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The Influence of Social Media Marketing on Online Shopping Purchase Decisions at PT Chipo Niaga Indonesia

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Abstract: Social media marketing in this digital era is widely recognized as an effective tool for connecting with potential customers. PT Chipo Niaga Indonesia is a company specializing in import services from China to Indonesia and has experienced a decline in purchases from 2021 until 2023. This study aims to investigate the influence of various factors on the purchase decisions of PT Chipo Niaga Indonesia's customers. These factors included social media marketing, e-service quality, website quality, perceived price, and trust as an intermediary on purchase decisions of PT Chipo Niaga Indonesia. A quantitative research method using Partial Least Square Structural Equation Modeling 3.0 was employed, surveying 125 consumers of PT Chipo Niaga Indonesia. The findings revealed a surprising result that social media marketing does not significantly impact purchase decisions. These findings suggest that while social media is a popular platform, other factors play more dominant roles in shaping purchase decisions within the context of PT Chipo Niaga Indonesia.

Keyword: Social Media Marketing, E-Service Quality, Website Quality, Trust, Purchase Decisions

INTRODUCTION

Social Media Marketing as one of the innovations plays a fundamental role in achieving the Sustainable Development Goals in ASEAN (Association of Southeast Asian Nations) and the Global South globally especially on SDG's pillar number 9, namely Industry, Innovation, and Infrastructure. In the rapidly evolving digital landscape, the role of social media marketing in shaping consumer behaviour and driving business growth has become increasingly significant. The increasing number of internet users has led to a surge in the adoption of various technologies within the business sector (Mulia & Shihab, 2020).

The ASEAN region, including Indonesia, has a high amount of internet penetration and social media usage, presenting both opportunities and challenges for businesses. Consumers are becoming increasingly connected to the online world, demanding companies to adapt to digital marketing strategies. Digital marketing strategies through social media have become a very popular tool due to the high number of internet and social media users in Indonesia. The Indonesian Internet Service Providers Association (APJII) stated that the number of internet

users in Indonesia in 2024 reached 221.563.479. Based on the report released by We Are Social in January 2024, there are 139 million social media user identities in Indonesia. This presents both an opportunity and a challenge for the competition in the online shopping service business.

Online transactions nowadays involve both goods and financial services. Experts often refer to these activities as e-commerce, which is the process of buying, selling, or trading products or services over the internet. An e-marketplace, on the other hand, is an online platform where buyers and sellers can engage in commercial transactions, including the exchange of goods, services, or information (Mulia, 2019). The Indonesian government, through initiatives such as Kadin's digital transformation program, is actively promoting digital adoption among small and medium-sized enterprises (SMEs). PT Chipo Niaga Indonesia is an online shopping service specializing in imported products, also becoming one of digital services in Indonesia to help small and medium-sized enterprises (SMEs) in fulfilling their needs of import products for their businesses.

Consumer purchase decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations decide what to buy, how they buy it, use it, and how products, services, ideas, or experiences satisfy their needs and wants (Kotler and Armstrong, 2019). Understanding the factors that lead to purchasing decisions at each stage is essential for service providers to design significant marketing strategies. (Prasad *et al.*, 2019) stating how important the role of digitalization in which there are social media or websites in influencing and shaping consumer behavior, as well as their purchasing decisions. It is hoped that there will be strategic steps to increase purchase decisions in PT Chipo Niaga Indonesia that has already declined in the period of 2021-2023.

