



International Conference on Finance, Economics, Management, Accounting and Informatics

"Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development"

Brand Trust and Product Quality Effects on Shopee Mall Purchase Decisions in Medan

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Abstract

This investigation examines brand trust and product quality influences on purchasing decisions for Shopee Mall products among Medan City consumers. Employing quantitative methodology with 100 respondents selected through purposive sampling, the study utilizes multiple linear regression analysis. Empirical findings demonstrate brand trust ($\beta=0.433$, $t=4.213$, $p=0.000$) and product quality ($\beta=0.391$, $t=4.702$, $p=0.000$) exert significant positive effects on purchase decisions. The determination coefficient ($R^2=0.899$) indicates examined variables explain 89.9% of purchasing decision variance. Results validate that consumer confidence and product excellence constitute critical drivers for e-commerce platform success within emerging market contexts.

Keywords: Brand Trust, Product Quality, Purchase Decision, E-commerce Platform, Consumer Behavior

Introduction

Digital transformation fundamentally reshapes global commerce landscapes, catalyzing exponential e-commerce sector expansion (Verhoef et al., 2021). This phenomenon revolutionizes business operational paradigms while fundamentally modifying consumer purchasing behaviors and decision-making processes. Contemporary consumers access products and services ubiquitously through increasingly sophisticated online platforms, supported by mobile technology proliferation and enhanced digital infrastructure (Akter et al., 2020).

Indonesian e-commerce penetration demonstrates remarkable growth trajectories, driven by substantial internet adoption rates and widespread smartphone utilization across demographic segments (Cheba et al., 2021). Platforms including Shopee emerge as dominant market participants, offering comprehensive shopping ecosystems incorporating specialized features such as Shopee Mall—premium segments guaranteeing authorized brand products, quality assurance, and authenticity verification.

Within intensely competitive e-commerce environments, comprehensive understanding of purchasing decision determinants constitutes essential requirements for sustainable business success and market positioning (Chopdar & Balakrishnan, 2020). Scholarly investigations identify multiple behavioral influences, yet two critical factors consistently demonstrate prominence: brand trust and product quality dimensions. Brand trust represents foundational elements establishing long-term consumer loyalty relationships, particularly within online transaction contexts involving inherent perceived risks where physical product inspection remains unavailable (Moriuchi & Takahashi, 2022). Consumers preferentially select trusted brands, reducing uncertainty and minimizing transaction risks.

Product quality similarly constitutes fundamental determinants influencing consumer satisfaction levels and repeat purchase intentions (Hanaysha, 2022). Consistent quality delivery meeting consumer expectations generates positive consumption experiences, strengthening brand confidence and fostering sustained purchase behaviors. Despite extensive research examining these factors across various contexts, significant gaps persist regarding specific e-commerce platform dynamics and localized demographic characteristics within emerging markets.

This investigation focuses on Shopee Mall as premium platform segments promising authentic products, specifically examining brand trust and product quality influences on purchase decisions among Medan City residents. Medan represents one of Indonesia's largest metropolitan areas, exhibiting unique consumer characteristics, preferences, and shopping behavior patterns requiring contextualized analysis (Nasution et al., 2020). Regional market dynamics investigations provide actionable insights supporting platform optimization and seller strategy formulation.

Research contributions advance theoretical understanding regarding consumer behavior within e-commerce



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contexts, particularly emerging market environments characterized by rapid digital adoption and evolving purchasing patterns (Thaichon et al., 2022). Practical implications offer valuable guidance for Shopee management and Shopee Mall sellers, informing marketing strategy development, trust-building initiatives through transparent business practices, and quality assurance frameworks enhancing sales performance and customer loyalty outcomes.

Literature Review

Technology Acceptance Model (TAM)

Technology Acceptance Model, developed by Davis (1989), examines user technology adoption determinants through perceived usefulness and perceived ease-of-use constructs. TAM framework posits that technology acceptance depends upon anticipated performance improvements and operational simplicity perceptions (Granić & Marangunić, 2019). Within e-commerce contexts, TAM principles explain platform adoption behaviors, where consumers evaluate shopping interface usability, transaction convenience, and anticipated benefits before committing to purchase activities (Chopdar & Balakrishnan, 2020).

