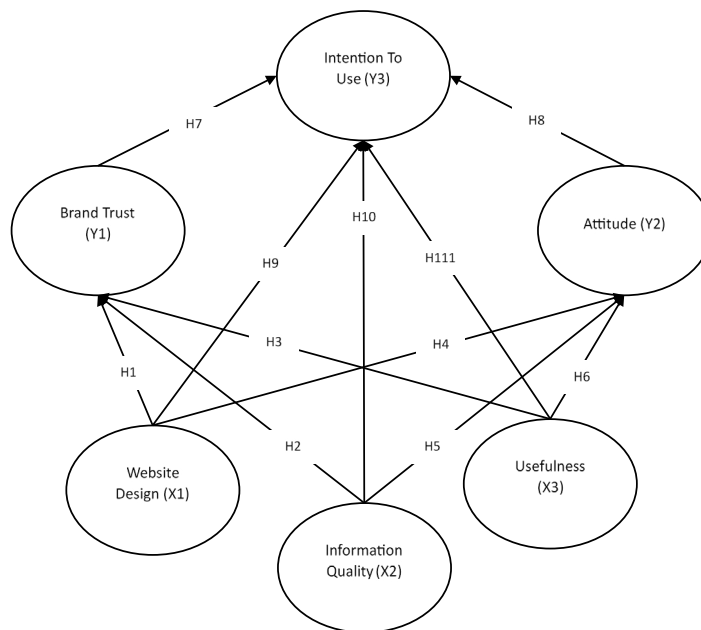

Figure 3. Research Model

measurement models, which investigate relationships between observed variables and latent constructs.

Comprehensive model testing is facilitated by the extensive use of AMOS (Analysis of Moment Structures) software for SEM analysis (Pandey & Pandey, 2021). The study utilizes convenience sampling to identify participants who are easily accessible to the researcher, thereby guaranteeing practicality in situations where access to a specific population, such as ePaper consumers, is restricted. To collect primary data that is directly pertinent to the research questions and hypotheses, structured questionnaires will be administered to these respondents (Ahn & Sura, 2020).

The objective of this study is to examine the impact of website design, information quality, and usability on the intention to use ePaper, with a particular focus on the mediating role of brand trust and attitudes. The researchers employed the accidental sampling approach to determine the participants for this study.

The acquired data will be subjected to analysis using the SPSS software to identify correlations between variables and provide descriptive statistics. Subsequently, the collected data will undergo analysis using AMOS software to conduct route analysis and structural equation modeling in order to examine the relationships among the variables under investigation.

This study aims to enhance comprehension regarding the determinants that affect individuals' intent to use ePaper, as well as the potential ramifications of these elements in the realms of business and marketing.

Furthermore, the process of establishing the optimal sample size for structural equation modeling (SEM) is of paramount importance. According to Jak & Cheung (2020), the outcome is contingent upon the multiplication of the quantity of research indicators by a factor ranging from 5 to 10. In this investigation, a total of 24 indicators were employed, with a multiplier of 7 applied to determine the number of samples required for the study. Consequently, the number of samples for this study is as follows:

$$\text{Amount} = 24 \times 7 = 168 \text{ respondent}$$

There are three types of variables used in this research, namely exogenous variables, intervening variable, and endogenous variables. Exogenous variables influence other variables and are not influenced by other variables. The exogenous variables in this research consist of website design as variable X1, information quality as variable X2, and usefulness as variable X3.

One variable that acts as a mediator between exogenous variables and endogenous variables or, in other words, is called an intervening variable, namely a variable that is influenced by exogenous and influences endogenous variables. In this research, those that act as intervening variables are the brand trust variable as variable Y1 and the attitude variable as variable Y2.

Endogenous variables, the final variable that is influenced but does not influence in this study, use the Intention variable as variable Y3. In this research, primary data is the type of data used to obtain data directly without intermediaries. Hence, the data collection procedure is done using a research instrument in the form of a questionnaire.

The questionnaire in this study already has questions with limited answers using a Likert scale interval of 1-5 or is closed so that respondents immediately choose answers that suit their wishes. The items on this questionnaire need to be tested for suitability (Jain & Bhakar, 2014).

RESULT AND DISCUSSION

This research is an examination of the impact of website design, information quality, and utility on the intention to use digital newspapers in Samarinda, as measured by brand trust and attitude. The researcher employed data from 168 samples of Digital Newspapers in Samarinda to analyze and address the problem formulation. In the data collection stage, researchers distributed online and offline questionnaires to the community in Samarinda. The Accidental Random Sampling technique was employed to distribute the questionnaires, which involved providing a link to the questionnaire via personal chat using social media or when meeting individuals who have the potential to become respondents by asking first. The community utilized Digital Newspapers. The design of a website plays a crucial role in captivating user interest.

