

## **The Mediating Role of Trust in E-commerce Purchase Intention: Evidence from Lazada Users in Jakarta**

**Selvi Kurumbatu**

Universitas Bunda Mulia, Indonesia

E-mail: [kurumbatuselvi@gmail.com](mailto:kurumbatuselvi@gmail.com)

\*Correspondence: [kurumbatuselvi@gmail.com](mailto:kurumbatuselvi@gmail.com)

---

### **KEYWORDS**

perceived service quality;  
perceived reputation;  
social presence; trust;  
purchase intention;  
lazada; e-commerce

---

### **ABSTRACT**

This study aims to analyze the influence of perceived service quality, perceived reputation, and social presence on purchase intention, with trust as a mediating variable, on Lazada users in DKI Jakarta. Purchase intention is a consumer's intention to make a purchase that is influenced by various factors, including perceived service quality, perceived reputation, and social presence on an e-commerce platform. Consumer trust is an important key in mediating the relationship between these variables and purchase intention. This study uses a quantitative method with data collection through questionnaires distributed to Lazada users in DKI Jakarta. Data analysis was carried out using multiple regression models and path analysis to evaluate the role of trust in mediating the relationship between independent variables and purchase intention. The results of the study indicate that perceived service quality, perceived reputation, and social presence significantly influence purchase intention through trust. Consumer trust is proven to be an important mediator, which strengthens the influence of the three independent variables on purchase intention. These findings provide implications for e-commerce platform managers in improving service quality, building a good reputation, and strengthening social presence to increase consumer trust and purchase intention.

---

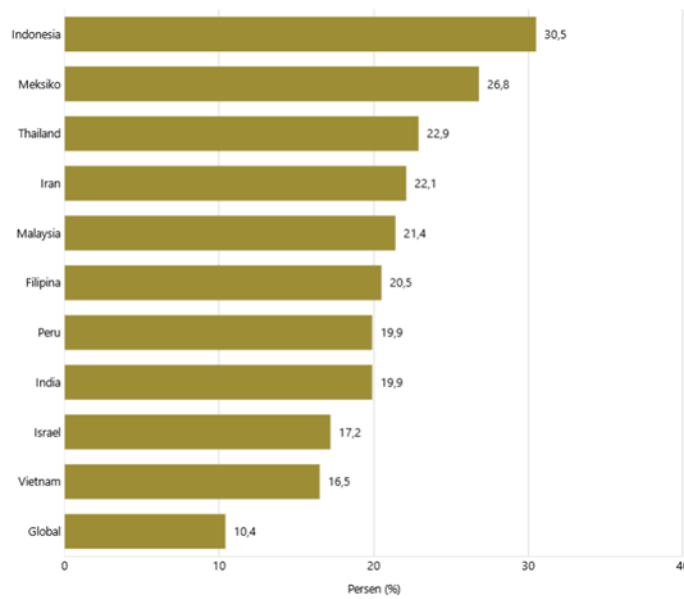
Attribution- ShareAlike 4.0 International (CC BY-SA 4.0)



---

### **Introduction**

In the ever-evolving digital era, business transformation is a major focus for companies around the world. The development of information technology and changes in consumer behavior have fundamentally changed business patterns. Therefore, to remain relevant and competitive, companies must be able to utilize information technology strategically and effectively. The rapid development of information technology and changing consumer behavior have driven business transformation globally, especially with the increasing preference for online (Utamanyu & Darmastuti, 2022).

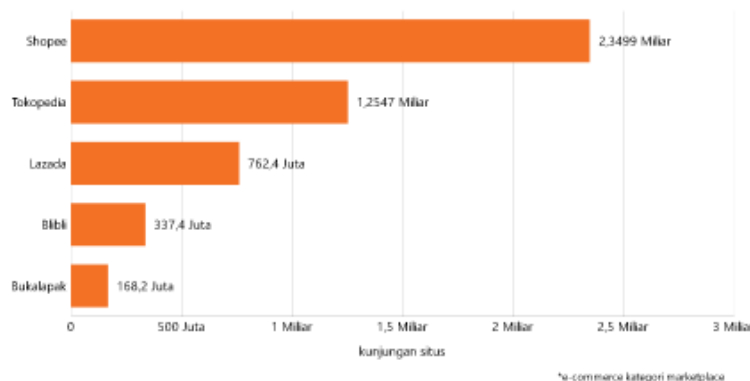


**Figure 1 Top 10 Countries with the Highest Global e-Commerce Growth Projections 2024 (2024)**

The e-commerce *research institute* said that Indonesia is the country with the highest projected e-commerce growth in the world in 2024. Indonesia is predicted to lead global *e-commerce* growth in 2024, with a projection of 30.5%, far exceeding the global average growth of 10.4% (ECDB, 2024). The Google team projects that Indonesia's *e-commerce* GMV can rise to US\$82 billion by 2025 with a compound annual growth rate (CAGR) of 15%, and could even reach US\$160 billion by 2030 (Google, Temasek, and Bain & Company in the e-Conomy SEA report, 2023). This growth is supported by a significant increase in the number of internet users in Indonesia, which reached 221,563,479 people out of a total population of 278,696,200 people with a penetration rate of 79.5% in 2024 (APJII, 2024). In its development, *e-commerce* is one of the aspects that supports economic growth in Indonesia. *E-commerce* provides an opportunity for small and medium enterprises (SMEs) to market their products widely without the need for large investments in physical infrastructure (Lusa et al., 2024). Significant *e-commerce* growth was also seen in DKI Jakarta, with transactions reaching IDR 42.2 trillion in October 2023, an increase of 10.69% on a monthly basis (Jakarta Globe, 2023). This shows that *e-commerce* has become an integral part of economic activity, especially in DKI Jakarta.

Lazada, one of the pioneers of *e-commerce* in Indonesia, started its journey in 2012 as part of the Lazada Group which operates in several Southeast Asian countries (Tech in Asia, 2012). Launched in March 2012, Lazada Indonesia is present as an *e-commerce* platform that offers a variety of products ranging from electronics, fashion, to household needs (Lazada, 2024). Lazada as one of the leading *e-commerce* platforms in Indonesia, especially in DKI Jakarta, has managed to steal the attention of consumers with various attractive offers (Momentum Works, 2023). In 2022, Lazada recorded a *Gross Merchandise Value* (GMV) of US\$20.1 billion in Southeast Asia, showing significant growth in an increasingly competitive market (Momentum Works, 2023). However, based on SimilarWeb data throughout 2023, Lazada experienced a decrease in the number of site visits by 46.72% compared to the previous year. Despite this, Lazada remains one

of the most visited *e-commerce* sites in Indonesia with 762.4 million visitors. This shows that Lazada is still a popular choice for consumers in meeting their online shopping needs.



**Figure 2 E-commerce with the Most Visitors in Indonesia (January-December 2023)**

Lazada is committed to meeting the ever-evolving demands and expectations of customers with a focus on technology that creates a seamless shopping experience, a diverse selection of products, and the best prices (LazBeat, 2022). In 2018, Lazada launched LazLive, a live streaming feature that allows users to interact directly with brands and sellers, as well as create an entertaining and informative shopping experience. LazLive managed to attract 18 million viewers during the 11.11 shopping festival last year, resulting in a GMV growth of 187% from the previous year. In the same year, Lazada also launched LazMall, Southeast Asia's largest virtual shopping mall, which offers more than 32,000 leading brands with guaranteed product authenticity, fast delivery, and an easy return policy. LazMall is becoming the platform of choice for brands and sellers to interact directly and provide a customized shopping experience for their customers (Lazada, 2024). In 2019, Lazada introduced *the "See Now, Buy Now"* feature that allows sellers to display products directly and interact with potential customers (LazBeat, 2022). Lazada's success cannot be separated from their strategy in providing a variety of products from various categories, ranging from fashion, electronics, to daily necessities. Lazada continues to innovate and understand consumer needs, thus further strengthening its position as one of the main players in the *e-commerce industry* in Indonesia.