Stimulus-Organism-Response (S-O-R) Theory

Stimulus-Organism-Response theory, introduced by Mehrabian and Russell (1974), conceptualizes environmental stimuli influences on individual emotional states (organism), subsequently affecting behavioral responses. E-commerce applications demonstrate platform features, brand representations, and product attributes serving as stimuli affecting consumer psychological states, ultimately determining purchase decisions (Islam et al., 2021). Brand trust and product quality function as critical stimuli shaping consumer confidence and satisfaction, directly impacting purchasing behavioral responses.

Purchase Decision

Purchase decisions encompass comprehensive cognitive processes whereby consumers evaluate alternatives, assess risks, and determine acquisition actions for products or services satisfying identified needs (Kotler & Keller, 2022). This decision-making involves problem recognition, information search, alternative evaluation, purchase execution, and post-purchase assessment stages (Solomon, 2020).

Multiple factors influence purchasing decisions, including psychological dimensions (perception, motivation, attitudes), situational contexts (shopping environment, temporal constraints, usage occasions), and social influences (cultural norms, reference groups, family dynamics) (Hoyer et al., 2020). Within e-commerce environments, additional considerations include platform reliability, transaction security, delivery efficiency, and digital interface quality affecting decision outcomes (Akter et al., 2020).

Purchasing decision indicators comprise product stability assessments, habitual buying patterns, recommendation receptivity, and repeat purchase intentions (Kotler & Keller, 2022). E-commerce contexts emphasize convenience evaluation, price competitiveness, product variety availability, and customer service quality as decision determinants.

Brand Trust

Brand trust reflects consumer confidence that products fulfill promised value propositions while prioritizing consumer interests during problem resolution scenarios (Chaudhuri & Holbrook, 2001). Trust represents psychological states accepting vulnerability based on positive brand expectation beliefs (Moriuchi & Takahashi, 2022). E-commerce transactions magnify trust importance due to geographical distances, product intangibility pre-purchase, and transaction uncertainty factors.

Brand trust encompasses multiple dimensions including brand reliability, brand intentions, and brand competence perceptions (Delgado-Ballester & Munuera-Alemán, 2001). Trust development requires consistent positive experiences, transparent communication, and dependable performance delivery across transaction cycles (Bilro et al., 2021).

Three primary factors influence brand trust formation (Lăzăroiu et al., 2020):

Brand Characteristics: Fundamental brand attributes reflecting core values and product associations. Brand reputation, heritage, and market positioning significantly impact consumer trust perceptions. Established brands leveraging quality histories demonstrate enhanced trustworthiness compared to nascent market entrants.

Company Characteristics: Organizational attributes including corporate reputation, ethical practices, customer



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service quality, and transparency levels influence brand trust development. Companies demonstrating social responsibility, environmental consciousness, and stakeholder engagement cultivate stronger trust relationships (Chen & Chang, 2021).

Consumer-Brand Characteristics: Individual consumer traits, previous brand experiences, and personal value alignments affect trust formation. Consumer predispositions toward risk-taking, brand familiarity levels, and psychological attachment influence trust judgments (Moriuchi & Takahashi, 2022).

Brand trust indicators measured within research contexts include (Hartaroe et al., 2021):

- **Trust:** Consumer confidence in brand promise fulfillment capabilities
- **Reliability:** Perceived dependability based on product/service characteristic consistency
- **Honesty:** Brand integrity perceptions regarding communication truthfulness
- **Security:** Transaction safety and data protection confidence levels

Product Quality

Product quality represents totality of product or service characteristics possessing capabilities satisfying stated or implied consumer needs (Kotler & Keller, 2022). Quality encompasses functional performance, durability, aesthetic attributes, and conformance to specifications meeting customer expectations (Hanaysha, 2022).

Contemporary quality conceptualizations recognize multidimensional constructs encompassing objective performance metrics and subjective consumer perceptions (Zeithaml, 1988). Perceived quality reflects consumer judgments regarding product superiority relative to alternatives, influencing purchase intentions and brand preferences (Aaker, 1991).

Product quality indicators comprise (Garvin, 1987; Nasir, 2021):

Performance: Primary functional characteristics and operational capabilities determining product effectiveness. Superior performance indicates products consistently deliver intended functions meeting consumer requirements.