Table 1. Validity Test

No.	Variable	Indicator	Code	Correlation Coefficients	Desc	Cronbach Alpha
1.	Website Design	Unique	X1.1	0.721	Valid	0.749
		Originality in terms of content	X1.2	0.725	Valid	
		Attractive Visuals and Pleasant	X1.3	0.701	Valid	
		Easy to Use	X1.4	0.727	Valid	
		Effective Multimedia Combination	X1.5	0.674	Valid	
2.	Information Quality	Up to date	X2.1	0.746	Valid	0.765
		Fully equipped	X2.2	0.836	Valid	
		Accurate	X2.3	0.787	Valid	
		Very clear	X2.4	0.696	Valid	
3.	Usefulness	Time saving	X3.1	0.882	Valid	0.837
		Cost saving	X3.2	0.886	Valid	
		Effort saving	X3.3	0.838	Valid	
4.	Brand Trust	Honest	Y1.1	0.807	Valid	0.821
		Understandable	Y1.2	0.896	Valid	
		Trustworthy	Y1.3	0.862	Valid	
		Believe	Y1.4	0.675	Valid	
5.	Attitude	Good	Y2.1	0.685	Valid	0.757
		Wise	Y2.2	0.760	Valid	
		Positive	Y2.3	0.817	Valid	
		Favorable	Y2.4	0.780	Valid	
6.	Intention to Use	Intention	Y3.1	0.820	Valid	0.799
		Would use	Y3.2	0.829	Valid	
		Plan to use	Y3.3	0.762	Valid	
		Intend to recommend	Y3.4	0.761	Valid	

Source: Data Processed (2023)

This study examines the degree to which visually appealing website design can impact users' inclination to utilize ePaper. The implementation of a well-designed website that offers a great user experience has the potential to enhance brand trust and foster favorable attitudes towards ePaper. The influence of usage intentions is significantly impacted by the quality of information. The provision of accurate, relevant, and easily comprehensible information has the potential to enhance users' trust in the brand and foster a good disposition towards utilizing ePaper.

A reliability test and a validity test were implemented in this investigation. Respondents had previously completed a questionnaire that the researcher had developed. The objective of this test is to determine whether the responses provided by the respondents in this study are valid, accurate, acceptable, and reliable. Additionally, it serves as a consistency test, determining whether the responses of each respondent are consistent and whether each respon-

dent has a similar understanding of the statement items. Items from research instruments can be declared valid if the Pearson Correlation (Correlation Coefficient) value is greater than 0.30, and research instruments can be declared reliable or to have consistent responses if the Cronbach Alpha value is greater than 0.60 (Sugiyono, 2018). Use of the SPSS version 23 analysis tool yielded the validity and reliability of the research instruments in this investigation. The validity and reliability tests of the instruments on the items utilized in this research are summarized in Table 1.

There exist multiple forms of analysis, specifically direct influence analysis, indirect influence analysis, and total influence analysis. Therefore, a thorough examination of each of these factors will be conducted. In this research, a direct influence relationship occurs between the Website Design (X1) on Intention to Use (Y3), Information Quality (X2) on Intention to Use (Y3) and Usefulness (X3) on Intention to Use (Y3).

Table 2. Research Hypothesis Test

| No.	Variable Relationship	Standardized Path Coefficient	C.R.	Probability	Description
1.	X1 to Y1	0.290	3.193	0.001	Significant
2.	X2 to Y1	0.612	4.812	0.000	Significant
3.	X3 to Y1	0.982	4.482	0.000	Significant
4.	X1 to Y2	0.067	0.973	0.330	Not Significant
5.	X2 to Y2	0.251	2.712	0.007	Significant
6.	X3 to Y2	0.881	3.637	0.000	Significant
7.	X1 to Y3	0.221	2.411	0.016	Significant
8.	X2 to Y3	0.035	0.257	0.797	Not Significant
9.	X3 to Y3	0.309	1.077	0.282	Not Significant
10.	Y1 to Y3	0.327	2.110	0.035	Significant
11.	Y2 to Y3	0.486	2.496	0.013	Significant

