

Purchase Decision on Shopee E-Commerce Platform : The Influence of Product Quality, Brand Image, and Price through Trust as an Intervening Variable

Yozi Putri Sakinah ^{1*}, Muhammad Farrasky Delas Putra ²

¹. Universitas Adzkia; Indonesia; email: yoziputrisakinah@adzkia.ac.id

². Universitas Adzkia; Indonesia; email: muhammadfarrasky@adzkia.ac.id

Author's Correspondence : Yozi Putri Sakinah

Abstract: This study aims to determine how much influence product quality, brand image and price have on purchasing decisions through trust as an intervening variable in Shopee e-commerce in the city of Padang. This study consists of three independent variables, namely product quality, brand image, and price and one dependent variable is purchasing decisions and the intervening variable trust. The analytical method used is path analysis. The data collection method in this study was using a questionnaire filled out by respondents, namely Shopee e-commerce users in the city of Padang. The results obtained based on the Partial Test (t test) obtained: a) there is a positive and significant effect of product quality on trust b) there is a positive and significant effect of brand image on trust, c) there is a positive and significant effect of price on trust, d) there is positive and significant influence of product quality on purchasing decisions, e) there is a positive and significant influence of brand image on purchasing decisions, f) there is a positive and significant influence of price on purchasing decisions. g) there is a positive and significant effect of trust on purchasing decisions, h) trust cannot mediate the effect of product quality on purchasing decisions, i) trust cannot mediate the influence of brand image on purchasing decisions, j) trust cannot mediate the effect of price on purchasing decisions

Keywords: Product, quality, Brand, image, Price.

1. Introduction

The rapid development of information and communication technology has changed consumer behavior patterns, including in shopping activities. E-commerce is an alternative solution to meet the needs of modern consumers. One of the popular e-commerce platforms in Indonesia is Shopee, which has continued to experience significant growth since its launch in 2015. Data from Katadata (2024) shows that Shopee visits increased from 8th position in 2023 to 2nd position in 2024. However, the increase in the number of users is not automatically followed by an increase in purchasing decisions, which still lag behind competitors such as Tokopedia.

Previous studies have highlighted various factors that influence purchasing decisions, especially product quality, brand image, and price. (Harahap, 2018) states that purchasing decisions are the decision-making process carried out by consumers before purchasing a product. (Astuti, 2017) shows that product quality has a significant influence on purchasing decisions, but this result is contrary to the findings (Ariyanto et al, 2019) which shows no significant influence. Meanwhile, (Darmansah and Yosepha, 2020) confirms the positive influence of brand image and price. These studies generally have not considered trust as an intervening variable, whereas in the context of online transactions, trust is very important because of the limited direct interaction between consumers and sellers (Lestari and Iriani, 2018).

Accepted: March 20th 2025

Revised: March 29th 2025

Accepted: April 25th 2025

Published: April 29th 2025

Current version: April 29th 2025



Hak cipta: © 2025 oleh penulis.
Diserahkan untuk kemungkinan
publikasi akses terbuka
berdasarkan syarat dan ketentuan
lisensi Creative Commons
Attribution (CC BY SA) (
<https://creativecommons.org/licenses/by-sa/4.0/>)

In addition to the above factors, several problems were also found on the Shopee platform, such as product quality that did not meet expectations and a brand image that had not yet taken hold in the minds of consumers. (Lubis and Hidayat, 2017) and dissatisfaction with unstable prices and often more expensive than offline stores (Adyanto and Santosa, 2018) and (Pratiwi et al. 2017). This condition is exacerbated by the lack of clarity of product information, differences between photos and original items, and shipping estimates that are not on time, all of which contribute to reducing consumer trust (Lestari and Iriani, 2018). Based on this phenomenon, this study aims to empirically test the effect of product quality, brand image, and price on purchasing decisions, with trust as an intervening variable. The approach used is quantitative through path analysis, with data collection through questionnaires from 100 Shopee user respondents in Padang City. Path analysis allows testing direct and indirect relationships between variables simultaneously.

This research is expected to provide both academic and practical contributions. From an academic perspective, this research aims to fill the gap in the literature related to the role of trust in the context of e-commerce, especially as an intervening variable in mediating the relationship between product quality, brand image, and price on purchasing decisions. In addition, this research also provides a more comprehensive and integrated understanding of how these three main factors influence consumer behavior in making online purchases. From a practical perspective, the results of this study can be strategic input for the Shopee e-commerce platform, especially in formulating policies related to product quality management, strengthening brand image, setting competitive prices, and increasing consumer trust to encourage customer satisfaction and loyalty.

2. Literature Review

This section should contain the latest explanation. The explanation can be done in several ways. First, you can discuss several related papers, both about the object, method, and results. From there, you can explain and emphasize the gaps or differences between your research and previous research. The second way is to combine theory with related literature and explain each theory in one sub-chapter.