Lazada's success is not only due to its innovative promotional strategies and features, but also thanks to the significant contributions of sellers on their platform. In 2022, Lazada has more than 155,000 active sellers in Southeast Asia, with an annual growth of 27% (Lazada Annual Report, 2022). Many sellers have successfully grown their business through Lazada, taking advantage of the various features and support programs provided. For example, Lazada University's incubation program that helps sellers improve their business skills and knowledge (Pratama & Projo, 2024). The close collaboration between Lazada and its sellers creates a mutually beneficial e-commerce ecosystem, driving the growth of the digital economy in Indonesia. These *sellers* not only play a role in providing quality products, but also provide good customer service, contributing to Lazada's positive reputation in the eyes of consumers.

Kleisiari et al.,(2021) explained that the ease of online shopping, without the need to visit physical stores, has increased the buying interest and popularity of online shopping among Indonesia's internet users. Purchase intention reflects the consumer's desire to buy a product or service, but does not always guarantee a purchase (Bernika &

Ekawanto, 2023). Although consumers have the intention to buy, other factors such as the quality of service can influence their final decision (Wibisono & Achsa, 2020). Wagner Mainardes *et al.* (2019) analyzed the factors influencing purchase intent in *e-commerce* in the emerging market of Brazil. The results of the study show that consumer trust, website identification, and website quality significantly affect purchase intent. Zuo & Gou, (2023) identified product quality, service quality, and quality perception as the main factors influencing consumers' intention to buy fresh agricultural products *online*. Wijaya *et al.*, (2024) found that *perceived value, social presence, perceived crowdedness, need for arousal, susceptibility to informational influence, trust in broadcaster, and free shipping* positively affect purchase intention in *e-commerce users*.

Kourtesopoulou & Kehagias, (2019) in their research found that there was a significant positive influence between customer perception of service quality and their intention to buy. Research by Suryawirawan, (2020) revealed that the perception of good service quality significantly increases consumer purchase intention. Liao *et al.*, (2022) in their research argue that the higher the value consumers feel towards the product, the higher their intention to buy. By providing good service quality, both *online* and *offline*, it can build a good perception of customer service quality, and can increase purchase intention (Foroudi *et al.*, 2018 in Liao *et al.*, 2022). Liao *et al.*, (2022) show that the more positive the consumer's perception of service quality, the higher their intention to buy. However, in the study Kristiani & Keni, (2022) it was found that *perceived service quality* does not have a significant influence on *purchase intention*. Wardani *et al.*, (2022) stated that *perceived service quality* does not have a significant influence on *purchase intention*. Bernika & Ekawanto, (2023) in their research also stated that *perceived service quality* does not have a positive influence on *purchase intention*. In addition to *perceived service quality*, one of the factors that affect *purchase intention* is *perceived reputation* (Zuo & Gou, 2023).

Tran & Nguyen, (2022) emphasized that safety and reputation have a positive impact on consumers' cognitive trust when shopping online. Wang *et al.*, (2021) in their research found that *brand reputation* can directly affect *purchase intention*. Martiah *et al.*, (2023) found that *perceived reputation* can significantly increase *purchase intention*. Martiah *et al.*, (2023) stated that *perceived reputation* can significantly increase *purchase intention*. However, in the research of Bigelow *et al.*, (2021) it was found that the results of *corporate reputation* had a not significant influence on *purchase intention*. Lesmana, (2019) in his research also stated that *perceived reputation* does not have a significant influence on *purchase intention*. Further explained in the research of Sabila *et al.*, (2024), it was found that *brand reputation* does not have a significant influence on *purchase intention*.

Riaz *et al.*, (2021) revealed that factors such as learning from forums and communities, reviews, and advertising on social media significantly affect social support in *social commerce*. This emotional and informational support from the social environment contributes greatly to consumers' purchase intentions. These findings underscore the importance of building *social commerce aspects* and social support for social commerce site managers to increase consumer purchase intentions. Social presence is defined as the extent to which a medium allows the user to perceive others psychologically present, so that a person feels a personal and friendly human contact through and within the media as if the other person were there Fulk *et al.*, 1987; Yoo & Alavi, 2001 in Han, 2021).

Mkedder & Özata, (2024) emphasized that social aspects, especially social presence, are one of the most important factors in influencing purchasing decisions. The presence of digital interfaces such as *chatbots*, digital agents, or avatars with a human-like appearance and behavior, creates a perception of high social presence (Han, 2021). Sindhu & Bharti, (2024) found that inspirational appeal conveyed through *chatbots* on *social commerce* platforms positively influenced consumer purchase intentions, while ingratiation (e.g. through *double-tap*) did not have a significant influence. However, Song & Shin, (2024) highlighted that the increased resemblance of humans in *chatbots* can trigger a feeling of *eeriness* (strangeness) in users. This feeling negatively impacts users' trust in *the chatbot*, which then affects their purchase intent and desire to reuse the *chatbot*. Therefore, Sindhu & Bharti, (2024) revealed that *social presence* is needed to understand how the *social presence* of chatbots affects consumer purchase intentions. Several studies have shown a positive relationship between social presence and trust. Jiang *et al.*, (2019) and (Zhu *et al.*, 2020) found that social presence, both in general and in the context of online reviews, can increase trust. In addition, Nadeem *et al.*, (2020) also emphasized that there is a significant relationship between *social presence* and the emergence of *trust*. Several previous studies have found a positive correlation between social presence and purchase intent. However, there are different findings from the research of Purwianti & Dila, (2021) which found that social presence does not affect consumer buying intentions. Further explained in the research of Herdinasari & Christiarini, (2024) the results show that social presence does not affect consumer purchase intentions.

Tran & Nguyen, (2022) in their research shows how important it is to build trust and peace of mind for customers when making online transactions. Dabbous *et al.*, (2020) found that consumer trust mediates the relationship between consumer engagement, brand awareness, and purchase intent in *social commerce*. Ventre & Kolbe, (2020) found an inverse relationship between trust and perceived risk in influencing online purchase intentions. Their research suggests that companies encourage customers to share positive opinions online to increase trust and encourage online purchases. Bylok, (2022) highlights the importance of trust in the growth of *e-commerce*, especially among young consumers. His research shows that trust in websites and previous positive experiences with online stores significantly encourage consumers' purchase intent to transact on the internet. Zafar *et al.*, (2021) stated that a lack of trust can discourage consumers from participating in online forums. Qalati *et al.*, (2021) revealed that trust has a significant mediating role in the relationship between service quality perception, website quality reputation, and online purchase intent. In other words, consumer trust in the quality of service and reputation of a website is an important factor in increasing online purchase intentions. Although a number of previous studies have shown a positive relationship between social presence and purchase intent, some other studies have given different results regarding the role of *trust*. Pangestoe & Purwianti, (2022) stated that *trust* does not have a significant effect on *purchase intention*. In addition, Wardani *et al.*, (2022) also stated that *trust* does not have a significant influence on *purchase intention*.

Based on the background that has been described above, the researcher wants or is interested in conducting a study entitled "The Mediating Role of Trust in E-commerce Purchase Intention: Evidence from Lazada Users in Jakarta".

This study aims to analyze the influence of perceived service quality, perceived reputation, and social presence on purchase intention, with trust as a mediating variable, on Lazada users in DKI Jakarta.

The novelty of this research lies in its unique approach to exploring the mediating role of trust in the relationship between perceived service quality, reputation, and social presence on purchase intention among Lazada users in Jakarta. While previous studies have examined these factors individually, this study uniquely integrates these three variables to understand how trust functions as a crucial mediator influencing consumer purchasing decisions on e-commerce platforms. This approach addresses a gap in the existing literature by offering a comprehensive analysis of the dynamics between these variables in Indonesia's rapidly growing e-commerce market, particularly in urban areas like Jakarta.