Source: Data Processed (2023)
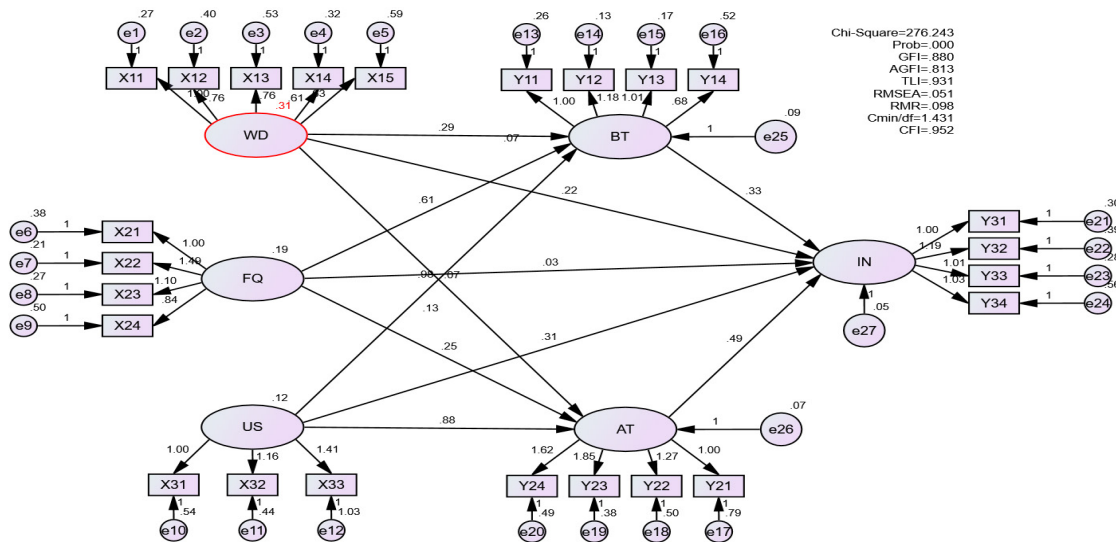
Figure 4. Path Diagram of Hypothesis Test Results

The information shown in Table 3 indicates a significant direct impact of exogenous variables on endogenous variables. Specifically, website design has a direct influence on intention to use with a coefficient of 0.221. Moreover, information quality exerts a direct impact on intention to use with a coefficient of 0.035, while usefulness directly affects intention. The utilization rate is 0.309. The cumulative sum of the three direct impacts is 0.566.

In this research, an indirect influence occurs between the variables of website design, information quality, usefulness on intention to use through brand trust. Website design, information quality, usefulness variables on intention to use through attitude. Website design, information quality, usefulness variables on intention to use through brand trust and attitude, results of

indirect influence analysis between variables in this study can be seen in the table 4.

The presence of indirect effect is evident in Table 4, where it is indicated that exogenous variables exert a significant indirect influence on endogenous variables via intervening variables. Specifically, website design has a 0.095 influence on intention to use through brand trust. Moreover, the impact of information quality on intention to use is 0.033, mediated by brand trust. Similarly, the influence of usefulness on intention to use is 0.200, also mediated by brand trust.

The table indicates that website design has an indirect influence on intention to use through attitude, with a coefficient of 0.122. Similarly, information quality has an influence on intention to use through attitude, with a coefficient

Table 3. Direct Influence

No	Relation	Estimate	Probability
1	X1 to Y3	0.221	0.120
2	X2 to Y3	0.035	0.850
3	X3 to Y3	0.309	0.648
Total		0.566	0.688

Source: Data Processed (2023)

Table 4. Indirect Influence

No	Relation	Path Coefficient Value	Probability Value
1	WD-BT-INT	0.095	0.171
2	FQ-BT-INT	0.033	0.346
3	US-BT-INT	0.200	0.191
4	WB-AT-INT	0.122	0.051
5	FQ-AT-INT	0.321	0.183
6	US-AT-INT	0.428	0.038
	Total	1.199	1.128

Source: Data Processed (2023)

of 0.321. Additionally, usefulness has an influence on intention to use through attitude, with a coefficient of 0.428.

This study examines the relationship between consumer website design, information quality, usefulness, brand trust, attitude, and intention to use. The aim is to understand how these variables influence each other.

Based on the information shown in Table 4, it can be inferred that the overall influence is equal to the combined value of the coefficients representing both the direct effect and the indirect influence, which amounts to 1.765.

This study employed SEM (Structural Equation Modelling) from the AMOS (Analysis of Moment Structure) Statistical Software application for model development and hypothesis testing. Before the estimation test is conducted, the model fit test is conducted. The results of the fit test indicate that the model in this study is 5 fit, 1 is marginally fit, and 3 is not fit. Consequently, the research can proceed with the investigation of the research hypothesis.

The 11 research hypotheses that were analyzed using IBM AMOS 23 software and significant tests have yielded the conclusion that three of them exhibit an insignificant effect (table 2).

The website design variable is most firmly represented by the innovative/unique indicator, as evidenced by a loading factor value of 0.732 in this research. Meanwhile, the brand trust variable has a prevalent indicator that is understandable due to its loading factor of 0.878.

These findings indicate that consumers are significantly influenced by the website design and brand trust variables, as they concentrate on the dominant indicators. In other words, digital newspapers readers in Samarinda prefer to read digital newspapers over conventional newspapers, as the latter are becoming increasingly innovative and unique. Additionally, they are simpler to comprehend. This is corroborated by the respondents of this study, who were predominantly students between the ages of 20 and 30, including the millennial generation, who are heavily reliant on technology in their daily existence.

The findings of the research conducted on hypothesis 1 indicate that the brand trust of digital newspapers readers in Samarinda City is significantly elevated by the design of the website. This research confirms the theory proposed by Fattah Al-Azzam & Al-mizeed (2021) and corroborates the research results of Wilson & Keni (2018), Zaid (2020), Dias et al. (2022) and Taufik (2023).