Purchasing Decision

Purchasing decisions are a complex process and cannot be separated from consumer behavior in responding to their needs or desires. According to (Priansa 2017:88), purchasing decisions are a series of physical and mental actions taken by consumers when they are going to buy a product. (Firmansyah 2019:25) added that this process is part of problem solving, where individuals choose the best behavior from several available alternatives. (Tjiptono 2019:24) explained that consumers in their purchasing process will recognize problems, seek information, and evaluate alternatives before finally deciding on a purchase. In conclusion, purchasing decisions are a selection process of various available product or service alternatives, which is carried out consciously based on the interests and needs of consumers, both in the short and long term.

(Kotler 2019:34) states that the purchasing decision-making process involves five stages, namely: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. In practice, purchasing decisions are also influenced by internal and external factors. According to (Kotler 2019:56) in (Bawono et al., 2018), external factors such as other people's attitudes and unanticipated situations can change consumer decisions. Meanwhile, in online purchases, decisions are influenced by search efficiency, perceived value, and the quality of digital interactions. As an indicator, purchasing decisions can be seen from the stages: consumers realize their needs, gather information, compare alternatives, make purchasing decisions, and feel satisfied (Sugianto Putri, 2017).

Product Quality

Product quality is one of the main values that consumers expect from producers and is an important factor in influencing purchasing decisions. According to Kotler (2017:266) in (Ilat & Parengkuan, 2018), a product is anything that is offered to meet needs or desires, and product quality is an important element in attracting consumer attention (Tjiptono 2019:74) states that quality can be interpreted as a product that is free from defects and meets standards, thus providing real benefits to customers. The term "value" is often used as a measure of the relative quality of a product when compared to its price. In the view of Kotler & Armstrong

(2017:108) as quoted by (Wulandari and Iskandar, 2018), product quality is the main positioning tool that has a direct influence on customer performance and satisfaction. Therefore, product quality is considered a strategic factor that must be taken seriously by company management.

There are several dimensions and factors that determine product quality. (Tjiptono 2019:75) mentions eight main dimensions, namely: performance, features, reliability, conformance, durability, ease of repair (serviceability), aesthetics, and perception of quality. Meanwhile, according to (Sofjan 2017:98), product quality is influenced by four factors: product function, external form (including shape and packaging), costs incurred to obtain the product, and ease of use and repair. The operational indicators of product quality in this study refer to Budiyo (2017:490) in (Ariella, 2018), namely durability, reliability, and conformity to specifications. These dimensions are an important basis for assessing consumer perceptions of the quality of a product, as well as being a reference for companies in increasing the competitiveness of their products.

Brand Image

Brand image is a perception or picture formed in the minds of consumers about a brand, based on experience, information, or associations associated with the product or service. (Patrik 2017:10) in the journal (Ariadi et al., 2019) states that brand image is a collection of empirical information collected by consumers through advertising, packaging, or social experiences. Keller (2017) in the journal Aeni and (Aeni and Ekhsan, 2020) defines brand image as an association of all available information about products, services, and companies. Meanwhile, (Durianto 2018:35) in (Made and Rani, 2020) emphasizes that brand image is a comprehensive personality that sticks in the minds of consumers, and often influences purchasing decisions more than the physical characteristics of the product. Thus, brand image is an important element in shaping consumer loyalty and attraction to a product.

Factors that form brand image include product quality, reliability, usability, service, risk, price, and the brand image itself (Nurhayati Siti, 2017). Brand image components according to (Kotler and Keller 2019:120) include attributes (both directly related to the product and external), functional, emotional, and symbolic benefits, and brand attitude. Attributes such as taste, packaging, price, and distribution also shape consumer perceptions of the brand. In the context of visual marketing, packaging is very important as a brand communication tool, especially in the era of self-service and increasing consumer prosperity (Kotler, 2019). As a measurement indicator, brand image can be seen from four main aspects: reputation, recognition, emotional connection (affinity), and brand loyalty as explained by (Kotler 2017) in the journal (Sitompul, 2019). These four indicators reflect how strong and consistent consumer perceptions of a brand are.

Price

Price is an important element in marketing strategy because it functions as a measure of the value sacrificed by consumers to obtain benefits from a product or service. (Gitosudarmo 2017:82) refers to price as the value expressed in currency for a good or service. In line with that, (Ali 2018:43) defines price as all forms of monetary sacrifice incurred by consumers to obtain goods and services and their services. (Kotler 2019:134) states that price is the amount of money charged for a product or service used by consumers in return for the benefits received. (Irawan 2017:185) and (Tjiptono 2019:88) add that in addition to the monetary aspect, price can also reflect non-monetary aspects such as utility value. Therefore, price has a broader dimension than just a nominal figure and plays a central role in consumer perception of the product.