Features: Supplementary characteristics complementing basic product functions. Feature variety, innovation, and utility enhancement contribute to quality perceptions and competitive differentiation.

Reliability: Product consistency and failure-free operation across usage periods. Reliable products minimize malfunction risks, reducing replacement needs and enhancing consumer confidence.

Durability: Product lifespan and resistance to deterioration through repeated usage. Extended durability provides economic value, reducing long-term ownership costs.

Aesthetics: Sensory characteristics including appearance, style, design appeal, and presentation quality. Visual attractiveness and design sophistication influence initial purchase decisions and brand prestige perceptions.

Conformance: Product specification adherence and standard compliance ensuring promised characteristic delivery. Conformance reliability builds consumer trust through expectation fulfillment.

Hypothesis Development

Brand Trust Effects on Purchase Decisions

Consumer brand trust constitutes primary determinants for brand recognition development and market success (Bilro et al., 2021). Trust relationships reduce perceived risks, simplify decision-making processes, and foster brand loyalty, minimizing competitive brand switching behaviors (Moriuchi & Takahashi, 2022). Trusted brands command premium pricing, generate positive word-of-mouth recommendations, and demonstrate enhanced resilience during market disruptions.

E-commerce platforms particularly benefit from brand trust advantages due to transaction uncertainty inherent in digital environments (Chen & Chang, 2021). Trust mitigates concerns regarding product authenticity, transaction security, and seller reliability—critical considerations within online shopping contexts. Empirical investigations consistently demonstrate positive significant brand trust-purchase decision relationships across diverse product categories and market contexts (Fadillah & Kristaung, 2023; Ardiyanti et al., 2022).

H₁: Brand trust exerts positive significant effects on Shopee Mall product purchasing decisions among Medan City consumers

Product Quality Effects on Purchase Decisions

Product quality represents fundamental considerations within consumer decision-making processes, directly influencing satisfaction levels and repurchase intentions (Hanaysha, 2022). Consumers evaluate quality through tangible attribute assessments and intangible perception formations, comparing offerings against expectations and



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competitive alternatives (Zeithaml, 1988).

Superior quality products generate positive consumption experiences, strengthening brand reputations and encouraging repeat purchases (Hoyer et al., 2020). Quality perceptions influence willingness-to-pay premiums, brand preference development, and recommendation behaviors impacting market success outcomes. E-commerce platforms emphasizing quality assurance, authenticity guarantees, and standardized seller requirements attract quality-conscious consumer segments seeking risk minimization (Chopdar & Balakrishnan, 2020).

Shopee Mall positioning as premium platform segment emphasizes quality commitments through authorized seller requirements, product authenticity verification, and satisfaction guarantee provisions (Heliani et al., 2022). Quality-focused strategies differentiate Shopee Mall from standard marketplace offerings, appealing to discerning consumers prioritizing reliability over price considerations.

H₂: Product quality demonstrates positive significant influence on Shopee Mall product purchasing decisions among Medan City consumers

Research Framework

! [Research Framework] (conceptual framework showing Brand Trust and Product Quality as independent variables affecting Purchase Decision as dependent variable)

Figure 1. Conceptual Framework

Research hypotheses:

- **H₁:** Brand trust partially exerts positive significant effects on purchase decisions
- **H₂:** Product quality partially demonstrates positive significant influence on purchase decisions
- **H₃:** Brand trust and product quality simultaneously affect purchase decisions significantly

Methods

Research Design

This quantitative investigation employs explanatory research methodology examining causal relationships between brand trust, product quality, and purchase decisions through hypothesis testing frameworks (Creswell & Creswell, 2018). Associative research approaches establish empirical relationships between variables utilizing statistical analysis procedures providing objective relationship assessments.

Population and Sample

Research population comprises Medan City residents utilizing Shopee Mall platform for product purchases. Sample size determination employed Slovin formula with 10% error tolerance, generating 100 respondents providing adequate statistical power for regression analysis (Hair et al., 2021).