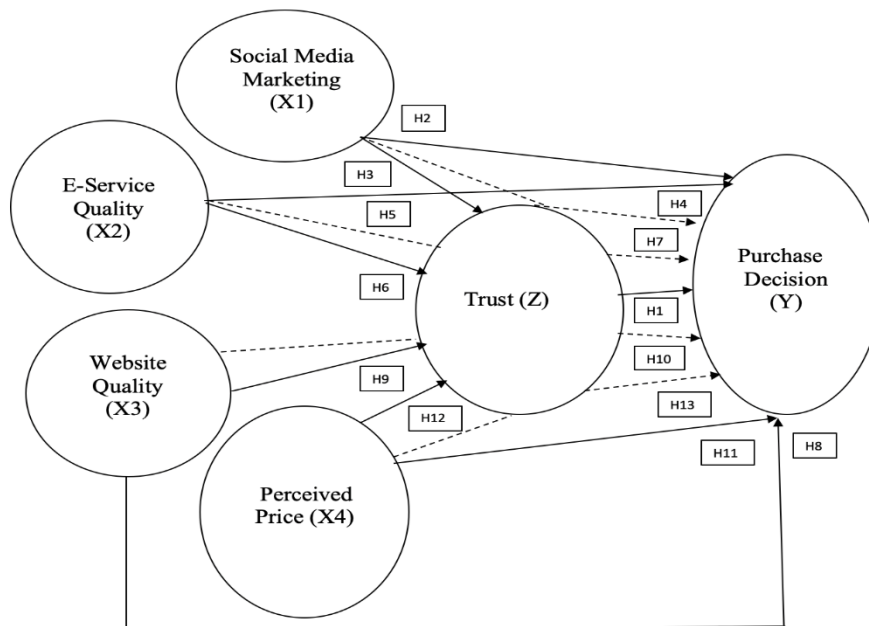
From all previous studies, there are differences and inconsistencies so that this will become a research gap that will be observed in this analysis. For example, research from (Ramadhan & Nashier, 2023) stated that Social Media Marketing has a positive and significant relationship with purchasing decisions. Meanwhile, Tapada *et al* (2023) stated the opposite, that Social Media Marketing has no significant influence on purchasing decisions. Similarly, the influence of e-service quality, website quality, perceived price, and trust on purchase decisions has yielded mixed results across different studies. For example, (Purnomo *et al.*, 2019) found website quality to be a significant predictor of purchase decisions, while (Aditya *et al.*, 2022) highlighted the importance of e-service quality. In contrast, (Ilham *et al.*, 2023) reported that e-service quality had no significant effect on purchase decisions. Furthermore, the impact of perceived price and trust on purchase decisions has also been inconsistent, with studies such as (Djuuna *et al.*, 2023) and (Hakim *et al.*, 2021) reporting positive effects, while (Mulyana, 2021) and (Sartika, 2021) found no significant effects.

Thus, to ascertain several factors that have the potential to increase purchasing decisions, this study conducted an initial survey with the stage of distributing pre-survey questionnaires to 30 respondents as the minimum number of respondents. The pre-survey shows that the factors of Social Media Marketing, Trust, E-service quality, Website Quality and Perceived Price are the determining factors in purchasing decisions at PT Chipo Niaga Indonesia. So, this study will focus on Social Media Marketing factors, E-Service Quality, Website Quality and Perceived Price, then Trust will become a mediating variable in purchasing decisions at PT Chipo Niaga Indonesia.

Social media marketing was defined as marketing activities that utilize social media platforms to reach a wide audience (Ramadhan & Nashier, 2023). The indicators of social media marketing included interaction, informativeness, electronic word of mouth, and personalization. E-service quality, as defined by Sarigih (2019), extends traditional service quality concepts to the online, facilitating efficient and effective shopping experiences by connecting buyers and sellers through the internet. It was measured through main indicators such as assurance, empathy, efficiency, and responsiveness. Website quality was defined as the extent to which a website meets users' needs and expectations, encompassing main indicators

such as accessibility, information quality, uses, and ease of transaction (Cahyono & Wijaksana, 2019) and (Suharto & Hariadi, 2021). Perceived price represented the financial compensation consumers are willing to pay for a product or service, influenced by main indicators like affordability, perceived value with benefit, price discount and price transparency (Maghfiroh, 2019) and (Agustina, 2019). Trust is a fundamental element in interpersonal relationships, built on the foundation of reliability and confidence (Viorentina, 2021). Trust was composed of main indicators such as benevolence, honesty, competence, and willingness to depend (Suntoro & Silintowe, 2020).