The right pricing is influenced by various policies and strategic objectives. (Mursid 2017:78) divides pricing policies into three categories based on market conditions: when pricing is important, less important, and needs to be analyzed. Meanwhile, (Tjiptono 2019:116) identifies four main objectives of pricing, namely to achieve maximum profit, achieve a certain sales volume, build a company image, and maintain price stability. To measure consumer price perceptions (Indarsih, 2019) mentions four important indicators: price affordability, price suitability with product quality, price competitiveness, and price suitability with product benefits. These four indicators help companies set prices that are not only competitive but also reflect the value perceived by consumers, which ultimately impacts purchasing decisions.

Trust

Trust is an important foundation in building long-term relationships between consumers and service providers, especially in the context of online transactions that are full of risks and uncertainties. (Giantari 2021:27) emphasizes that trust is the main attraction that can open up transaction opportunities, because it can reduce risk and strengthen the relationship between the two parties. (Kotler 2017) in (Nasution, 2019) defines trust as a positive consumer belief in a product or service, which arises from experience, intuition, or existing evidence. Priansa (2017:115) calls trust the "pillar of business", which determines consumer loyalty because consumers feel confident in the reliability and integrity of the service provider. Trust grows when consumers receive positive testimonials and are assured that the products or services they purchase meet their expectations.

Factors that influence trust are divided into two main dimensions: trusting belief (belief in the integrity, goodness, and competence of the seller) and trusting intention (consumer willingness to rely on the seller), as explained by Kotler (2017) in Yuliawan (2018). In addition, (Tjiptono, 2017) classifies trust into three types: object-attribute trust, trust in certain attributes, and trust in the object as a whole. Meanwhile, (Priansa, 2017) details the dimensions of trust into satisfaction, interpersonal scale, trustworthiness, and the results of trust in the form of loyalty. To measure it, (Tjiptono 2017, in Sobandi and Somantri, 2018) proposes three main indicators: integrity (commitment to promises and ethics), benevolence (good intentions and attention to consumers), and competence (ability to meet consumer needs effectively). These three indicators are an important basis for building sustainable consumer trust.

Product quality, brand image, price, and trust are important variables that are interrelated in influencing purchasing decisions on e-commerce platforms such as Shopee. (Sarini, 2019) stated that product quality includes durability, reliability, and ease of repair, which play an important role in shaping consumer trust, as evidenced by (Seragih, 2017) who found a positive effect of product quality on trust. Brand image also has an impact on trust, as explained by (Ariadi et al, 2019), who describe brand image as empirical information embedded in the minds of consumers; this finding is reinforced by (Prasetya, Kumadji, and Yulianto, 2017). In terms of price, (Rofiq and Hufron, 2018) define it as the monetary cost sacrificed to obtain product benefits, where (Lubis and Hidayat, 2017) stated that there is a positive effect of price on trust, although different results were shown by (Bahctiar et al, 2018) who stated that there was no significant effect. Product quality was also found to influence purchasing decisions, as stated by (Wulandari and Iskandar, 2018), and proven by (Putri et al, 2021), although (Budiyanto, 2017) showed different results. Likewise, brand image according to (Made and Rani, 2020) plays a dominant role in purchasing decisions, in line with the findings of (Adela, 2020). Price as another factor also influences purchasing decisions (Nursani, Arifin, & Hufron, 2018), although it is contradicted by the results of (Nasution et al, 2019) which found no significant influence. Trust itself has an influence on purchasing decisions, as stated by (Tilaar et al., 2018) and reinforced by (Ishita, 2020), although (Ayuningtiyas and Gunawan, 2018) found the opposite result. Furthermore, product quality, brand image, and price can also indirectly influence purchasing decisions through trust as an intervening variable. (Harahap, 2018) calls the purchasing process a series of complex actions, and (Wahyuni et al, 2021) proves that product quality influences purchasing decisions through trust. Likewise, (Nugroho, 2018) and (Pratama & Santoso, 2018) found that brand image and price influence purchasing decisions through trust, although (Mayang, 2018) found that trust did not significantly mediate the relationship.

3. Method

This study uses a quantitative approach with a causal survey method, aiming to determine the effect of product quality, brand image, and price on purchasing decisions both directly and through trust as an intervening variable. The study was conducted in Padang City with Shopee user respondents, selected using accidental sampling techniques, and obtained 100 respondents based on the Slovin formula. Data collection was carried out through questionnaires, while secondary data was obtained from literature studies. The variables in this study consist of product quality (X1), brand image (X2), price (X3), trust (Z), and purchasing decisions (Y), each of which is measured by a Likert scale. Before being analyzed,

the data was tested for validity and reliability using Product Moment correlation and Cronbach Alpha.