## Research Methods

This study uses a quantitative approach to analyze data objectively and measurably, with the aim of testing previously formulated hypotheses and statistically measuring the relationship between variables. The data obtained is in the form of numbers and analyzed using statistical software to reach valid and reliable conclusions. With this quantitative approach, it is hoped that the research can provide a clear and measurable picture of the phenomenon being studied.

This study collected data from respondents using a questionnaire distributed through Google Forms. This method was chosen because it is one of the effective ways to obtain information from respondents in a structured and efficient manner (Bougie & Sekaran, 2019).

This study uses a data analysis technique, namely the Structural Equation Model (SEM). In social sciences, SEM is an analysis technique that combines two discipline methodologies, namely, an econometric perspective with a focus on prediction and psychometrics to describe the concept of a model with latent variables measured through its indicators. SEM essentially has the ability to perform path analytic analysis with latent variables (Ghozali, 2021).

## Results and Discussions

### Results of Descriptive Analysis Related to Respondent Profiles and Indicators

In this study, the questionnaires that were successfully collected were 193 questionnaires. Of all the questionnaires that were successfully collected, there were 185 that were used for further processing because they had met the criteria in this study, while the remaining 8 questionnaires did not meet the criteria in this study, namely having never made a purchase on Lazada e-commerce. Therefore, the questionnaires that were declared complete and could be processed to obtain research results were 185 questionnaires.

### Description of Research Indicators

This study consists of variables perceived service quality, perceived reputation, social presence, trust, and purchase intention. Descriptive analysis of research indicators is very necessary to find out the respondents' responses regarding research indicators measured by average values and standard deviations as follows:

#### a. Descriptive Statistics of Purchase Intention

**Table 1 Descriptive Statistics of Purchase Intention**

Code	Statement	Mean	Standard Deviation
PI1	I want to buy a product from <i>a seller</i> on Lazada.	3.676	1.218
PI2	If I want to buy something, I want to do it through <i>a seller</i> on Lazada.	3.757	1.222

PI3	I want to make <i>sellers</i> on Lazada my first choice when shopping <i>online</i> .	3.659	1.189
PI4	I think buying products from <i>sellers</i> on Lazada is a good choice.	3.649	1.115
PI5	I want to buy a product from <i>a seller</i> on Lazada.	3.746	1.197
<b>Sum</b>		<b>3.697</b>	<b>1.188</b>

Source: SmartPLS 3.0 (2024) (*Camera ready*).

The purchase intention variable has 5 indicators in the form of PI1, PI2, PI3, PI4 and PI5. Table 1 above shows that the purchase intention variable measured by 5 indicators produces a mean value of 3,697 and a standard deviation value of 1,188. This means that the variation of the data and the distribution of the data are relatively smaller because the standard deviation value is smaller than the mean value. Table 1 also shows the mean value of each research indicator for the purchase intention variables, namely PI1, PI2, PI3, PI4 and PI5 has a mean value ranging from 3,649 to 3,757 which means that the respondent has the intention to buy online and plans to make a purchase through Lazada e-commerce.

b. Descriptive Statistics of Perceived Service Quality

**Table 2 Descriptive Statistics of Perceived Service Quality**

Code	Statement	Mean	Standard Deviation
PSQ1	Sellers on Lazada are quick or willing to respond to customer needs (for example, when asking about product availability).	3.714	1.167
PSQ2	<i>Sellers</i> on Lazada show great concern in helping their users overcome the obstacles they face (for example, when they forget their password, Lazada immediately sends help to reset the password).	3.784	1.147
PSQ3	In my opinion, Lazada users can get help when they encounter problems with products from <i>sellers</i> on Lazada (for example, when the product submitted does not match the description).	3.854	1.127
PSQ4	<i>Sellers</i> on Lazada provide excellent <i>after-sale</i> service.	3.822	1.083
PSQ5	In my opinion, Lazada can provide satisfactory service.	3.773	1.126
<b>Sum</b>		<b>3.789</b>	<b>1.130</b>

Source: SmartPLS 3.0 (2024)

The perceived service quality variable has 5 indicators in the form of PSQ1, PSQ2, PSQ3, PSQ4 and PSQ5. Table 2 above shows that the perceived service quality variable measured by 5 indicators produces a mean value of 3,789 and a standard deviation value of 1,130. This means that the variation of the data and the distribution of the data are relatively smaller because the standard deviation value is smaller than the mean value. Table 2 also shows that the mean value of each research indicator for the perceived service quality variables, namely PSQ1, PSQ2, PSQ3, PSQ4 and PSQ5 has a mean value ranging from 3,714 to 3,854 which means that the respondents consider that the quality of the service provided by an e-commerce can affect the respondent's purchase intention.

c. Descriptive Statistics of Perceived Reputation

**Table 3 Descriptive Statistics of Perceived Reputation**

Code	Statement	Mean	Standard Deviation
PR1	Lazada sellers have a good reputation.	3.741	1.124
PR2	The good reputation of Lazada sellers compared to other e-commerce is important to me.	3.768	1.155
PR3	The reputation of Lazada sellers in providing good service is an important factor for me.	3.757	1.208
PR4	I feel that Lazada sellers are quite well-known.	3.773	1.173
PR5	I feel like Lazada is a reputable online shopping platform.	3.773	1.154
<b>Sum</b>		<b>3.762</b>	<b>1.163</b>

Source: SmartPLS 3.0 (2024)

The perceived reputation variable has 5 indicators in the form of PR1, PR2, PR3, PR4 and PR5. Table 3 above shows that the perceived reputation variable measured by 5 indicators produces a mean value of 3,762 and a standard deviation value of 1,163. This means that the variation of the data and the distribution of the data are relatively smaller because the standard deviation value is smaller than the mean value. Table 3 also shows that the mean value of each research indicator for the perceived reputation variables, namely PR1, PR2, PR3, PR4 and PR5 has a mean value ranging from 3,741 to 3,773 which means that the respondent considers that the reputation owned by an e-commerce can affect the respondent's purchase intention.

## d. Descriptive Statistics of Social Presence

**Table 4 Descriptive Statistics of Social Presence**

Code	Statement	Mean	Standard Deviation
SP1	I feel that there is an atmosphere of familiarity when interacting with sellers on Lazada.	3.654	1.194
SP2	I feel socially connected to Lazada.	3.697	1.206
SP3	I feel that there is a personal touch when communicating with the seller chatbot on Lazada.	3.665	1.250
SP4	I feel that Lazada sellers are responsive or communicative (for example when users complain about products through the product review column).	3.724	1.224
SP5	I feel that sellers on Lazada are sensitive to the needs of their users.	3.670	1.241
<b>Sum</b>		<b>3.682</b>	<b>1.223</b>

Source: SmartPLS 3.0 (2024)

The social presence variable has 5 indicators in the form of SP1, SP2, SP3, SP4 and SP5. Table 4 above shows that the social presence variable measured by 5 indicators produces a mean value of 3,682 and a standard deviation value of 1,223. This means that the variation of the data and the distribution of the data are relatively smaller because the standard deviation value is smaller than the mean value. Table 4 also shows that the mean value of each research indicator for the social presence variable, namely SP1, SP2, SP3, SP4 and SP5 has a mean value ranging from 3,654 to 3,724 which means that respondents consider that the social presence owned by an e-commerce can affect the respondent's purchase intention.



e. Trust Descriptive Statistics

**Table 5 Descriptive Statistics of Trust**

Code	Statement	Mean	Standard Deviation
TR1	Lazada provides reliable services.	3.789	1.150
TR2	I believe in the information that Lazada sellers convey regarding their services or products.	3.778	1.181
TR3	I believe in the claims or promises made by Lazada sellers regarding their services or products.	3.622	1.180
TR4	I am willing to provide my personal information to Lazada sellers for ease of future transactions.	3.719	1.198
TR5	I feel that Lazada sellers are honest or transparent in explaining the condition of the products they sell.	3.649	1.226
<b>Sum</b>		<b>3.711</b>	<b>1.187</b>

Source: SmartPLS 3.0 (2024)

The trust variable has 5 indicators in the form of TR1, TR2, TR3, TR4 and TR5. Table 5 above shows that the trust variable measured by 5 indicators produces a mean value of 3,711 and a standard deviation value of 1,187. This means that the variation of the data and the distribution of the data are relatively smaller because the standard deviation value is smaller than the mean value. Table 5 also shows that the mean value of each research indicator for the trust variable, namely TR1, TR2, TR3, TR4 and TR5 has a mean value ranging from 3,622 to 3,789 which means that the respondent considers that the respondent's trust in an e-commerce can affect the respondent's purchase intention.