The loading factor value of 0.820 indicates that the indicator that most firmly

reflects the information quality variable is fully equipped. This research demonstrates this. Meanwhile, the brand trust variable has a prevalent indicator that is Understandable due to its loading factor of 0.878.

The findings indicate that consumers are significantly influenced by the variable of information quality and brand trust, as it concentrates on the dominant indicators. Readers prefer to read digital newspapers over conventional newspapers. In other words, the more comprehensive the information presented in digital newspapers, the more easily readers can comprehend and appreciate the article. This is corroborated by the respondents of this study, who were predominantly students between the ages of 20 and 30, including the millennial generation, who are heavily reliant on technology in their daily existence.

The results of the research on hypothesis 2 indicate that information quality significantly positively influences brand trust among digital newspapers consumers in Samarinda. These results corroborate the theory proposed by Zaid (2020), Qalati et al. (2021), Peters et al. (2022), Yusdiana et al. (2023) and substantiate the research findings of Andarwati et al. (2018), Lecerf & Omrani (2020), Suriyadi (2021), Dias et al. (2022) and Hamzah et al. (2023).

This research demonstrates that cost saving is the indicator that most firmly reflects the usefulness variable, as evidenced by a loading factor value of 0.521. Meanwhile, the brand trust variable has a prevalent indicator that is understandable due to its loading factor of 0.878. It can be inferred that the variables of usefulness and brand trust have a substantial impact on one another, as the study concentrates on the dominant indicators.

The results of these findings indicate that consumers prefer reading digital newspapers over conventional newspapers. In other words, the more cost-effective the costs of reading digital newspapers are, the more readers will enjoy and comprehend the content. This is corroborated by the respondents of this study, who were predominantly students between the ages of 20 and 30, including the millennial generation, who are heavily reliant on technology in their daily existence.

The research results on hypothesis 3 indicate that brand trust is significantly positively influenced by Usefulness among Digital Newspaper readers in Samarinda. These results corroborate the theory of Ahamed et al. (2021) and supplement the research findings of Harrigan et al. (2021), which state that the usefulness variable has a substantial impact on brand trust.

This study demonstrates that the indicator with the highest correlation to the website design variable is innovative/unique, as seen by a loading factor value of 0.732. Furthermore, the attitude variable exhibits a strong positive indicator due to its high loading of 0.878.

The findings indicate a negligible correlation between website design and attitude variables. This is because the dominant indicators suggest that consumers prefer reading digital newspapers over conventional newspapers. In other words, consumers are more attracted to the innovative and unique features of digital newspapers and derive greater enjoyment from reading them compared to conventional newspapers. While the rise in originality and creativity in the digital newspapers is indeed a beneficial development, the study discovered that it was not statistically significant. This is corroborated by the participants of this research, who were primarily students between the ages of 20 and 30, including the millennial cohort who have a strong affinity for technology in their day-to-day activities.

The findings of the study regarding hypothesis 4 indicate that the design of a website has a good impact on the attitude

of digital newspapers readers in Samarinda City. However, this impact is not statistically significant. This contradicts the theory proposed by Saoula et al. (2023) and does not provide evidence for the findings of Priscillia et al. (2021). The positive variable of website design does not have a substantial impact on attitude.

The variable that is most strongly associated with information quality is fully equipped, as evidenced by a loading factor value of 0.820. Meanwhile, the attitude variable exhibits a strong positive indication due to its high loading factor of 0.785. The findings suggest a strong correlation between information quality and attitude. Specifically, the results indicate that consumers prefer reading digital newspapers over conventional ones when the information provided is comprehensive and positive.

Individuals who utilize digital readers have greater enjoyment and comprehension when perusing digital publications than traditional newspapers. This is corroborated by the participants of this research, who were primarily students between the ages of 20 and 30, including millennials with a strong reliance on technology in their day-to-day activities.

The study's findings regarding hypothesis 5 indicate that information quality has a notable and favorable impact on the attitude of individuals who read digital newspapers in Samarinda. These findings validate the hypothesis proposed by Mulyani et al. (2021a) and corroborate the research outcomes of Yusdiana et al. (2023), the variable of information quality has a notable impact on attitude.

The cost saving indicator correlates with the usefulness variable, as seen by its loading factor value of 0.521. However, the attitude variable is primarily characterized by a positive indication due to its loading factor of 0.785. The findings indicate a strong correlation between the variables of usefulness and attitude. Specifically, the results show that consumers have a preference for reading digital newspapers over conventional newspapers.

This preference is influenced by the lower costs associated with reading digital Newspapers and the ease of understanding and enjoyment experienced by readers. This is corroborated by the participants of this research, who were primarily comprised of individuals between the ages of 20 and 30, including the millennial cohort who have a strong affinity for technology in their day-to-day activities.