Data analysis was carried out in two path models: the first substructure tested the influence of X2, and X3 on Z, while the second substructure tests the influence of X1, X2, X3, and Z on Y. The equation of this model is:

$$Z = p_{ZX1} \cdot X1 + p_{ZX2} \cdot X2 + p_{ZX3} \cdot X3 + \epsilon_1$$

$$Y = p_{YX1} \cdot X1 + p_{YX2} \cdot X2 + p_{YX3} \cdot X3 + p_{ZY} \cdot Z + \epsilon_2$$

Visually, the research flow illustrates that X1, X2, and X3 influence Z, which then together with these variables influence Y. This model is tested using path analysis to determine the direct and indirect influences between variables. This technique allows for comprehensive testing of causal relationships and explains the extent to which trust mediates the influence of quality, image, and price on Shopee consumer purchasing decisions.

4. Results and Discussion

Respondent Profile

Based on the data obtained in the study, the 100 respondents were consumers of Shopee e-commerce users who live in Padang City and are aged between 17 and over 40 years. The majority of respondents were female, indicating the dominance of female participation in using Shopee. In terms of age, most respondents were in the 21-25 year age range, reflecting active e-commerce users from young people. Based on occupation, most respondents were students, indicating that Shopee is quite popular among the younger generation who tend to be more familiar with digital technology. In addition, most respondents have an income below IDR 1,000,000, indicating that Shopee users in this group tend to look for products with affordable prices and attractive promotions.

Multiple Linear Regression Analysis and t-Test

This study uses SPSS version 25 software and laptop hardware to process questionnaire data obtained from 100 Shopee user respondents in Padang City. Data were collected using a survey method using a questionnaire, and analyzed through path analysis to see the direct and indirect effects between variables. Two path models were used: the first model to see the effect of product quality, brand image, and price on trust; the second model to see the effect of all these variables on purchasing decisions, both directly and through trust as an intervening variable. Model evaluation was carried out using classical assumption tests (normality, multicollinearity, heteroscedasticity), validity and reliability tests, and hypothesis testing using t and f tests. The results of the validity test showed that all statement items were valid, and the reliability of the instrument was declared high with a Cronbach's Alpha value > 0.6. The results of multiple linear regression in model I showed that product quality, brand image, and price had a significant effect on trust. While in model II, it was found that the variables product quality, brand image, price, and trust had a simultaneous effect on purchasing decisions.

Table 1 Multiple Linear Regression and t-Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	15,536	7.975		1,948	.000
X1_PRODUCT QUALITY	.290	.043	.529	6,718	.000
X2_BRAND IMAGE	.612	.063	.705	9,744	.000
Z_PRICE	.102	.040	.185	2,550	.012

a. Dependent Variable: Z_TRUST

Based on Table 1, the regression equation is obtained to see the effect of product quality (X1), brand image (X2), and price (X3) on trust (Z), namely: $Z = 27.129 - 0.125X_1 + 0.328X_2 + e$. From the interpretation of the regression results, the constant of 15.536 indicates that when the independent variables are considered fixed, the trust value remains at 15.536. The regression coefficient for product quality of 0.290 means that every increase in product quality by one unit will increase trust by 0.290, indicating a positive relationship. Likewise, the regression coefficient for brand image of 0.612 indicates that an increase in brand image by one unit will significantly increase trust by 0.612. Meanwhile, price has a regression coefficient of 0.102 which also indicates that an increase in price by one unit will increase trust by 0.102. Thus, all independent variables have a positive effect on trust, with brand image as the most dominant variable.

Based on the results of the t-test in equation 1 which tests the effect of product quality (X1), brand image (X2), and price (X3) on trust (Z), it was found that the three variables have a significant effect on trust. Product quality has a significance value of 0.007, brand image of 0.000, and price of 0.013, all of which are smaller than the value of $\alpha = 0.05$. This shows that improving product quality, strengthening brand image, and setting appropriate prices can increase the level of consumer trust in Shopee. Thus, the hypothesis that product quality, brand image, and price have an effect on trust can be accepted and proven statistically.

Table 2 Multiple Linear Regression and t-Test (Equation II)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	22,472	3,758		5,980	,000
X1_PRODUCT_QUALITY UK	,183	,043	,322	4,230	,000
X2_BRAND_IMAGE	.479	.077	.503	6.227	.001
X3_PRICE	.365	.179	.673	.2.875	.020
Z_TRUST	.282	.119	.246	2.342	.024
a. Dependent Variable: Y_PURCHASE_DECISION					

Based on Table 2, the regression equation is obtained to see the effect of product quality (X1), brand image (X2), price (X3), and trust (Z) on purchasing decisions (Y), with the equation: $Y = 22.472 + 0.183X_1 + 0.479X_2 + 0.365X_3 + 0.282Z + e$. The constant value of 22.472 indicates that if all independent variables are considered constant, the purchasing decision remains at a value of 22.472. The product quality regression coefficient of 0.183 indicates that a one-unit increase in product quality will increase purchasing decisions by 0.183. Brand image has the most dominant influence with a coefficient of 0.479, which means that a one-unit increase in brand image weight will increase purchasing decisions by 0.479. Meanwhile, price and trust each have coefficients of 0.365 and 0.282, indicating that both also have a positive effect on purchasing decisions. Overall, the four independent variables have a positive contribution in driving consumer purchasing decisions on the Shopee e-commerce platform.