The purpose of this analysis is to find the factors to increase purchase decisions by investigating the influence of Social Media Marketing, E-service Quality, Website Quality, Perceived Price and Trust on Purchasing Decisions of PT Chipo Niaga Indonesia. By understanding the elements that influence purchasing decisions, the company of shopping services can design efficient marketing stages to develop competitiveness, increase purchases and win the competition in the digital era. In this study, the conceptual framework focuses on the dependent variable, namely the purchasing decisions. This variable is influenced by four independent variables, namely Social Media Marketing, E-service Quality, Website Quality and Perceived Price, also Trust as mediating variable. (Figure 1)



Source: Research Result

Figure 1. Conceptual Framework

METHOD

This study uses a quantitative approach. A quantitative approach is an approach to obtaining data objectively, in this case the hypothesis is tested through data collection and data criteria are implemented to assess behavior. In this study, the researcher uses a causal research design. This type explains 1 or more factors that cause a problem. In the causal correlation of 2 variables, namely the independent variable and the dependent variable.

Where the statistical processing is carried out using the Partial Least Square (Smart-PLS) version 3.0 PLS program. PLS (Partial Least Square) is an alternative design of covariance-based SEM. It is known that the total sample used in this analysis is 125. The Non-Probability Sampling technique in this analysis is purposive sampling. The reason why using this model is because not all samples have the same criteria as the observed events. Therefore, the author

took purposive sampling which determines the considerations or criteria of customers who have used PT Chipo Niaga Indonesia shopping services spread throughout Indonesia.

The questionnaire in this study was used to find social media marketing, website quality, e-service quality, Perceived price and trust and purchasing decisions. Hypothesis testing in this analysis was carried out using the Partial Least Square (PLS) tool. Model evaluation in PLS includes 2 stages, namely outer model evaluation, and inner model evaluation. The outer model is used in validity and reliability testing, while the inner model is used in causality testing.

Hypothesis Development

The Influence of Trust (Z) on Purchasing Decisions

The trust held by consumers plays an important role in determining their attitudes when making purchasing decisions. This trust reflects the confidence that consumers give to the business, which means that consumers believe that the company will act honestly and reliably. Previous research (Hakim & Hasanah, 2021) has shown that trust has an influence on purchasing decisions. This condition proves that the higher the trust in a product or service, the more it will increase purchasing decisions.

H1: Trust has a positive and significant influence on Purchasing Decisions

The Influence of Social Media Marketing on Purchasing Decisions

Social Media Marketing has become the latest technology that is very significant in marketing in the digital era. Previous studies (Ramadhan & Nashier, 2023) also (Ardianti *et al.*, 2023) have proven that Social Media Marketing has a significant effect on purchasing decisions. This condition proves that the more significant the digital marketing indicators are, the more they will increase purchasing decisions.

H2: Social Media Marketing has a positive and significant influence on Purchasing Decisions.

The Influence of Social Media Marketing on Trust

Social Media Marketing has grown rapidly in recent years, and many businesses are using it to increase sales and profitability. When social media marketing strategies are suitable to the consumers, they tend to be more trustworthy. Previous study (Ramadhan & Nashier, 2023) has proven that Social Media Marketing has a positive and significant influence on trust.

H3: Social Media Marketing has a positive and significant influence on Trust.

The Influence of Social Media Marketing on Purchasing Decisions Through Trust Mediation

Trust can be a connecting factor between social media marketing and purchasing decisions. When consumers trust a brand and get information from targeted social media marketing activities, they may be more likely to buy. According to research (Ardianti *et al.*, 2023) trust acts as a bridge between social media marketing strategies and purchasing decisions, ensuring that the effects of digital marketing are not limited to the initial purchase, but also have a long-term impact on subsequent purchasing decisions.

H4: Social Media Marketing has a positive and significant influence on Purchasing Decisions through Trust Mediation

The Influence of E-Service Quality in Purchasing Decisions

E-service quality is interpreted as a digital effort to meet customer needs and expectations and the accuracy of its delivery in aligning customer desires. Previous study shows that e-service quality has significant influence on purchase decisions (Indiani & Devi, 2023)

H5: E-service quality has a positive and significant influence on Purchasing Decisions

The Influence of E-service Quality on Trust

E-service quality is interpreted as effective shopping experiences by connecting buyers and sellers through the internet. (Susilo, 2020) highlights the customer's perspective, emphasizing two key dimensions: *experience* (the customer's perception of the company based on past interactions) and *trust* (the customer's confidence in the company's ability). This research proves that the more excellent e-service quality from a business, it will increase the trust of consumers.