The study's findings on hypothesis 6 indicate that the level of usefulness has a notable and favorable impact on the attitude of digital newspapers readers in Samarinda. The findings validate the theory proposed by Taufik (2023) and corroborate the research findings of Harrigan et al. (2021).

The data demonstrates that the indicator with the highest correlation to the brand trust variable is understandable, as evidenced by a loading factor of 0.878. On the other hand, the variable intention to use is mainly indicated by plan to use, since it has a loading factor of 0.713.

The findings indicate a strong correlation between brand trust and intention to use. The dominant indicators suggest that consumers have a preference for reading digital newspapers over conventional newspapers. In other words, the ease of use of digital newspapers is a determining factor in readers' plans to use them instead of conventional newspapers. This is corroborated by the participants of this research, who were primarily students between the ages of 20 and 30, including individuals from the millennial generation who have a strong affinity for technology in their everyday activities.

The findings from the study on hypothesis 7 indicate that brand trust has a notable and favorable impact on the inten-

tion to use of digital newspapers readers in Samarinda City. These findings validate the hypothesis proposed by Peters et al. (2022) and corroborate the research findings of Tahar et al. (2020).

The attitude variable is most strongly reflected by the positive indicator, as evidenced by a loading factor value of 0.785. Conversely, the variable known as intention to use is primarily indicated by the factor plan to use, as it possesses a loading factor of 0.713. The analysis indicates a strong correlation between the attitude and intention to use. The findings reveal that consumers prefer reading digital newspapers over conventional newspapers, suggesting that the positive aspects of digital newspapers significantly influence readers' intention to use them.

This is corroborated by the participants of this research, who primarily consisted of individuals between the ages of 20 and 30, including members of the millennial generation who have a strong affinity for technology in their day-to-day activities. The findings of the study regarding hypothesis 8 indicate that there is a notable and favorable impact of attitude on the intention to use among those who read digital newspapers in Samarinda. These data validate the hypothesis proposed by Prochazka & Obermaier (2022) and corroborate the findings Qalati et al. (2021).

The loading factor value of 0.732 indicates that the innovative/unique indicator is the most significant reflection of the website design variable. On the other hand, the variable intention to use is mostly indicated by Plan to use with a loading factor of 0.713.

The findings indicate a strong correlation between website design and intention to use variables. The results suggest that consumers prefer reading digital newspapers over conventional newspapers, particularly when digital newspapers are more informative and unique. Consequently, it can be inferred that readers are more inclined to use digital newspapers instead of conventional newspapers. This is corroborated by the participants of this research, who were primarily students between the ages of 20 and 30, including individuals from the millennial generation who have a strong affinity for technology in their everyday activities.

The study's findings on hypothesis 9 indicate that website design has a notable and favorable impact on the intention of digital newspapers readers in Samarinda to use the website. These findings validate the hypothesis proposed by Priscillia et al. (2021) and corroborate the research outcomes by Saoula et al. (2023).

The loading factor value of 0.820 indicates that the information quality variable is the dominant variable or fully equipped. Furthermore, plan to use is the dominant indicator for the intention to use, as it weighs 0.713. It can be inferred that the variables of information quality and intention to use have an insignificant impact, as the study concentrates on the dominant indicators.

These findings indicate that consumers prefer reading digital newspapers over conventional newspapers. In other words, the more comprehensive the information in digital newspapers, the more interested readers are. Perusing digital newspapers is more enjoyable than reading conventional newspapers. The researchers discovered that the results were not statistically significant, even though the information on eNewspapers is comprehensive and includes a feature intended for use.

This is corroborated by the respondents of this study, who were predominantly students between the ages of 20 and 30, including the millennial generation, who are heavily reliant on technology in their daily existence. The research findings on hypothesis 10 indicate that informati-

on quality has a positive and insignificant impact on intention to use among digital newspapers readers in Samarinda. This contradicts the theory proposed by Notarmuzi et al. (2022) That the positive information quality variable is not considered to be significant in relation to intention to use.

The variables intention to use and usefulness have an insignificant impact on each other, as the study concentrates on the dominant indicators. The results of these findings indicate that consumers prefer reading digital newspapers over conventional newspapers. In other words, the more cost-effective digital newspapers are, the more likely readers are to plan to use them instead of conventional newspapers. Despite its cost-effectiveness for digital newspapers, consumers will intend to employ it. The results were not statistically significant, according to the researchers. This is corroborated by the respondents of this study, who were predominantly students between the ages of 20 and 30, including the millennial generation, who are heavily reliant on technology in their daily existence.

The research results on hypothesis 11 indicate that Intention to Use is positively and insignificantly influenced by usefulness among digital newspapers readers in Samarinda City. This contradicts the theory proposed by Mulyani et al. (2021b) that the positive usefulness variable is not statistically significant to intention to use.