**Outer Loading Analysis**

**Convergence Validity Test**

**Outer Loading**

a. Results of Purchase Intention Validity Test

**Table 6 Results of Outer Loadings Purchase Intention**

Items	Outer Loadings	Information
PI1 < -- PI	0.849	Valid
PI2 < -- PI	0.838	Valid
PI3 < -- PI	0.828	Valid
PI4 < -- PI	0.817	Valid
PI5 < -- PI	0.837	Valid

Source: SmartPLS 3.0 (2024)

Table 6 above shows the results of the indicator validity test for the Purchase Intention (PI) variable. The PI1, PI2, PI3, PI4 and PI5 indicators have an outer loading value above 0.70, therefore in this validity test all indicators are declared valid.

b. Results of the Perceived Service Quality Validity Test

**Table 7 Results of Outer Loadings Perceived Service Quality**

Items	Outer Loadings	Information
PSQ1 < -- PSQ	0.829	Valid
PSQ2 < -- PSQ	0.794	Valid
PSQ3 < -- PSQ	0.813	Valid
PSQ4 < -- PSQ	0.802	Valid
PSQ5 < -- PSQ	0.860	Valid

Source: SmartPLS 3.0 (2024)

Table 7 above shows the results of the indicator validity test for the Perceived Service Quality (PSQ) variable. The PSQ1, PSQ2, PSQ3, PSQ4 and PSQ5 indicators have an outer loading value above 0.70, therefore in this validity test all indicators are declared valid.

c. Perceived Reputation Validity Test Results

**Table 8 Results of Outer Loadings Perceived Reputation**

Items	Outer Loadings	Information
PR1 < -- PR	0.833	Valid
PR2 < -- PR	0.811	Valid
PR3 < -- PR	0.794	Valid
PR4 < -- PR	0.797	Valid
PR5 < -- PR	0.858	Valid

Source: SmartPLS 3.0 (2024)

Table 8 above shows the results of the indicator validity test for the Perceived Reputation (PR) variable. The PR1, PR2, PR3, PR4 and PR5 indicators have an outer loading value above 0.70, therefore in this validity test all indicators are declared valid.

a. Social Presence *Validity Test Results*

**Table 9 Results of Outer Loadings Social Presence**

Items	Outer Loadings	Information
SP1 < -- SP	0.771	Valid
SP2 < -- SP	0.824	Valid
SP3 < -- SP	0.844	Valid
SP4 < -- SP	0.818	Valid
SP5 < -- SP	0.787	Valid

Source: SmartPLS 3.0 (2024)

Table 9 above shows the results of the indicator validity test for the Social Presence (SP) variable. The SP1, SP2, SP3, SP4 and SP5 indicators have an outer loading value above 0.70, therefore in this validity test all indicators are declared valid.

b. The table must not contain the Trust Validity Test Results

**Table 10 Outer Loadings Trust Results**

Items	Outer Loadings	Information
TR1 < -- TR	0.819	Valid
TR2 < -- TR	0.844	Valid
TR3 < -- TR	0.837	Valid
TR4 < -- TR	0.719	Valid
TR5 < -- TR	0.832	Valid

Source: SmartPLS 3.0 (2024)

Table 10 above shows the results of the indicator validity test for the Trust (TR) variable. The TR1, TR2, TR3, TR4 and TR5 indicators have an *outer loading* value above 0.70, therefore in this validity test all indicators are declared *valid*.

**Average Variance Extracted (AVE)**

The following are the results of the convergent validity test with *Average Variance Extracted (AVE)*:

**Table 11 Validity Test with Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)	Information
<i>Purchase Intention</i>	0.695	Valid
<i>Perceived Service Quality</i>	0.672	Valid
<i>Perceived Reputation</i>	0.671	Valid

<i>Social Presence</i>	0.655	<i>Valid</i>
<i>Trust</i>	0.659	<i>Valid</i>

Source: SmartPLS 3.0 (2024)

Table 11 above shows the AVE values of the five variables in this study. The AVE values produced were all above 0.50, which means that all variables in this study passed the convergence validity test.

### Validity of Discrimination

#### Cross Loading

Based on the results of data processing using SmartPLS 3.0, the results of the validity test of discrimination with *cross loading* are shown in Table 4.13 as follows:

**Table 12 Validity Test with Cross Loading**

<i>Variable</i>	<i>Purchase Intention</i>	<i>Perceived Service Quality</i>	<i>Perceived Reputation</i>	<i>Social Presence</i>	<i>Trust</i>
PI1	<b>0.849</b>	0.471	0.535	0.443	0.564
PI2	<b>0.838</b>	0.333	0.456	0.349	0.502
PI3	<b>0.828</b>	0.457	0.456	0.526	0.579
PI4	<b>0.817</b>	0.375	0.467	0.405	0.527
PI5	<b>0.837</b>	0.400	0.529	0.436	0.596
PSQ 1	0.391	<b>0.829</b>	0.385	0.389	0.365
PSQ 2	0.358	<b>0.794</b>	0.385	0.448	0.327
PSQ 3	0.367	<b>0.813</b>	0.376	0.425	0.396
PSQ 4	0.355	<b>0.802</b>	0.336	0.302	0.314
PSQ 5	0.513	<b>0.860</b>	0.479	0.514	0.444
PR 1	0.486	0.413	<b>0.833</b>	0.325	0.361
PR 2	0.478	0.384	<b>0.811</b>	0.374	0.371
PR 3	0.471	0.407	<b>0.794</b>	0.380	0.432
PR 4	0.467	0.413	<b>0.797</b>	0.390	0.363
PR 5	0.503	0.368	<b>0.858</b>	0.394	0.449
SP 1	0.368	0.381	0.314	<b>0.771</b>	0.293
SP 2	0.430	0.472	0.361	<b>0.824</b>	0.378
SP 3	0.473	0.442	0.369	<b>0.844</b>	0.405
SP 4	0.441	0.450	0.410	<b>0.818</b>	0.424
SP 5	0.385	0.320	0.383	<b>0.787</b>	0.349
TR 1	0.566	0.360	0.411	0.378	<b>0.819</b>
TR 2	0.563	0.342	0.360	0.386	<b>0.844</b>
TR 3	0.578	0.416	0.485	0.414	<b>0.837</b>
TR 4	0.422	0.320	0.323	0.333	<b>0.719</b>
TR 5	0.557	0.405	0.370	0.356	<b>0.832</b>

Source: SmartPLS 3.0 (2024)

Table 12 above shows the results of *cross loading* from each indicator to the variable that should be measured and to other variables. This result shows that the *Purchase Intention (PI)* variable indicator has a greater *cross loading* value in measuring the *purchase intention* variable than measuring other variables. Then for the variable indicator, *Perceived Service Quality (PSQ)* also has a greater *cross loading* value in measuring the *perceived service quality* variable than measuring other variables. Then for the variable indicator, *Perceived Reputation (PR)* has a greater *cross loading* value in

measuring *the perceived reputation* variable than measuring other variables. Furthermore, the *Social Presence (SP)* variable indicator has a greater value in measuring *social presence* variables than measuring other variables. Finally, the *Trust variable indicator (TR)* has a greater value in measuring *the trust* variable than for measuring other variables. Thus this study has a good *cross loading value* and passed the cross-loading discrimination test.