H6: E-service quality has a positive and significant influence on Trust.

The Influence of E-Service Quality on Purchasing Decisions Through Trust Mediation

Trust can be a factor that links e-service quality and purchasing decisions. When consumers receive quality service and trust the brand, they may be more likely to purchase. Based on research (Welsa, *et al.*, 2024), trust acts as a bridge between e-service quality and purchasing decisions.

H7: E-service quality has a positive and significant influence on Purchasing Decisions through Trust.

The Influence of Website Quality on Purchasing Decisions

In the context of the influence of website quality, research by Purnomo, *et al.*, (2019) proves that it has a positive influence on purchasing decisions. This analysis highlights the importance of website quality in influencing customer behavior in making purchasing decisions. This condition proves that the more significant the quality of the website, the more it will increase purchasing decisions.

H8: Website Quality has a positive and significant influence on Purchasing Decisions.

The Influence of Website Quality on Trust

In the context of the influence of website quality on trust, Previous research by (Djuuna *et al.*, 2023) has demonstrated that website quality directly influences customer trust. This evidence suggests that the more excellent a website is, it will impact the higher level of customer trust.

H9: Website Quality has a positive and significant influence on Trust

The Influence of Website Quality on Purchasing Decisions Through Trust Mediation

Good website quality can increase the trust and credibility of a business in the eyes of consumers, which ultimately makes them more likely to be confident in buying the goods or services offered. Based on research (Djuuna *et al.*, 2023) trust acts as a bridge between website quality and purchasing decisions.

H10: Website Quality has a positive and significant influence on Purchasing Decisions through Trust Mediation.

The Influence of Perceived Price on Purchasing Decisions

Previous studies (Saefurahman & Hadi, 2020) have shown that perceived price has an influence on purchasing decisions. This condition proves that the more suitable the perceived price by consumers, the more it will increase purchasing decisions.

H11: Perceived price has a positive and significant influence on Purchasing Decisions.

The Influence of Perceived Price on Trust

Previous studies (Ambarwati & Mathori, 2024) have shown that perceived price has an influence on trust. This condition proves that the more suitable the perceived price, the more it will increase trust.

H12: Perceived price has a positive and significant effect on Trust.

The Influence of Perceived Price on Purchasing Decisions Through Trust Mediation

Based on research (Nursiti, & Giovanna, 2022) trust acts as a bridge between perceived price and purchasing decisions, ensuring that the effect of perceived price through trust has an impact on purchasing decisions.

H13: Perceived price has a positive and significant effect on purchasing decisions through the mediation of trust.

RESULTS AND DISCUSSION

From the distribution of questionnaires, 125 respondent data were obtained. The results of statistical analysis on the characteristics of respondents showed that there was a difference between men by 58.4% and women by 41.6% who had similar online shopping service users. In terms of age, the respondents of this study were dominated by the 30-39 years old age group by 48.8% and then 24.0% were aged 40-49 years, 16.0% respondents were aged 25-29 years, 7.2% of respondents were under 25 years old, and 5 other respondents were over 50 years old. The domicile of the respondents divided as Jabodetabek online shopping service customers by 48.8% and non-Jabodetabek by 51.2% had similar online shopping service users.

Indicators are stated that to have good validity if it has a loading factor value greater than 0.70 (Hair *et al.*, 2019). The results of the convergent validity test obtained that the loading factor value for each indicator has been greater than 0.7 so that it has been declared that it is gently valid. Furthermore, the Average Variance Extracted (AVE) test will be carried out to further strengthen the results of convergent validity with the criteria if the AVE value > 0.5 (Hair *et al.*, 2019), then the construct used in this study is valid.