Based on the results of the analysis that has been done, this study obtained research findings that have different results from theoretical and empirical references that are used as the basis for research. The findings in the results of the study are that website design has a positive but not significant effect on attitude in digital newspapers readers in Samarinda City. This indicates that with the increasing innova-

tion/uniqueness in digital newspapers and enjoying positive things when reading, consumers prefer digital newspapers over conventional newspapers. Although the increase in innovation/uniqueness in digital newspapers coupled with a positive one, researchers found it insignificant.

Information quality has an insignificant effect on intention to use for digital newspaper readers in Samarinda City. This result means that digital newspapers provide incomplete information by starting with incomplete fact-finding, typo writing, and not by the facts in the field. This means that increasing the amount of complete information available to the public will likely increase consumer intent to use digital newspapers.

The results of the study, which are not in line with theory but are in line with previous research, are based on the characteristics of respondents who are very diverse both from the distribution of age, gender, income, recent education, occupation and income.

CONCLUSION AND RECOMMENDATION

Based on data analysis of research results conducted on digital newspapers readers in Samarinda City, it can be concluded that website design, information quality, and usability affect brand trust, attitude, and ePaper use. A well-designed website with high-quality information and handy features boosts brand trust and attitude, which affects ePaper service use.

Future investigations should aim to examine the potential effects of supplementary variables that could potentially influence individuals' intents to utilized eNewspapers, including those related to user experience and social dynamics. Enhancing the scope of the study by incorporating a larger and more diverse sample will augment the generalizability of the results to a wider population.

Examine the impact of other variables, such as pricing, promotional activities, and website loading speed, on the inclination to use ePaper technology. These conclusions and recommendations are expected to make a valuable contribution to future research endeavors.

REFERENCES

Abdullah, A., Mohammed, F., Tahir Jan, M., & Ulfy, M. A. (2021). Factors Influencing Consumer Purchase Intention: A Study of Bookstores in Kurdistan Region of Iraq. *International Fellowship Journal Of Interdisciplinary Research*, *1*(1), 19–35.

Adeyinka, T., & Ngoaketsi, J. (2022). Correlates of Online Bookstores Service Quality, Satisfaction, and Patronage Intention by Research Students in Nigerian Universities. *South African Journal of Libraries and Information Science*, *88*(1), 1-12.

Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. L. (2019). Assessing the Effects of Service Quality on Customer Satisfaction. *Management Science Letters*, *9*(1), 13–24.

Ahamed, S. T., Safeen, S., & Shameem, A. (2021). Online Consumer Purchase Intention for Digital Newspapers in Sri Lanka. *IT In Industry*, *9*(2), 30–33.

Ahn, J., & Sura, S. (2020). The effect of information quality on Social Networking Site (SNS)-Based commerce: From the perspective of Malaysian SNS users. *Journal of Organizational and End User Computing (JOEUC)*, *32*(1), 1-18.

Andarwati, M., Nirwanto, N., & Darsono, J. T. (2018). Analysis of Factors Affecting the Success of Accounting Information Systems Based on Information Technology on SME Managementsas Accounting Information end User. *European Journal of Economics, Finance and Administrative Sciences*, *98* (April-July), 97-102.

Dias, Á. L., Pereira, L., & Costa, R. L. (2022). Outcomes of Social Media Marketing in Sport Brands. *International Journal of Service Science, Management, Engineering, and Technology*, *13*(1), 1–22.

Dolega, L., Rowe, F., & Branagan, E. (2021). Going Digital? The Impact of Social Media Marketing on Retail Website Traffic, Orders and Sales. *Journal of Retailing and Consumer Services*, *60*, 102501.

Fattah Al-Azzam, A., & Al-Mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan. *Journal of Asian Finance*, *8*(5), 455–463.

Fikri, M. El, Pane, D. N., & Ahmad, R. (2020). Factors Affecting Readers' Satisfaction In "Waspada" Newspapers: Insight From Indonesia. *International Journal of Research and Review*, *7*(5), 357-371.

Garousi, V., Felderer, M., Kuhrmann, M., Herkiloğlu, K., & Eldh, S. (2020). Exploring the Industry's Challenges in Software Testing: An Empirical Study. *Journal of Software: Evolution and Process*, *32*(8), 1-23.

Gawande, R., & Veluchamy, S. K. D. R. (2021). Factors Determining Choice of Newspapers a Reader Buy. *Sambodhi*, *44*(01), 181-186.

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: An Evidence From Online Shopping In Vietnam. *Uncertain Supply Chain Management*, *8*(2), 351–370.

Hamzah, M. L., Yeskermessuly, A., Oktinadila, Y., Nazaruddin, & Purwati, A. A. (2023). Measurement of Usability, Information Quality, Service Information Quality on News Portals Website Using Important Performance Analysis. *Journal Of Logistics, Informatics And Service Science*, *10*(4), 35–46.