Based on the results of the t-test in equation 2 which tests the effect of product quality (X1), brand image (X2), price (X3), and trust (Z) on purchasing decisions (Y), it was found that all independent variables have a significant effect. The significance value for product quality is 0.003, brand image 0.021, price 0.002, and trust 0.009, all of which are below the threshold of $\alpha = 0.05$. These results indicate that the four variables contribute significantly to influencing consumer purchasing decisions on the Shopee platform. Thus, the hypothesis that product quality, brand image, price, and trust influence purchasing decisions can be accepted and supported.

statistics

Coefficient of Determination (R^2) Equation I

Table 3. Model Summary

Determination Coefficient^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.520 ^a	.267	.258	1,450	1.925

a. Predictors: (Constant), X3_PRICE, X1_PRODUCT_QUALITY, X2_BRAND_IMAGE

b. Dependent Variable: Z_TRUST

Based on table 3, the Adjusted R Square figure is 0.267 or 26.7%, this shows that the percentage of contribution of the independent variables of product quality (X1), brand image (X2), and price (X3) to trust (Z). As much as 0.267 or 26.7 % . While the remaining 73.3 % is contributed by other variables that are not studied.

Coefficient of Determination (R^2) Equation II

Table 4. Model Summary

Determination Coefficient^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.703 ^a	.527	.421	1,783	1,924

a. Predictors: (Constant), Z_TRUST, X3_PRICE, X1_PRODUCT_QUALITY, X2_BRAND_IMAGE

b. Dependent Variable: Y_PURCHASE_DECISION

Based on table 4, the Adjusted R Square figure is 0.421 or 42.1%, this shows that the percentage contribution of the independent variables of product quality, brand image, price, and trust is 0.421 or 42.1%. While the rest is 57.9 % . influenced by variables not studied.

Path Analysis

Referring to the output of Regression Model I in the coefficients table section, the influence of product quality (X1) on trust (Z) is 0.529, brand image (X2) towards trust (Z) is 0.705, and price (X3) towards trust (Z) is 0.529.

0.185. Then the value of Adjust R Square contained in the Model Summary table is 0.258 so that the value of $e1$ can be found with the formula $e1 = \sqrt{1-0.258} = 0.861$. Thus, the Path Diagram of the structural model I is obtained as follows:

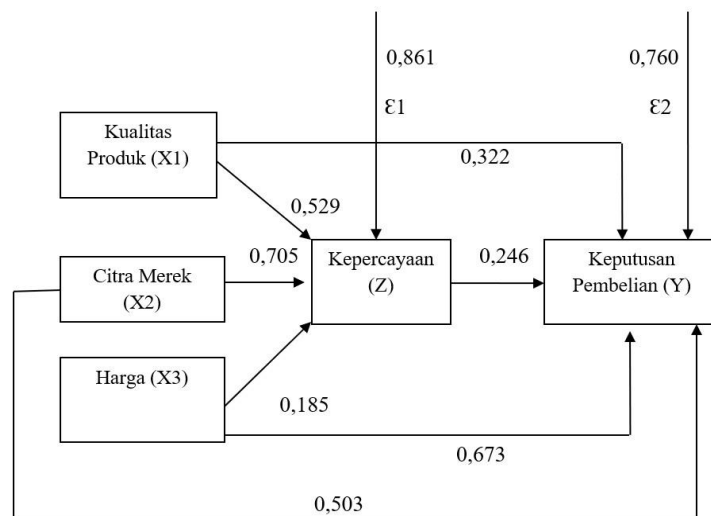


Figure 1. Path diagram (Path Analysis)

Based on the results of path analysis I, the regression equation obtained was: $Z = 0.529 + 0.705X_1 + 0.185X_2 + e$, which shows that product quality (X1), brand image (X2), and price (X3) have a significant effect on trust (Z), with significance values of 0.000, 0.000, and 0.010 respectively (smaller than $\alpha = 0.05$). The adjusted R^2 value of 0.258 shows that 25.8% of the trust variable can be explained by the three independent variables, while the remaining 74.2% is influenced by other factors outside the model, with an error value of $e_1 = \sqrt{(1 - 0.258)} = 0.861$. Meanwhile, the results of path II analysis produced a regression equation: $Y = 0.322 + 0.503X_1 + 0.673X_2 + 0.246Z + e$, where the four variables (X1, X2, X3, and Z) were proven to have a significant effect on purchasing decisions (Y), with significance values of $X_1 = 0.000$, $X_2 = 0.001$, $X_3 = 0.020$, and $Z = 0.024$ (all < 0.05). The R^2 value of 0.421 indicates that 42.1% of purchasing decisions can be explained by the four variables, and the remaining 57.9% by other variables not included in the model, with an error value of $e_2 = \sqrt{(1 - 0.421)} = 0.760$. These results indicate that both directly and indirectly, all independent variables have a significant contribution to trust and purchasing decisions on Shopee e-commerce.