### Fornell-Larcker Criterium

Based on the results of data processing using SmartPLS 3.0, the results of the discrimination validity test with *Fornell-Larcker Criterium* are shown in Table 13 as follows:

**Table 13 Validity Test with Fornell-Larcker Criterium**

<i>Variable</i>	<i>Perceived Reputation</i>	<i>Perceived Service Quality</i>	<i>Purchase Intention</i>	<i>Social Presence</i>	<i>Trust</i>
<i>Perceived Reputation</i>	<b>0.819</b>				
<i>Perceived Service Quality</i>	0.484	<b>0.820</b>			
<i>Purchase Intention</i>	0.587	0.492	<b>0.834</b>		
<i>Social Presence</i>	0.455	0.514	0.521	<b>0.809</b>	
<i>Trust</i>	0.484	0.456	0.667	0.461	<b>0.812</b>

Source: SmartPLS 3.0 (2024)

Table 13 above shows the results of *the Fornell-Larcker Criterium* where to compare the root value of AVE of a variable with the relationship of the variable with other variables. In the results of this study, the value of the AVE root of a variable is greater than the relationship between the variable and other variables. The *perceived reputation* variable has an AVE root value of 0.819 which is greater than the relationship between *perceived service quality* and *perceived reputation*, *purchase intention* with *perceived reputation*, *social presence* with *perceived reputation* and *trust* with *perceived reputation*. The variable *perceived service quality* also has an AVE root value of 0.820 which is greater than the relationship between *perceived service quality* and *perceived reputation*, *purchase intention* with *perceived service quality*, *social presence* with *perceived service quality* and *trust* with *perceived service quality*. The *purchase intention* variable has an AVE root value of 0.834 which is greater than the relationship between *purchase intention* and *perceived reputation*, *perceived service quality* with *purchase intention*, *social presence* with *purchase intention* and *trust* with *purchase intention*. The *social presence* variable has an AVE root value of 0.809 which is greater than the relationship between *social presence* and *perceived reputation*, *perceived service quality* with *social presence*, *purchase intention* with *social presence*, and *trust* with *social presence*. The *trust* variable has an AVE root value of 0.812 which is greater than the relationship between *trust* and *perceived reputation*, *perceived service quality* with *trust*, *social presence* with *trust* and *purchase intention* with *trust*.

Based on the results of data processing and discussions related to convergent validity and discrimination validity tests, this study has results that meet the criteria that have been set previously. Therefore, it can be stated that the results of this study have good convergent and discriminatory validity or it can be said that the results of this study have met the standards in the validity test.

### Reliability Test

Reliability testing is conducted to evaluate the extent to which indicators that measure a construct are consistent. The success of the reliability test is determined based on *Cronbach's alpha* and *composite reliability values* which must exceed 0.70. The following is a table of reliability test results in this study:

**Table 14 Reliability Test Results**

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<b>Information</b>
<i>Purchase Intention</i>	0.891	0.919	<i>Reliable</i>
<i>Perceived Service Quality</i>	0.879	0.911	<i>Reliable</i>
<i>Perceived Reputation</i>	0.877	0.911	<i>Reliable</i>
<i>Social Presence</i>	0.868	0.904	<i>Reliable</i>
<i>Trust</i>	0.870	0.906	<i>Reliable</i>

Source: SmartPLS 3.0 (2024)

Table 14 shows the results of the reliability test which includes *Cronbach's Alpha* and *Composite Reliability* values. The reliability test result is declared successful in the reliability test if the value of the test result exceeds the threshold of 0.70. Based on the table above, it shows that all of the above variables have *Cronbach's alpha* and *composite reliability* values above 0.70 so that it can be said that all variables have good reliability, which means that the indicators used in this study are consistent and reliable to measure the constructed researched.

Based on the data processing for the validity test and reliability test that has been carried out, the results are obtained that the data that has been processed as a whole is considered valid and reliable in accordance with the standards set in the *outer model test*, then it can be continued to the data processing and analysis stage for *the inner model* and hypothesis testing.

### Inner Loading Analysis

#### Coefficient of Determination (*R square*)

Based on the results of data processing using SmartPLS 3.0, the results of the determination coefficient (*R square*) test shown in Table 15, are as follows:

**Table 15 Determination Coefficient Test Results (*R square*)**

<i>Variable</i>	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Trust</i>	0.334	0.323
<i>Purchase Intention</i>	0.565	0.556

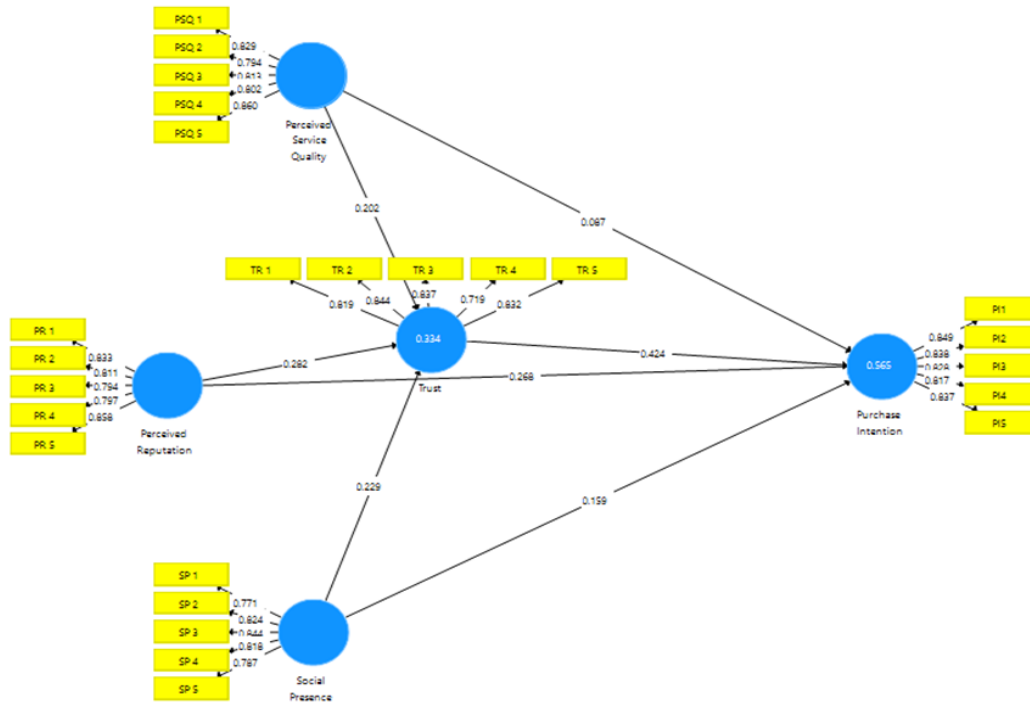
Source: SmartPLS 3.0 (2024)

Table 15 shows the results of the determination coefficient variable (*R Square*) which indicates how much variation in the dependent variable can be explained by the independent variable in the regression model. The value of the determination coefficient (*R Square*) for *the trust* variable is 0.334, meaning that *trust* is influenced by *perceived service quality*, *perceived reputation*, and *social presence* by 0.334 or 33.4 percent and the rest is influenced by other factors. The *purchase intention variable* has a determination coefficient (*R Square*) value of 0.565, meaning that *purchase intention* is influenced by *perceived service quality*, *perceived reputation*, *social presence*, and *trust* by 0.565 or 56.5 percent and the rest is influenced by other variables.