Hanjani, G. A., & Widodo, A. (2019). Consumer Purchase Intention. *Jurnal Sekretaris dan Administrasi Bisnis*, *3*(1), 39-50.

Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). How Trust Leads to Online Purchase Intention Founded in Perceived Usefulness and Peer Communication. *Journal of Consumer Behaviour*, *20*(5), 1297-1312.

Hmoud, H., Nofal, M., Yaseen, H., Al-Masaeed, S., & Alfawwaz, B. M. (2022). The Effects of Social Media Attributes on Customer Purchase Intention: The Mediation Role of Brand Attitude. *International Journal of Data and Network Science*, *6*(4), 1543–1556.

Iglesias, O., Markovic, S., Bagherzadeh, M., & Singh, J. J. (2020). Co-creation: A key link between Corporate Social Responsibility, Customer Trust, and Customer Loyalty. *Journal of Business Ethics*, *163*, 151-166.

Jain, K., & Bhakar, S. (2014). Effect of Communication and Personalization on Loyalty with Trust as Mediating Variable. *Prestige International Journal Of Management & IT- Sanchayan*, 1–20.

Jak, S., & Cheung, M. W. L. (2020). Meta-analytic Structural Equation Modeling with Moderating Effects on SEM Parameters. *Psychological methods*, *25*(4), 430-455.

Kamalul Ariffin, S., Mohan, T., & Goh, Y. N. (2018). Influence of Consumers' Perceived Risk on Consumers' Online Purchase Intention. *Journal Of Research In Interactive Marketing*, *12*(3), 309–327.

Kozyreva, A., Lewandowsky, S., & Hertwig, R. (2020). Citizens Versus the Internet: Confronting Digital Challenges with Cognitive Tools. *Psychological Science in The Public Interest*, *21*(3), 103–156.

Lecerf, M., & Omrani, N. (2020). SME Internationalization: The Impact of Information Technology and Innovation. *Journal of the Knowledge Economy*, *11*(2), 805–824.

Li, Y., & Shang, H. (2020). Service Quality, Perceived Value, and Citizens' Continuous-Use Intention Regarding E-Government: Empirical Evidence from China. *Information and Management*, *57*(3), 103197.

Linder, N., Giusti, M., Samuelsson, K., & Barthel, S. (2022). Pro-Environmental Habits: An Underexplored Research Agenda in Sustainability Science. *Ambio*, *51*(3), 546–556.

Martínez-Caro, E., Cepeda-Carrión, G., Cegarra-Navarro, J. G., & Garcia-Perez, A. (2020). The Effect of Information Technology Assimilation on Firm Performance in B2B Scenarios. *Industrial Management And Data Systems*, *120*(12), 2269–2296.

Mâță, L., Clipa, O., & Tzafilkou, K. (2020). The Development and Validation of a Scale to Measure University Teachers' Attitude towards Ethical Use of Information Technology for a Sustainable Education. *Sustainability (Switzerland)*, *12*(15), 6268.

Mudgal, Dr. R., & Rana, Dr. P. (2022). *Sustenance Of Print and E-Newspapers in The Business of News Media: A Study of Indian News Industry*. *International Journal of Humanities and Social Science Research, 8*(6), 38-45.

Mulyani, V. G., Najib, M. F., & Guteres, A. D. (2021a). The Effect of Perceived Usefulness, Trust and Visual Information Toward Attitude and Purchase Intention. *Journal Of Marketing Innovation (JMI)*, *1*(01), 78-93.

Notarmuzi, D., Castellano, C., Flammini, A., Mazzilli, D., & Radicchi, F. (2022). Universality, Criticality and Complexity of Information Propagation in Social Media. *Nature Communications*, *13*(1), 1-8.

Owolabi, H. O., Ayandele, J. K., & Olaoye, D. D. (2020). A Systematic Review of Structural Equation Model (SEM). *Open Journal of Educational Development*, *1*(2), 27-39.

Pandey, P., & Pandey, M. M. (2021). *Research Methodology: Tools and Techniques*. Bridge Center.

Peters, C., Schrøder, K. C., Lehaff, J., & Vulpius, J. (2022). News as They Know It: Young Adults' Information Repertoires in the Digital Media Landscape. *Digital Journalism*, *10*(1), 62–86.

Pinto, M., Sales, D., Fernández-Pascual, R., & Caballero-Mariscal, D. (2020). Attitudes, Perceptions and Prospectings on Mobile Information Literacy Training: Design And Validation of the MOBILE-APP Questionnaire. *Journal Of Librarianship and Information Science*, *52*(1), 208–223.

Prasad, S., Garg, A., & Prasad, S. (2019). Pur-

chase Decision of Generation Y in an Online Environment. *Marketing Intelligence and Planning, 37*(4), 372–385.

Priscillia, M., Budiono, H., Wiyanto, H., & Widjaya, H. (2021, May). The Effects of Website Design Quality and Service Quality on Repurchase Intention among Shopee Customers in Jakarta, with Customer Trust as a Mediating Variable. In *Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)* (pp. 38-44). Atlantis Press.