5. Comparison

Comparison of the results of this study with several previous studies shows the consistency and uniqueness of the contribution of the model used. The finding that product quality, brand image, and price have a significant effect on purchasing decisions, both directly and through trust as a mediating variable, is in line with previous studies such as (Putri et al, 2021) and (Wulandari & Iskandar, 2018) which state product quality as the main means to shape customer satisfaction, and (Adela 2020) and (Made & Rani, 2020) which emphasize the importance of brand image in influencing consumer preferences. This study is also in line with the findings of (Nursani et al, 2018) that price plays an important role in encouraging purchases.

What distinguishes this study from previous studies is the focus on trust as an intervening variable in the context of local e-commerce (Shopee). This study confirms the results of (Wahyuni et al, 2021) and (Nugroho, 2018) which state that trust can be a bridge between marketing factors and consumer decisions. However, unlike (Mayang, 2018) who found that trust was not significant as a mediator, this study actually shows that trust has a significant influence on purchasing decisions. With a path analysis approach and the use of two structured regression equations, this study provides methodological and substantive contributions to a more comprehensive understanding of digital consumer behavior. These findings strengthen the position of trust as an important element in digital-based marketing strategies.

6. Conclusion

This study aims to analyze the effect of product quality, brand image, and price on purchasing decisions on Shopee e-commerce, with trust as an intervening variable. The results of the path analysis show that all independent variables have a significant effect on both trust and purchasing decisions. The main findings show that brand image has the most dominant effect, followed by price, trust, and product quality. In addition, trust is proven to play a role as a significant mediating variable, which strengthens the indirect effect of marketing variables on consumer purchasing decisions. These findings support the research hypothesis and are in line with the theory and results of previous studies that state the importance of quality, image, and price perception in forming trust and driving purchasing decisions. This study provides theoretical contributions by integrating the role of trust in consumer behavior models in the digital era, as well as practical contributions for e-commerce players in designing more effective marketing strategies. In particular, Shopee can utilize these results to strengthen its brand image and build sustainable trust among users. However, this study has limitations in the scope of the area that only focuses on consumers in Padang City, as well as the relatively limited number of samples. Therefore, for further research it is recommended to expand the geographical scope, increase the number of respondents, and consider other variables such as promotions, customer reviews, and service quality to obtain more comprehensive results that can be generalized more widely.

Author Contributions: Conceptualization: Yozi Putri Sakinah and Muhammad Farrasky Delas Putra; Methodology: Yozi Putri Sakinah; Software: Muhammad Farrasky Delas Putra; Validation: Yozi Putri Sakinah and Muhammad Farrasky Delas Putra; Formal analysis: Yozi Putri Sakinah; Investigation: Muhammad Farrasky Delas Putra; Resources: Muhammad Farrasky Delas Putra; Data curation: Yozi Putri Sakinah; Writing—original draft preparation: Yozi Putri Sakinah; Writing—review and editing: Muhammad Farrasky Delas Putra and Yozi Putri Sakinah; Visualization: Yozi Putri Sakinah; Supervision: Muhammad Farrasky Delas Putra; Project administration: Muhammad Farrasky Delas Putra; Funding acquisition: Muhammad Farrasky Delas Putra.

Funding: This research did not receive any external funding.

Data Availability Statement: Data is not publicly available due to research participant privacy reasons.

Acknowledgements: The author would like to express his deepest gratitude to Adzkia University for all forms of support that have been given during the process of compiling and implementing this research. Administrative support, technical facilities, and a conducive academic atmosphere greatly assisted the smooth running of the research activities. The author also appreciates the guidance and direction from the lecturers and academic staff who have made important contributions in the development of this research idea.

Conflict of Interest: The authors declare no conflict of interest.