The results show that all latent variables have an AVE value of more than 0.5. This indicates that the indicators that form the latent construct have good convergent validity when viewed from the average variance extracted value. It is also shown that there are latent constructs that have a *Cronbach's Alpha* value of more than 0.6, this indicates that the latent construct has good reliability. In addition, the *Composite Reliability* value of all latent constructs also has a value greater than 0.60. Based on *Cronbach's Alpha* and *Composite Reliability* values obtained, it shows that the model in this study has valid reliability (Hair *et al.*, 2019).

Table 1. Convergent Validity & Reliability

Indicator	Loading Factor	AVE	C Alpha	CR
X1.1 Interaction	0.820	0.726	0.875	0.914
X1.2 Informative	0.867			
X1.3 Online Review	0.842			
X1.4 Personal	0.878			
X2.1 Warranty	0.786	0.667	0.834	0.889
X2.2 Empathy	0.870			
X2.3 Efficient	0.827			
X2.4 Responsive	0.779			
X3.1 Accessibility	0.846	0.773	0.902	0.931
X3.2 Uses	0.904			
X3.3 Information Quality	0.883			
X3.4 Ease of Transaction	0.883			
X4.1 Affordability	0.799	0.658	0.826	0.885
X4.2 Perceived price Matching with Benefits	0.883			
X4.3 Discount	0.744			
X4.4 Perceived price Transparency	0.812			
Y1 Buying Confidence	0.870	0.684	0.769	0.867
Y2 Recommends	0.794			
Y3 Interest in Repurchase	0.816			
Z1 Good Intentions	0.872	0.760	0.895	0.927

Indicator	Loading Factor	AVE	C Alpha	CR
Z2 Honesty	0.857			
Z3 Competence	0.901			
Z4 Willingness to Rely	0.856			

Source: Output SEM PLS

In addition, the discriminant validity test is seen from the Fornell-lacker, the results obtained are as follows. Based on the results of the discriminant validity test using the Fornell-Larcker criteria, it can be seen that the AVE root of each construct is higher compared to the correlation between the construct and other constructs. So, it can be concluded that the discriminant validity is reasonably valid based on the result below.

Table 2. Discriminant Validity

	X1 Social Media	X2 E- Service Quality	X3 Website Quality	X4 Perceived price	Y Purchase Decision	Z Trust
X1 Social Media Marketing	0.852					
X2 E-Service Quality	0.493	0.816				
X3 Website Quality	0.280	0.433	0.879			
X4 Perceived Price	0.439	0.652	0.549	0.811		
Y Purchase Decision	0.450	0.640	0.694	0.667	0.827	
Z Trust	0.430	0.746	0.650	0.731	0.785	0.872

Source: Output SEM PLS

From the results of the table below, it can be seen that the R-Square for the Trust (Z) variable is 0.727, which means that Social Media Marketing (X1), E-service quality (X2), Website Quality (X3), and Perceived price (X4) simultaneously influence Trust (Z) by 72.7%, while the remaining 27.3% is influenced by other variables not examined in this study.

Table 3. Coefficient of Determination (R-Square)

	R Square	R Square Adjusted
Y Purchase Decision	0,700	0,688
Z Trust	0,727	0,718

Source: Output SEM PLS

From the results of the R-Square Table for the Trust (Z) variable, it is 0.727, which means that Social Media Marketing (X1), E-service quality (X2), Website Quality (X3), and Perceived price (X4) simultaneously influence Trust (Z) by 72.7%, while the remaining 27.3% is influenced by other variables that were not examined in this study.

Table 4. F Square

	Z Trust	Y Purchase Decision
X1 Social Media Marketing	0,000	0.025
X2 E-Service Quality	0.339	0.012
X3 Website Quality	0.241	0.183
X4 Perceived Price	0.137	0.015
Y Purchase Decision		
Z Trust		0.140

Source: Output SEM PLS

F square with high influence (f square = 0.35), moderate influence (f square = 0.15) and

low influence ($f^2 = 0.02$) according to (Hair *et al.*, 2019). There is no large effect size value with the criteria of F-Square value > 0.35 . And for the moderate effect size value with an F-Square value between 0.15 and 0.35, it is found in the influence of Website Quality on Purchasing Decisions. The others has low influence because the value is below 0,02.