Prochazka, F., & Obermaier, M. (2022). Trust Through Transparency? How Journalistic Reactions to Media-Critical User Comments Affect Quality Perceptions and Behavior Intentions. *Digital Journalism, 10*(3), 452–472.

Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of Perceived Service Quality, Website Quality, and Reputation On Purchase Intention: The Mediating And Moderating Roles Of Trust And Perceived Risk In Online Shopping. *Cogent Business and Management, 8*(1), 1869363.

Saoula, O., Shamim, A., Mohd Suki, N., Ahmad, M. J., Abid, M. F., Patwary, A. K., & Abbasi, A. Z. (2023). Building E-Trust and E-Retention in Online Shopping: The Role of Website Design, Reliability and Perceived Ease of Use. *Spanish Journal of Marketing - ESIC, 27*(2), 178–201.

Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in Partial Least Squares Structural Equation Modeling Use in Marketing Research in The Last Decade. *Psychology And Marketing, 39*(5), 1035–1064.

Seifert, C., & Kwon, W. S. (2020). SNS Ewom Sentiment: Impacts on Brand Value Co-Creation and Trust. *Marketing Intelligence and Planning, 38*(1), 89–102.

Shiwakoti, N., Stasinopoulos, P., & Fedele, F. (2020). Investigating The State of Connected and Autonomous Vehicles: A Literature Review. *Transportation Research Procedia, 48*, 870–882.

Sugiyono. (2018). *Penelitian Kuantitatif*. Alfabeta: Bandung.

Suh, B., & Han, I. (2002). Effect of Trust on Customer Acceptance of Internet Banking. *Electronic Commerce research and applications, 1*(3-4), 247-263.

Suriyadi, F. I. (2021). Pengaruh Perceived Information Quality, dan Endorser Credibility terhadap Purchase Intention dengan Brand Trust sebagai Variabel Intervening; Produk Scarlett Whitening. *Jurnal Strategi Pemasaran, 8*(2), 1-15.

Swart, J. (2021). Experiencing Algorithms: How Young People Understand, Feel About, and Engage with Algorithmic News Selection on Social Media. *Social Media and Society, 7*(2), 1-11.

Tahar, A., Riyadh, H. A., Sofyani, H., & Purnomo, W. E. (2020). Perceived Ease of Use, Perceived Usefulness, Perceived Security and Intention To Use E-Filing: The Role of Technology Readiness. *Journal Of Asian Finance, Economics and Business, 7*(9), 537–547.

Taufik, E. R. (2023). Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism. *Transnational Marketing Journal, 11*(1), 59–74.

Trappel, J., & Tomaz, T. (2021). *Chapter 1. Democratic Performance of News Media: Dimensions and Indicators for Comparative Studies. 1*, 11–58.

Ventre, I., & Kolbe, D. (2020). The Impact of Perceived Usefulness of Online Reviews, Trust and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing, 32*(4), 287–299.

Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020). Online Retailing Across E-Channels And E-Channel Touchpoints: Empirical Studies of Consumer Behavior In The Multichannel E-Commerce Environment. *Journal Of Business Research, 107*, 256–270.

Wilson, N., & Keni, K. (2018). Pengaruh Website Design Quality dan Kualitas Jasa Terhadap Repurchase Intention:

Variabel Trust Sebagai Variabel Mediasi. *Jurnal Manajemen dan Pemasaran Jasa*, *11*(2), 291–310.

Yasa, N. N. K., Piartrini, P. S., Telagawathi, N. L. W. S., Muna, N., Rahmayanti, P. L. D., Wardana, M. A., Wijaya, N. S., Ribek, P. K., & Suartina, I. W. (2022). The Role of Attitude to Mediate the Effect of Trust, Perceived Behavior Control, Subjective Norm and Perceived Quality on Intention to Reuse The COVID-19 Website. *International Journal of Data and Network Science*, *6*(3), 895–904.

Yusdiana, Y., Purwanto, B. M., & Nugroho, S. S. (2023). Information Quality, Social Friendship and Social Interaction in Predicting Web Usage and Online

News Readers' Understanding. *JBTI : Jurnal Bisnis : Teori Dan Implementasi*, *14*(3), 436–458.

Zaid, S. (2020). The Role Of Relationship Marketing to Building Loyalty on Bank Customers. *International Journal of Research in Business And Social Science*, 26–33.

Zephan, N. (2018). Relationship between Customer Satisfaction and Customer Loyalty. (Thesis, Centria University of Applied Sciences Kokkola).

Zhao, J. Di, Huang, J. S., & Su, S. (2019). The Effects of Trust on Consumers' Continuous Purchase Intentions in C2C Social Commerce: A Trust Transfer Perspective. *Journal of Retailing and Consumer Services*, *50*, 42–49.