Reference

- [1] E. F. Harahap, "Pengaruh Strategi Pemasaran Terhadap Keputusan Pembelian Asuransi Kendaraan Bermotor Pada Pt Asuransi Sinarmas Cabang Garut," *J. Knowl. Manag.*, Vol. 12, No. 1, Pp. 12–20, 2018.
<https://doi.org/10.52434/jkm.V12i1.613>
- [2] Rini Astuti, "Pengaruh Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Pakaian Di Usaha Mikro Kecil Menengah," *J. Ilman*, Vol. 5, No. 5, Pp. 14–23, 2017.
- [3] A. Ariyanto Et Al., "Analisis Pengaruh Harga, Promosi, Saluran Distribusi, Dan Kualitas Produk Terhadap Keputusan Pembelian Mobil (Survei Pada Konsumen Toyota Calya Di Nasmoco Ringroad Surakarta)," *J. Ekon. Dan Kewirausahaan*, Vol. 19, No. Desember, Pp. 520–527, 2019.
- [4] A. Darmansah And S. Y. Yosepha, "Pengaruh Citra Merek Dan Persepsi Harga Terhadap Keputusan Pembelian Online Pada Aplikasi Shopee Di Wilayah Jakarta Timur," *J. Ilm. Mhs. Manaj. Unsurya*, Vol. 1, No. 1, Pp. 15–30, 2020.
<https://doi.org/10.35968/Pkaby422>
- [5] N. A. Lestari And S. S. Iriani, "Pengaruh Kepercayaan Dan Kemudahan Transaksi Terhadap Keputusan Pembelian Secara Online Pada Situs Mataharimall.Com," *Manaj. Fak. Ekon. Univ.*, Vol. 6, No. 1, Pp. 1–8, 2018.
- [6] D. I. D. Lubis And R. Hidayat, "Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian Pada Sekolah Tinggi Ilmu Manajemen Sukma Medan," *J. Ilman*, Vol. 5, No. 1, Pp. 15–24, 2017.
<https://doi.org/10.35126/Ilman.V5i1.477>