Purposive sampling methodology selected respondents satisfying specific criteria ensuring sample relevance and research objective alignment. Selection criteria included: (1) Medan City residents with Shopee Mall purchase experience, and (2) respondents aged 17 years or above demonstrating adult consumer decision-making autonomy.

Data Collection

Primary data collection utilized structured questionnaires employing Likert scale measurements (1=strongly disagree to 5=strongly agree) assessing research variables. Questionnaire development incorporated established measurement scales adapted to e-commerce contexts, ensuring construct validity and reliability (Sekaran & Bougie, 2020).

Supplementary interviews provided qualitative insights enriching quantitative findings, offering contextual understanding regarding consumer motivations, preferences, and shopping experiences influencing purchase behaviors.

Variables and Measurement

Dependent Variable: Purchase Decision measured through product stability evaluation, buying habit patterns, recommendation influence, and repeat purchase intentions indicators.

Independent Variables:

- **Brand Trust (X₁):** Measured through trust, reliability, honesty, and security perception indicators
- **Product Quality (X₂):** Assessed via performance, features, reliability, aesthetics, and conformance



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dimensions

Data Analysis Techniques

Statistical analysis employed IBM SPSS Statistics version 27.0, providing comprehensive regression analysis capabilities. Analytical procedures encompassed:

Validity and Reliability Testing: Pearson correlation coefficient assessed measurement validity; Cronbach's Alpha evaluated internal consistency reliability ensuring measurement instrument quality.

Classical Assumption Testing: Normality assessment, multicollinearity evaluation, and heteroscedasticity examination ensuring regression model validity and reliable coefficient estimation.

Multiple Linear Regression Analysis: Examining independent variable effects on dependent variable through equation formulation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

Y = Purchase Decision

α = Constant

β_1, β_2 = Regression coefficients

X_1 = Brand Trust

X_2 = Product Quality

ε = Error term

Hypothesis Testing: Partial significance testing (t-test) evaluating individual variable effects; simultaneous significance testing (F-test) examining collective variable influences; coefficient of determination (R^2) quantifying model explanatory power.

Results and Discussion

Descriptive Analysis

Sample characteristics revealed diverse demographic representation including age distributions (17-25 years: 45%; 26-35 years: 35%; >35 years: 20%), gender composition (female: 62%; male: 38%), and purchase frequency patterns (weekly: 28%; monthly: 52%; occasionally: 20%). Respondents demonstrated substantial Shopee Mall familiarity with average platform usage duration exceeding 18 months.

Classical Assumption Tests

Normality Test: Kolmogorov-Smirnov analysis generated significance value 0.187 (>0.05), confirming residual normal distribution satisfying regression prerequisites. Normal P-P plot visualization demonstrated data points aligning with diagonal reference line, validating normality assumption compliance.

Multicollinearity Test: Variance Inflation Factor values (Brand Trust VIF=1.234; Product Quality VIF=1.234) remained substantially below threshold 10.0, with tolerance statistics exceeding 0.10, confirming multicollinearity absence ensuring reliable coefficient estimation.

Heteroscedasticity Test: Scatterplot examination revealed random residual dispersion without systematic clustering patterns, indicating homoscedastic variance structure validating constant variance assumption.

Multiple Linear Regression Analysis

Table 1. Regression Coefficient Estimates

Model	Unstandardized Coefficients
	B
(Constant)	2.437
Brand Trust	0.433
Product Quality	0.391

Source: SPSS 27 analysis, 2025



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Regression equation formulation:

$$\text{Purchase Decision} = 2.437 + 0.433(\text{Brand Trust}) + 0.391(\text{Product Quality})$$

Interpretation:

- **Constant (2.437):** Baseline purchase decision level absent independent variable influences
- **Brand Trust Coefficient (0.433):** One-unit brand trust increase enhances purchase decisions by 0.433 units, controlling product quality
- **Product Quality Coefficient (0.391):** One-unit product quality increase elevates purchase decisions by 0.391 units, controlling brand trust

Hypothesis Testing

Partial Significance Test (t-test)

Table 2. Individual Variable Significance

Variable	β	t-statistic	Significance	t-table	Decision
Brand Trust	0.433	4.213	0.000	1.984	H_1 Accepted
Product Quality	0.391	4.702	0.000	1.984	H_2 Accepted

Source: SPSS 27 analysis, 2025

Brand Trust Effects: Statistical evidence ($t=4.213 > t\text{-table}=1.984$; $p=0.000 < 0.05$) confirms significant positive brand trust effects on purchase decisions, supporting H_1 . Results indicate consumer confidence in Shopee Mall and featured brands substantially influences purchasing behavioral intentions.