Table 5. Model Fit

Estimated Model	
SRMR	0,085
NFI	0,703

Source: Output SEM PLS

The initial fit measure proposed in SEM literature is the Normed Fit Index (NFI) (Ghozali, 2021). The model fit test is used to assess how well the model fits the data. Based on these results, the model in this study meets the criteria because the value of SRMR = 0.085 is less than 0.10, which is a goodness-of-fit measure for PLS-SEM. For NFI, the value ranges from 0 to 1. An NFI > 0.90 indicates a good fit, while $0.70 < \text{NFI} < 0.90$ is considered a marginal fit. The NFI value obtained in this study is 0.703. This suggests that the model is reasonably good.

Hypothesis Testing

Hypothesis testing in this study was conducted using path coefficient, t-value, and p-value. To assess the significance and prediction in hypothesis testing can be seen from the path coefficient and t-value (> 1.96). The table below is the result that will be discussed further in the context of PT Chipo Niaga Indonesia.

Table 5. Hypothesis Testing

Hypothesis	Description	Path Coefficient	T Statistics	Results
H1	Trust ->Purchase Decision	0.391	3,309	Accepted
H2	Social Media Marketing -> Purchase Decision	0.101	1,580	Rejected
H3	Social Media Marketing -> Trust	0.012	0.169	Rejected
H4	Social Media Marketing -> Trust -> Purchase Decision	0.005	0.164	Rejected
H5	E-Service Quality -> Purchase Decision	0.096	1,051	Rejected
H6	E-Service Quality -> Trust	0.423	5,646	Accepted
H7	E-Service Quality -> Trust -> Purchase Decision	0.166	2,927	Accepted
H8	Website Quality -> Purchase Decision	0.314	3,939	Accepted
H9	Website Quality -> Trust	0.309	4,199	Accepted
H10	Website Quality -> Trust -> Purchase Decision	0.121	2,635	Accepted
H11	Perceived Price -> Purchase Decision	0.102	1,181	Rejected
H12	Perceived Price -> Trust	0.280	3,189	Accepted
H13	Perceived Price -> Trust -> Purchase Decision	0.110	2,169	Accepted

Source: Output SEM PLS

The result of Hypothesis 1 stated that trust can increase the purchasing decision of PT Chip Niaga Indonesia's online shopping services. In other words, the results of this study indicate that when consumers have high trust in a service, they are more likely to make a purchasing decision and social media marketing is not significant in increasing purchasing decisions. For instance, every time a customer makes a transaction with PT Chip Niaga Indonesia, they gain trust through the transparency of order details, guarantees, and complaint handling. The managerial implications that can be done are to maintain customer trust, PT Chip Niaga Indonesia can implement a Service Level Agreement (SLA) that guarantees a maximum 24-hour response time for complaints. Additionally, offering a quality assurance guarantee with a refund policy will demonstrate a genuine commitment. The results of this study align with the research conducted by (Hakim & Hasanah, 2021), which found that trust has a positive and significant influence on purchasing decisions.

In Hypothesis 2, the use of social media marketing in this study does not encourage purchasing decisions of customers of PT Chip Niaga Indonesia's online shopping services. Social media marketing does not have a significant impact on increasing trust. In other words, the use of social media marketing in this study is not enough to increase trust in PT Chip Niaga Indonesia's online shopping services. These findings indicate that while social media marketing is perceived as a medium for information sharing and interaction, its success in driving purchasing decisions is highly dependent on the consumer segment and the specific strategies employed. This supports previous research by (Tapada *et al.*, 2023) which found that social media marketing does not have a significant impact on online purchasing decisions.

The result of Hypothesis 3 of the study also shows that social media marketing does not have a significant impact on consumer purchasing decisions through trust mediation. This means that trust does not have a mediating effect on social media marketing and purchasing decisions. This indicates that other factors, outside of social media, may play a greater role in influencing consumer purchasing decisions. This finding is further supported by (Hanaysha, 2022) research, which indicates that not all social media marketing efforts have a positive impact on trust. This suggests that the use of social media does not always directly lead to increased consumer trust.