Thus, the results of this determination coefficient provide a deeper understanding of how much variability in *trust* and *purchase intention* can be explained by the factors that have been included in the research model. This provides knowledge in analyzing the influence of these variables on consumer behavior in the context of the research conducted.

**Path Coefficient**

Based on the results of data processing using SmartPLS 3.0, the image of the path diagram in this study and the value of the path coefficient are shown in Figure 3 as follows:



**Figure 3 Path Coefficients**

Source: SmartPLS 3.0 (2024)

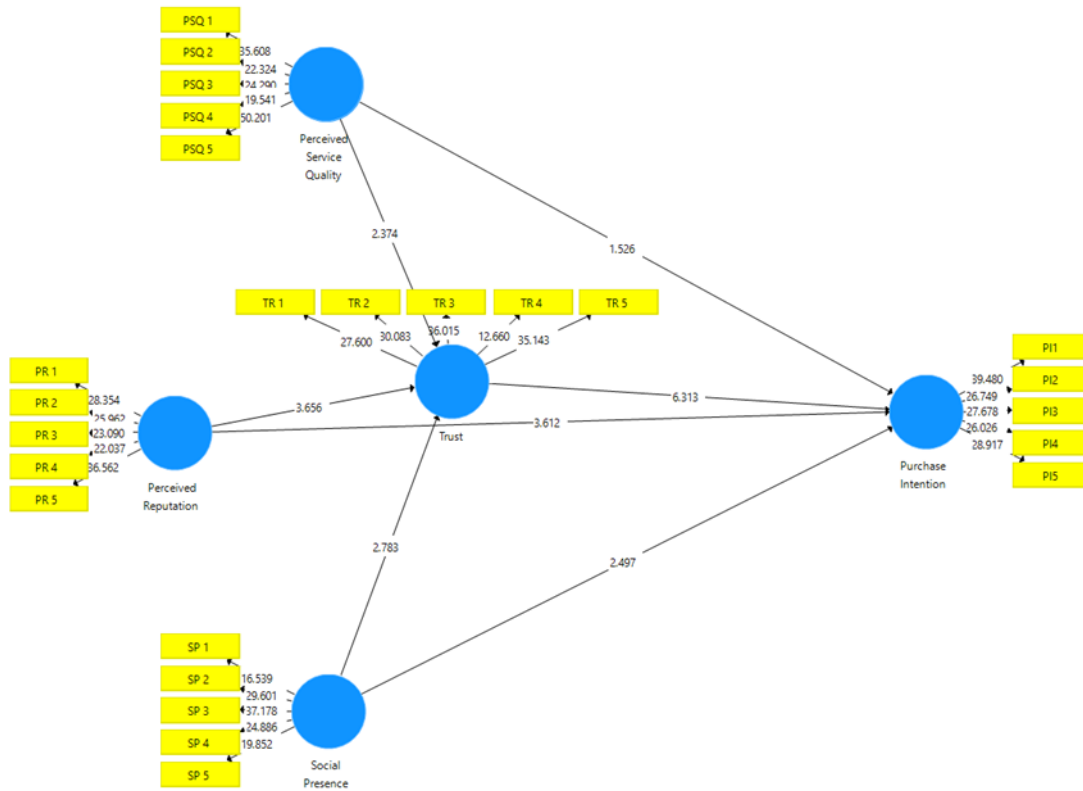
Figure 3 above shows the path diagram and path coefficient. The value of the path coefficient for the relationship between *the trust* variable and *purchase intention* is 0.424, for the relationship between *the perceived service quality* variable and *trust* is 0.202, then the value of the path coefficient for the relationship between *perceived service quality* and *purchase intention* is 0.087, for the relationship between *the perceived reputation* variable and *trust* 0.282, for the relationship between the *perceived reputation* variable and *purchase intention* of 0.268, then the value of the path coefficient for the relationship between *the social presence* variable and *trust* is 0.229 and for the relationship between the *social presence* variable and the *purchase intention* of 0.159.

**Hypothesis Test Results**

**Direct Effect**

Based on the results of data processing using SmartPLS 3.0, the image of the significance of the path coefficient in this study is shown in Figure 3 as follows:

# The Mediating Role of Trust in E-commerce Purchase Intention: Evidence from Lazada Users in Jakarta



**Figure 4 Path Coefficients with t statistic**

Source: SmartPLS 3.0 (2024)

Figure 4 above shows a diagram of the path and the path coefficient. The value of the path coefficient for the relationship between the trust variable and purchase intention is 6,313, for the relationship of the perceived service quality variable with trust is 2,374, then the value of the path coefficient for the relationship between perceived service quality and purchase intention is 1,526, for the relationship between the perceived reputation variable and trust is 3,656, for the relationship between the perceived reputation variable and purchase intention is 3,612, then the value of the path coefficient for the variable relationship Social presence with trust of 2,783 and for the relationship of the variable social presence with purchase intention of 2,497.

**Table 16 Results of Hypothesis Testing (Direct Effect)**

<i>Direct Effect</i>	<i>Original Sample</i>	<i>T Statistic</i>	<i>P Value</i>	<i>Description</i>
<i>Perceived Service Quality -&gt; Trust</i>	0.202	2.374	0.018	<i>Supported</i>
<i>Perceived Reputation -&gt; Trust</i>	0.282	3.656	0.000	<i>Supported</i>
<i>Social Presence -&gt; Trust</i>	0.229	2.783	0.005	<i>Supported</i>
<i>Perceived Service Quality -&gt; Purchase Intention</i>	0.087	1.526	0.127	<i>Not Supported</i>
<i>Perceived Reputation -&gt; Purchase Intention</i>	0.268	3.612	0.000	<i>Supported</i>
<i>Social Presence -&gt; Purchase Intention</i>	0.159	2.497	0.013	<i>Supported</i>

<i>Trust -&gt; Purchase Intention</i>	0.424	6.313	0.000	<i>Supported</i>
---------------------------------------	-------	-------	-------	------------------

Source: SmartPLS 3.0 (2024)

Table 16 shows the results of hypothesis testing in this study using data that has been collected from respondents, the explanation of each hypothesis is as follows:

H1: Perceived Service Quality affects Trust.

In Table 16, the first line shows that perceived service quality for trust has a t-statistical value of 2.374, meaning it is greater than 1.96, and a p-value of 0.018, meaning it is less than 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Based on the test results, the hypothesis in this study is accepted. This shows that the perceived service quality variable has a positive and significant effect on trust.

H2: Perceived Reputation affects Trust.

In Table 16, the second row shows that the perceived reputation of the trust has a t-statistical value of 3.656, meaning it is greater than 1.96, and a p-value of 0.000 means less than 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Based on the test results, the hypothesis in this study is accepted. This shows that the perceived reputation variable has a positive and significant effect on trust.

H3: Social Presence affects Trust.

In Table 16, the third row shows that social presence to trust has a t-statistical value of 2.783, meaning it is greater than 1.96, and a p-value of 0.005 means less than 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Based on the test results, the hypothesis in this study is accepted. This shows that the social presence variable has a positive and significant effect on trust.

H4: Perceived Service Quality affects Purchase Intention.

In Table 16, the fourth row shows that perceived service quality for purchase intention has a t-statistical value of 1.526 meaning less than 1.96 and a p-value of 0.127 meaning more than 0.05 so that H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. This shows that the perceived service quality variable has no influence on purchase intention. Based on the results of the test, the hypothesis in this study was rejected or not accepted

H5: Perceived Reputation affects Purchase Intention.

In Table 16, the fifth row shows that perceived reputation for purchase intention has a t-statistical value of 3.612, meaning it is greater than 1.96, and a p-value of 0.000 means less than 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Based on the test results, the hypothesis in this study is accepted. This shows that the perceived reputation variable has a positive and significant effect on purchase intention.

H6: Social Presence affects Purchase Intention.