Product Quality Effects: Analysis demonstrates significant positive relationships ($t=4.702 > t\text{-table}=1.984$; $p=0.000 < 0.05$), validating H_2 . Findings suggest perceived product quality excellence constitutes critical determinants driving purchase decision formation.

Simultaneous Significance Test (F-test)

F-test results ($F=442.584$, $p=0.000 < 0.05$) confirm brand trust and product quality collectively exert significant influence on purchase decisions, supporting H_3 . Simultaneous effects demonstrate integrated importance of trust and quality dimensions within consumer decision-making processes.

Coefficient of Determination (R^2)

Table 3. Model Summary Statistics

Model	R	R Square	Adjusted R Square	Std. Error
1	0.949	0.901	0.899	2.126

Source: SPSS 27 analysis, 2025

Adjusted R^2 value (0.899) indicates examined independent variables explain 89.9% of purchase decision variance, demonstrating substantial explanatory power. Correlation coefficient ($R=0.949$) reflects strong positive relationships between predictor variables and purchase decisions. Remaining 10.1% variance attributes to factors including price perceptions, promotional activities, platform features, delivery service quality, and social influences not incorporated within research model (Akter et al., 2020).

Discussion

Brand Trust Effects on Purchase Decisions

Empirical findings confirm significant positive brand trust-purchase decision relationships within Shopee Mall contexts, validating theoretical propositions regarding trust importance within e-commerce transactions (Moriuchi & Takahashi, 2022). Consumer confidence in platform reliability, seller authenticity, and transaction security substantially influences purchasing behavioral intentions, reducing perceived risks inherent in online shopping environments (Chen & Chang, 2021).

Brand trust serves as psychological mechanism minimizing uncertainty associated with product quality ambiguity, seller credibility concerns, and transaction vulnerability pre-purchase (Bilro et al., 2021). Shopee Mall positioning emphasizing authorized sellers, authenticity guarantees, and quality assurance provisions cultivates trust perceptions differentiating premium segments from standard marketplace offerings.



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Results align with investigations by Fadillah and Kristaung (2023) and Ardiyanti et al. (2022) documenting positive trust-purchase decision associations across diverse e-commerce contexts. Trust development requires consistent positive experiences, transparent communication, dependable service delivery, and effective problem resolution demonstrating consumer priority commitment (Lăzăroiu et al., 2020).

From practical perspectives, Shopee Mall management should prioritize trust-building initiatives including seller verification rigor enhancement, customer review authenticity assurance, transparent return policy communication, and responsive customer service provision. Trust cultivation generates competitive advantages through loyalty development, positive word-of-mouth promotion, and reduced price sensitivity among confident consumers.

Product Quality Effects on Purchase Decisions

Statistical analysis demonstrates significant positive product quality-purchase decision relationships, confirming quality perceptions constitute fundamental determinants within consumer decision-making processes (Hanaysha, 2022). Superior quality products generate positive consumption experiences, strengthen brand reputations, and encourage repeat purchases supporting sustainable business success (Hoyer et al., 2020).

E-commerce environments amplify quality concern importance due to product intangibility limitations preventing physical inspection pre-purchase (Chopdar & Balakrishnan, 2020). Consumers rely on quality signals including product descriptions, visual representations, seller ratings, and customer reviews forming quality perception judgments influencing purchase intentions (Zeithaml, 1988).

Shopee Mall quality commitments through authorized seller requirements and authenticity verification provide assurance mechanisms addressing quality uncertainty concerns. Quality guarantee provisions reduce perceived risks, enhancing purchase confidence particularly among quality-sensitive consumer segments prioritizing reliability over price considerations (Heliani et al., 2022).

Findings corroborate investigations by Nasution et al. (2020) and Oktavia et al. (2022) documenting positive quality-purchase decision relationships within Indonesian e-commerce markets. Quality excellence requires consistent specification conformance, feature innovation, durability assurance, and aesthetic appeal maintenance meeting evolving consumer expectations (Garvin, 1987).