- [7] B. C. Adyanto And S. B. Santosa, "Pengaruh Kualitas Layanan, Brand Image , Harga Dan Kepercayaan Produk Terhadap Keputusan Pembelian (Studi Layanan E-Commerce Berrybenka.Com)," *Diponegoro J. Manag.*, Vol. 7, No. 1, Pp. 1–20, 2018.
- [8] Y. N. Pratiwi, S. S. Wardiningsih, P. Studi, M. Fakultas, E. Universitas, And S. Riyadi, "Pengaruh Kepercayaan, Kemudahan, Dan Harga Terhadap Keputusan Pembelian Melalui Situs Online Store Lazada (Survei Pada Mahasiswa Universitas Slamet Riyadi Surakarta)," 2017.
- [9] D. Priansa, *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta Bandung, 2017.
- [10] A. Firmansyah, *Pemasaran Produk Dan Merek (Planning & Strategy)*. Semarang: Qiara Media, 2019.
- [11] F. T. Ph.D, *Pemasaran Jasa-Prinsip, Penerapan, Dan Penelitian*. Yogyakarta: Cv Andi Offset, 2019.
- [12] P. Kotler, *Manajemen Pemasaran*, Edisi Mill. Jakarta: Pt Prehallindo, 2019.
- [13] A. Bawono, K. Arif, And Y. J. Kurniawan, "Pengaruh Perilaku Konsumen, Brand Image Dan Promosi Terhadap Keputusan Pembelian Online Pada Situs Belanja Online (Studi Kasus Pada Situs Belanja Online Xyz)," Vol. 2, No. 2, Pp. 131–144, 2018. [Http://Dx.Doi.Org/10.30813/Jpk.V2i2.1366](http://Dx.Doi.Org/10.30813/Jpk.V2i2.1366)
- [14] C. Sugianto Putri, "Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli," *Performa J. Manaj. Dan Start-Up Bisnis*, Vol. 1, No. 5, P. 594, 2016. [Https://Doi.Org/10.37715/Jp.V1i5.348](https://Doi.Org/10.37715/Jp.V1i5.348)
- [15] L. V Ilat, S. Murni, And T. Parengkuan, "Analisis Pengaruh Produk Dan Harga Terhadap Keputusan Pembelian Ulang Ulang Pada Ukm D'cendol 77 Di Eic Unsrat," *J. Emba*, Vol. 6, No. 4, Pp. 2548 – 2557, 2018. [Https://Doi.Org/10.35794/Emba.V6i4.21029](https://Doi.Org/10.35794/Emba.V6i4.21029)
- [16] R. D. Wulandari And D. A. Iskandar, "Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Kosmetik," *J. Ris. Manaj. Dan Bisnis Fak. Ekon. Uniat*, Vol. 3, No. 1, Pp. 11–18, 2018, [Doi: 10.36226/Jrmb.V3i1.81](https://doi.org/10.36226/Jrmb.V3i1.81).
- [17] A. Sofjan, *Manajemen Produksi Dan Operasi*. Jakarta: Edisi Revisi Fakultas Ekonomi Universitas Indonesia, 2017.
- [18] R. I. Ariella, "Pengaruh Kualitas Produk, Harga Produk Dan Desain Produk Terhadap Keputusan Pembelian Konsumen Mazelnid," *Performa J. Manaj. Dan Start-Up Bisnis*, Vol. 3, No. 2, Pp. 215–221, 2018. [Https://Doi.Org/10.37715/Jp.V3i2.683](https://Doi.Org/10.37715/Jp.V3i2.683)
- [19] A. Ariadi, Akbar, Yusniar, Meina Wulansari, Rifani, "Pengaruh Brand Awareness , Brand Loyalty , Perceived Quality , Brand Image Terhadap Keputusan Pembelian Konsumen (Studi Konsumen Sepeda Motor Matic Honda Scoopy Pada Dealer Honda Di Kota Banjarmasin)," *J. Wawasan Manajemen*, Vol. 7, No. 3, Pp. 252–268, 2019. [Https://Doi.Org/10.20527/Jwmthemanagementinsightjournal.V7i3.58](https://Doi.Org/10.20527/Jwmthemanagementinsightjournal.V7i3.58)
- [20] N. Aeni And M. Ekhsan, "Pengaruh Brand Image Terhadap Keputusan Pembelian Yang Di Mediasi Brand Trust," *Jesya (Jurnal Ekon. Ekon. Syariah)*, Vol. 4, No. 1, Pp. 377–386, 2020, [Doi: 10.36778/Jesya.V4i1.331](https://doi.org/10.36778/Jesya.V4i1.331).
- [21] Duriyanto, *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta: Pt. Gramedia, 2018.
- [22] N. Made And D. Rani, "Pengaruh Brand Image , Green Marketing Strategy , Dan Emotional Desire Terhadap Keputusan Pembelian Produk Mcdonald's," *J. Ilm. Manaj. Dan Bisnis*, Vol. 5, No. 1, Pp. 69–79, 2020.
- [23] S. Nurhayati, "Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Handphone Samsung Di Yogyakarta," *Jbma – Vol. Iv, No. 2, Sept. 2017 Issn 2252-5483*, Vol. Iv, No. 2, Pp. 60–69, 2017.
- [24] K. Kotler, Philip Dan Keller, *Manajemen Pemasaran*, Jilid Kedu. Jakarta: Erlangga, 2013.
- [25] Irvan Sitompul, "Analisis Pengaruh Citra Merek, Fitur, Dan Harga Terhadap Keputusan Pembelian Xiaomi Smartphone Pada Asia Ponsel Pekanbaru," Vol. 7, No. 2, Pp. 152–164, 2019.
- [26] I. Gitosudarmo, *Manajemen Operasi*. Yogyakarta: Bpfe, 2017.
- [27] H. Ali, *Marketing*. Yogyakarta: Media Pressindo, 2018.
- [28] P. Kotler, *Manajemen Pemasaran*. Jakarta: Erlangga, 2017.
- [29] B. S. Dan Irawan, *Manajemen Pemasaran Modern*. Yogyakarta: Liberty, 2017.
- [30] D. M. Mursid, *Manajemen Pemasaran*. Jakarta: Bumi Aksara, 2015.
- [31] J. Manajemen, D. A. N. Bisnis, And V. O. L. No, "Impulsif Secara Online (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Teknologi Sumbawa)," Vol. 2, No. 1, 2019.
- [32] G. Giantari, *Niat Beli Via Online Berbasis Pengalaman, Kepercayaan, Dan Persepsi Kontrol Perilaku*. Jakarta: Media Sains Indonesia, 2021.
- [33] A. E. Nasution, L. P. Putri, And M. T. Lesmana, "Analisis Pengaruh Harga, Promosi, Kepercayaan Dan Karakteristik Konsumen Terhadap Keputusan Pembelian Konsumen Pada 212 Mart Di Kota Medan," *Proseding Semin. Nas. Kewirausahaan*, Vol. 1, No. 1, Pp. 194–199, 2019. [Https://Doi.Org/10.30596/Snk.V1i1.3594](https://Doi.Org/10.30596/Snk.V1i1.3594)
- [34] E. Yuliawan, "Analisis Pengaruh Faktor Kepercayaan, Kemudahan Dan Kualias Layanan Terhadap Keputusan Pembelian Pada Online Shop Zalora Indonesia (Studi Pada Mahasiswa Program Studi Manajemen Stie Mikroskil Medan)," *Optim. J. Ekon. Dan Kewirausahaan*, Vol. 12, No. 1, Pp. 34–49, 2018, [Doi: 10.33558/Optimal.V12i1.1016](https://doi.org/10.33558/Optimal.V12i1.1016).
- [35] N. Adabi, "Pengaruh Citra Merek, Kualitas Pelayanan Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Indihome Di Witel Telkom Depok," *J. Manaj.*, Vol. 12, No. 1, Pp. 32–39, 2020. N. Adabi, "Pengaruh Citra Merek, Kualitas Pelayanan Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Indihome Di Witel Telkom Depok," *J. Manaj.*, Vol. 12, No. 1, Pp. 32– 39, 2020.

- [36] Bambang Somantri Agus Sobandi, “Pengaruh Kepercayaan Konsumen Terhadap Keputusan Pembelian Secara Online,” Vol. 1, No. 1, Pp. 215–217, 2018, Doi: 10.1090/Nml/050/92.