In Table 16, the sixth row shows that social presence towards purchase intention has a t-statistical value of 2.497, meaning it is greater than 1.96, and a p-value of 0.013 means less than 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Based on the test results, the hypothesis in this study is accepted. This shows that the social presence variable has a positive and significant effect on purchase intention.

H7: Trust affects Purchase Intention.

In Table 16, the seventh row shows that trust in purchase intention has a t-statistical value of 6.313, meaning it is greater than 1.96, and a p-value of 0.000 means less than 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Based on the test results, the hypothesis in this study is accepted. This shows that the trust variable has a positive and significant effect on purchase intention.



### Indirect Effect

The following is a description of the results of the mediation (indirect effect) test in this study:

**Table 17 Mediation Test Results (Indirect Effect)**

<i>Direct Effect</i>	<i>Original Sample</i>	<i>T Statistic</i>	<i>P Value</i>	<i>Description</i>
<i>Perceived Service Quality -&gt; Trust -&gt; Purchase Intention</i>	0.086	2.171	0.030	<i>Supported</i>
<i>Perceived Reputation -&gt; Trust -&gt; Purchase Intention</i>	0.120	3.101	0.002	<i>Supported</i>
<i>Social Presence -&gt; Trust -&gt; Purchase Intention</i>	0.097	2.522	0.012	<i>Supported</i>

Source: SmartPLS 3.0 (2024)

Table 17 above shows the results related to the indirect influence of each relationship between variables based on the models and hypotheses put forward in the study. Based on the data, it is concluded that trust acts as a mediator between perceived service quality and purchase intention with a t-statistical value of 2.171 and a p-value of 0.030 which means that it meets the criteria. Then, trust acts as a mediator between perceived reputation and purchase intention with a t-statistical value of 3.101 and a p-value of 0.002 which means that it meets the criteria. In addition, trust also acts as a mediator between social presence and purchase intention with a t-statistical value of 2,522 and a p-value of 0.012 which means it meets the criteria.

### Discussion

#### The Effect of Perceived Service Quality on Trust

This study found that perceived service quality has a positive and significant effect on trust. This is shown from a t-statistical value of 2.374 meaning greater than 1.96 and a p-value of 0.018 meaning less than 0.05. These findings are in line with research that states that service quality significantly affects trust in brands (A. F. B. Wijaya et al., 2020). The results of this study are also supported by previous research which states that perceived service quality has a positive and significant influence on trust (Qalati et al., 2021). Based on these results, it can be said that perceived service quality is able to form consumer trust in e-commerce. This shows that the better the perceived service quality in online shopping through e-commerce, the more likely it is that there is trust in e-commerce. Based on this discussion, it can be concluded that perceived service quality has a role in shaping consumer trust in e-commerce.

#### The Effect of Perceived Reputation on Trust

This study found that perceived reputation has a positive and significant effect on trust. This is shown from a t-statistical value of 3.656 meaning greater than 1.96 and a p-value of 0.000 meaning less than 0.05. These findings are in line with research that states that reputation positively influences cognitive trust (Tran & Nguyen, 2022). The results of this study are also supported by previous research which states that perceived reputation has a significant positive impact on trust (Martiah et al., 2023). Based on these results, it can be said that perceived reputation is able to form consumer trust in e-commerce. This shows that the better the perceived reputation of an e-commerce, the more likely it is that there is trust in the e-commerce. Based on this discussion, it can be concluded that perceived reputation has a role in shaping consumer trust in e-commerce.

### **The Effect of Social Presence on Trust**

This study found that social presence has a positive and significant effect on trust. This is shown from a t-statistical value of 2.783 meaning greater than 1.96 and a p-value of 0.005 meaning less than 0.05. This finding is in line with research that states that social presence has a positive influence on trust (Jiang et al., 2019). The results of this study are also supported by previous research which states that the social presence of online reviews also positively affects consumer trust (Zhu et al., 2020). Based on these results, it can be said that social presence is able to form consumer trust in e-commerce. This shows that the higher the social presence that consumers feel for an e-commerce, the more likely it is that consumer trust in e-commerce will emerge. Based on this discussion, it can be concluded that social presence has a role in shaping consumer trust in e-commerce.

### **The Effect of Perceived Service Quality on Purchase Intention**

This study found that perceived service quality did not have a positive and significant effect on purchase intention. This is shown from a t-statistical value of 1.526 meaning less than 1.96 and a p-value of 0.127 meaning more than 0.05. Based on the findings, it can be said that the perceived service quality variable does not affect purchase intention. This finding contradicts the results of the study which states that the perception of good service quality significantly increases consumer purchase intention (Suryawirawan, (2020). It is further explained in other research, that the higher the value consumers feel towards the product, the higher their intention to buy (Liao et al., 2022). However, in another study, results were found that perceived service quality did not have a significant influence on purchase intention (Kristiani & Keni, 2022). The results of this study are also supported by previous research which states that perceived service quality does not have a significant influence on purchase intention (Bernika & Ekawanto, 2023). Based on this discussion, it can be concluded that the perception of service quality does not have a role in consumer purchase intention, this may occur because it is influenced by other factors.

### **The Effect of Perceived Reputation on Purchase Intention**

This study found that perceived reputation has a positive and significant effect on purchase intention. This is shown from a t-statistical value of 3.612 meaning greater than 1.96 and a p-value of 0.000 meaning less than 0.05. This finding is in line with research that states that brand reputation can directly affect purchase intention (S. Wang et al., (2021). The results of this study are also supported by previous research which states that perceived reputation can significantly increase purchase intention (Martiah et al., 2023). Based on these results, it can be said that a good perceived reputation is able to generate consumer purchase intentions in e-commerce. This shows that the better the perceived reputation of an e-commerce, the more likely it is that consumers will have the purchase intention to buy in an e-commerce. Based on this discussion, it can be concluded that perceived reputation has a role in increasing consumer purchase intention in e-commerce.

### **The Effect of Social Presence on Purchase Intention**

This study found that social presence had a positive and significant effect on purchase intention. This is shown from the t-statistical value of 2.497 meaning greater than 1.96 and the p-value of 0.013 meaning less than 0.05. This finding is in line with research that states that social presence has a significant impact on purchase intention (H. Wang et al., (2021). The results of this study are also supported by previous research which states that the presence of social presence in a context can affect a person's purchase intention (Patricia & Sahetapy, 2021). Based on these results, it can be said that social presence is able to shape consumer purchase intentions in e-commerce. This shows that

the higher the social presence that consumers feel for an e-commerce, the more likely it is that consumers will have purchase intentions. Based on this discussion, it can be concluded that social presence has a role in shaping consumer purchase intentions in e-commerce.

### **The Effect of Trust on Purchase Intention**

This study found that trust has a positive and significant effect on purchase intention. This is shown from a t-statistical value of 6.313 meaning greater than 1.96 and a p-value of 0.000 meaning less than 0.05. This finding is in line with research that states that trust in social commerce sites and trust in site members are determining factors in purchase intention (Liu et al., 2019). The results of this study are also supported by previous research which states that trust has a significant effect on purchase intention (J. Wang et al., 2022). Further explained in other studies, it was found that trust has a significant effect on purchase intention (Juliana et al., 2020). Based on these results, it can be said that social presence is able to shape consumer purchase intentions in e-commerce. This shows that the higher consumer confidence in an e-commerce, the more likely it is that consumer purchase intention will appear. Based on this discussion, it can be concluded that trust has a role in shaping consumer purchase intentions in e-commerce.

### **Conclusion**

This study explores the complex dynamics of consumer trust formation and purchase intention in the context of e-commerce. It reveals that consumers' perceptions of service quality, e-commerce reputation, and social presence significantly influence the building of consumer trust, which is a key driver of purchase intention. Interestingly, the study finds that perceived service quality does not directly impact purchase intention, suggesting that other factors play a role in the decision-making process. However, a good reputation and strong social presence have a direct and significant effect on purchase intention. The study concludes that in a competitive e-commerce environment, focusing on building a strong reputation and creating an interactive shopping experience may be more effective than solely improving service quality. Overall, trust serves as a critical mediator between these factors and consumer purchase intention, indicating that understanding and predicting consumer behavior in e-commerce requires an emphasis on fostering and maintaining consumer trust.