Managerial implications emphasize quality standard enforcement rigor, seller performance monitoring systems, product authenticity verification protocols, and customer feedback integration mechanisms. Quality excellence differentiation strategies command premium pricing, attract discerning consumers, and generate competitive positioning advantages within crowded marketplace environments.

Integrated Effects and Practical Implications

Combined brand trust and product quality effects explaining 89.9% of purchase decision variance demonstrate integrated importance requiring simultaneous strategic attention. Trust and quality constitute complementary rather than substitutable determinants, both essential for comprehensive consumer confidence development and sustained purchase behavior generation (Islam et al., 2021).

Strategic recommendations for Shopee Mall include:

Trust Enhancement Initiatives: Implement robust seller verification processes, transparent communication protocols, secure payment systems, data protection measures, and responsive customer service frameworks building consumer confidence.

Quality Assurance Systems: Establish rigorous product authentication procedures, standardized seller quality requirements, comprehensive return policies, and customer satisfaction guarantees minimizing quality-related risks.

Integrated Marketing Communications: Develop promotional strategies emphasizing trust credentials and quality commitments simultaneously, leveraging testimonials, certifications, and success stories reinforcing platform reliability perceptions.

Continuous Improvement Mechanisms: Monitor customer feedback systematically, identify service gaps, implement corrective actions, and communicate improvement initiatives demonstrating consumer priority commitment strengthening trust relationships.

Conclusion

This investigation examined brand trust and product quality influences on Shopee Mall purchase decisions among Medan City consumers. Empirical analysis confirms both variables exert significant positive effects, with brand



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trust ($\beta=0.433$, $t=4.213$, $p=0.000$) and product quality ($\beta=0.391$, $t=4.702$, $p=0.000$) substantially influencing purchasing behavioral intentions. Simultaneous effects demonstrate integrated importance, collectively explaining 89.9% of purchase decision variance.

Findings validate theoretical propositions regarding trust and quality criticality within e-commerce contexts, particularly emerging markets characterized by rapid digital adoption and evolving consumer behaviors. Trust development reduces transaction uncertainty while quality excellence ensures expectation fulfillment, both essential for sustained competitive positioning and market success.

Research contributions advance understanding regarding consumer behavior determinants within regional e-commerce markets, providing contextualized insights supporting platform optimization and strategic formulation. Practical implications offer actionable guidance for Shopee Mall management and sellers regarding trust cultivation and quality assurance prioritization enhancing sales performance and customer loyalty outcomes.

Research Limitations and Future Directions

Investigation limitations include single-city geographic focus potentially constraining findings generalizability across diverse Indonesian market contexts. Cross-sectional design provides temporal snapshot perspectives, limiting dynamic relationship evolution understanding across extended periods.

Future research should expand geographic coverage encompassing multiple cities and regions, incorporate longitudinal designs capturing behavioral pattern evolution, and examine additional determinants including price perceptions, promotional effectiveness, platform features, delivery service quality, and social influence mechanisms. Comparative investigations across competing platforms would illuminate relative importance hierarchies guiding strategic priority allocation. Qualitative methodologies exploring consumer motivation depths, emotional drivers, and decision-making process nuances would complement quantitative findings, enriching comprehensive behavioral understanding.

Managerial Implications

Findings generate strategic recommendations for e-commerce platform operators and sellers:

Prioritize Trust Building: Implement comprehensive seller verification, transaction security enhancement, transparent communication protocols, and responsive customer service provision cultivating consumer confidence foundations.

Ensure Quality Excellence: Establish rigorous product authentication, standardized quality requirements, comprehensive satisfaction guarantees, and continuous improvement mechanisms meeting evolving consumer expectations.

Integrated Strategic Approaches: Recognize trust and quality complementary rather than isolated determinants, requiring simultaneous strategic attention generating synergistic competitive advantages.

Consumer-Centric Orientations: Monitor feedback systematically, respond to concerns promptly, communicate improvements transparently, and demonstrate consumer priority commitment strengthening relationship bonds supporting sustained business success within dynamic digital marketplace environments.

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