## References

- Bernika, C., & Ekawanto, I. (2023). Pengaruh Service Quality, Website Quality, Brand Reputation, Trust, Dan Perceived Risk Terhadap Purchase Intention. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 3(1), 234–247.
- Bigelow, J., Pennington, A., Schaberg, K., & Jones, D. (2021). A guide for using administrative data to examine long-term outcomes in program evaluation. *OPRE report*, 145.
- Bylok, F. (2022). Examining the impact of trust on the e-commerce purchase intentions of young consumers in Poland. *Journal of Internet Commerce*, 21(3), 364–391.
- Han, M. C. (2021). The impact of anthropomorphism on consumers' purchase decision in chatbot commerce. *Journal of Internet Commerce*, 20(1), 46–65.
- Herdinasari, R. E., & Christiarini, R. (2024). Analisa Faktor Pengaruh Purchase Intention Melalui Engagement Sebagai Mediasi dan Brand Equity Sebagai Moderasi Pada Pengguna Media Sosial. *J-MAS (Jurnal Manajemen dan Sains)*, 9(1), 744–754.
- Juliana, J., Noval, T., Hubner, I. B., & Bernarto, I. (2020). Ease Of Use Dan Trust Terhadap Purchase Intention Melalui Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemia*.
- Kleisiari, C., Duquenne, M.-N., & Vlontzos, G. (2021). E-Commerce in the Retail Chain Store Market: An Alternative or a Main Trend? *Sustainability*, 13(8), 4392.
- Kourtesopoulou, A., & Kehagias, J. (2019). Online hotel customer's perceived service quality and purchase intentions. *Smart Tourism as a Driver for Culture and Sustainability: Fifth International Conference IACuDiT, Athens 2018*, 329–342.
- Kristiani, P., & Keni, K. (2022). Pengaruh e-Service Quality, Perceived e-Word of Mouth, dan e-Satisfaction terhadap Purchase Intention Produk Kecantikan di Website Beauty e-Commerce. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 6(5), 536–541.
- Lesmana, A. (2019). Pengaruh trust, perceived reputation dan keamanan terhadap minat beli online. *Jurnal Ekonomak*, 5(1), 90–101.
- Liao, S. H., Hu, D. C., & Chou, H. L. (2022). Consumer Perceived Service Quality and Purchase Intention: Two Moderated Mediation Models Investigation. *SAGE Open*, 12(4), 1–15. <https://doi.org/10.1177/21582440221139469>
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397.
- Lusa, S., Purbo, O. W., & Lestari, T. (2024). *Peran e-Commerce dalam Mendukung Ekonomi Digital Indonesia*. Penerbit Andi.
- Martiah, A., Ismulyani, H. U., & Inonu, S. H. (2023). Pengaruh Perceived Risk, Perceived Reputation, dan Trust Online terhadap Minat Beli Online Konsumen Shopee. *Jurnal Informatika Ekonomi Bisnis*, 1333–1337.
- Mkedder, N., & Özata, F. Z. (2024). I will buy virtual goods if I like them: a hybrid PLS-SEM-artificial neural network (ANN) analytical approach. *Journal of Marketing Analytics*, 12(1), 42–70.
- Nadeem, W., Khani, A. H., Schultz, C. D., Adam, N. A., Attar, R. W., & Hajli, N. (2020). How social presence drives commitment and loyalty with online brand communities? the role of social commerce trust. *Journal of Retailing and Consumer Services*, 55, 102136.
- Pangestoe, J., & Purwianti, L. (2022). Analisa pengaruh brand image, celebrity endorser, attitude, trust, dan brand awareness terhadap purchase intention pada fashion

- sportswear di Kota Batam. *SEIKO: Journal of Management & Business*, 5(1), 137–155.
- Patricia, P., & Sahetapy, W. L. (2021). Pengaruh telepresence dan social presence terhadap purchase intention item virtual pada game battle royal Pubg. *Agora*, 9(2).
- Pratama, J. I. E., & Projo, N. W. K. (2024). *ANALISIS INDUSTRI MANUFAKTUR, INVESTASI, DAN PENGANGGURAN TERHADAP KEMISKINAN DI KAWASAN TIMUR INDONESIA*.
- Purwianti, L., & Dila, W. N. (2021). Analisis Faktor-Faktor yang Mempengaruhi Purchase Intention pada Pembelian Produk Fashion melalui Social Commerce terhadap masyarakat Kota Batam. *CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences*, 1(1), 2010–2028.
- 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 & Management*, 8(1), 1869363.
- Riaz, M. U., Guang, L. X., Zafar, M., Shahzad, F., Shahbaz, M., & Lateef, M. (2021). Consumers' purchase intention and decision-making process through social networking sites: a social commerce construct. *Behaviour & Information Technology*, 40(1), 99–115.
- Sabila, N., Hildayanti, S. K., & Ulum, M. B. (2024). Pengaruh Discount Framing, Brand Reputation Dan Brand Image Terhadap Purchase Intention Konsumen Marketplace Shopee. *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi (JEBMA)*, 4(1), 291–301.
- Sindhu, P., & Bharti, K. (2024). Influence of chatbots on purchase intention in social commerce. *Behaviour & Information Technology*, 43(2), 331–352.
- Song, S. W., & Shin, M. (2024). Uncanny valley effects on chatbot trust, purchase intention, and adoption intention in the context of e-commerce: The moderating role of avatar familiarity. *International Journal of Human-Computer Interaction*, 40(2), 441–456.
- Suryawirawan, O. A. (2020). Perceived Service Quality Dan Intention Mahasiswa Di Surabaya: Studi Empiris Pada Aplikasi Mobile Dengan Layanan Freemium. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 11(1), 62–85.
- Tran, V. D., & Nguyen, T. D. (2022). The impact of security, individuality, reputation, and consumer attitudes on purchase intention of online shopping: The evidence in Vietnam. *Cogent Psychology*, 9(1), 2035530.
- Utamanyu, R. A., & Darmastuti, R. (2022). Budaya belanja online generasi z dan generasi milenial di Jawa Tengah (Studi kasus produk kecantikan di online shop Beauty by ASAME). *Scriptura*, 12(1), 58–71.
- 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.
- Wang, S., Liao, Y.-K., Wu, W.-Y., & Le, K. B. H. (2021). The role of corporate social responsibility perceptions in brand equity, brand credibility, brand reputation, and purchase intentions. *Sustainability*, 13(21), 11975.
- Wardani, R., Oktavia, F., Ali, S. A., & Suhud, U. (2022). Analisis pengaruh trust, price, brand image, service quality, dan customer satisfaction terhadap purchase intention pelanggan kedai minuman boba. *Communications*, 4(1), 41–76.

- Wibisono, H. B., & Achsa, A. (2020). Analisis pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan konsumen dalam melakukan servis kendaraan. *Image*, 9(2), 92–100.
- Wijaya, A., Irawan, F., Christian, W., & Leonita, L. (2024). The Impact of Live Streaming Technology on Continuance Intention of E-Commerce Users. *2024 IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI)*, 2, 1–6.
- Zafar, A. U., Qiu, J., Shahzad, M., Shen, J., Bhutto, T. A., & Irfan, M. (2021). Impulse buying in social commerce: bundle offer, top reviews, and emotional intelligence. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 945–973.
- Zhu, L., Li, H., Wang, F.-K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management*, 72(4), 463–488.
- Zuo, R., & Gou, Q. (2023). Analysis of influencing factors of consumers' online purchase intention of fresh agricultural products based on online review. *E3S Web of Conferences*, 409, 4006.