Based on the result of Hypothesis 4, the influence of e-service quality can be concluded that there is no significant impact on purchasing decisions. This means that e-service quality does not have a direct impact on purchasing decisions of online shopping service customers of PT Chip Niaga Indonesia. To enhance e-service quality, the company should expand its customer service team to reduce wait times for consultations. Previous research by (Ilham *et al.*, 2023) also confirmed that e-service quality does not directly influence purchasing decisions.

Based on the result of Hypothesis 5, it can be concluded that e-service quality has a significant impact on trust. In other words, the provision of e-service quality affects trust in PT Chip Niaga Indonesia's online shopping services. In this case, PT Chip Niaga Indonesia should pay close attention to e-service quality in order to maintain customer trust. The company can introduce a customer rating system to evaluate the performance of sales consultants so customers can give each consultant a rating for their services. This aligns with the findings of (Welsa *et al.*, 2024) which suggest that individuals who receive high-quality service are more likely to have a high level of trust in that service.

The result of Hypothesis 6 also indicates that e-service quality has a significant impact on purchasing decisions through trust. The e-service quality of PT Chip Niaga Indonesia has an indirect effect on purchasing decisions, with trust as a full *mediation role*. This implies that the impact of e-service quality on purchasing decisions is entirely dependent on the level of trust established. The results support the findings of (Welsa *et al.*, 2024), which indicated that trust is a significant mediator between e-service quality and purchasing decisions.

Based on the result of Hypothesis 7, it can be concluded that website quality has a

positive and significant influence on the decision to purchase online shopping services of PT Chipo Niaga Indonesia. The study from (Purnomo *et al.*, 2019) also found that high-quality websites will increase the purchasing decisions. Therefore, PT Chipo Niaga Indonesia should focus on enhancing the user experience on their website. Furthermore, companies should optimize the website by utilizing analytics tools like Google Analytics to identify and address any technical issues of website transactions.

Based on the result of Hypothesis 8, it can be concluded that website quality has a significant impact on trust in increasing consumer trust. This finding is also supported by the research of (Djuuna *et al.*, 2023), which states that website quality influences consumer trust levels. In other words, by maintaining a high-quality website, PT Chipo Niaga Indonesia can significantly impact customer trust. A well-informed website is more likely to foster high levels of trust in an online shopping service. Company should add an "Latest Updates" feature will keep customers informed about the company's latest offerings.

The result of Hypothesis 9 shows that there is a significant positive influence of website quality on purchasing decisions through trust. Thus, website quality plays an important role in influencing consumer purchasing decisions, where a good user experience through the website can increase their level of trust in online shopping services. The website quality of PT Chipo Niaga Indonesia not only has a direct impact on purchasing decisions but also an indirect influence through trust, making trust a *partial mediation role*. This means that whether or not trust is included as a mediator, the significant influence of website quality on purchasing decisions remains evident.

The result of Hypothesis 10 indicates that there is no significant influence of Perceived price on the decision to purchase online shopping services of PT Chipo Niaga Indonesia. In this case, Perceived price does not have a significant direct effect on purchases at PT Chipo Niaga Indonesia. PT Chipo Niaga Indonesia should conduct a thorough analysis of competitor pricing and offer additional value, such as free wooden packaging. This finding is supported by (Mulyana, 2020) research, which indicated that Perceived price does not have a significant impact on purchasing decisions. In this context, Perceived price does not always directly influence consumers' purchasing decisions but is rather supported by other factors.

Based on the result of Hypothesis 11, it can be concluded that Perceived price has a significant impact on increasing trust and has succeeded in creating customer trust. In this case, when customers of PT Chipo Niaga Indonesia are aware of the detailed pricing of the services, including attractive promotions, consumer trust tends to increase due to the transparency of information and promotions. Implementing targeted promotions, like special discounts for bulk purchases or VIP customers, can also attract and retain customers. This finding is also supported by previous research from (Ambarwati & Mathori, 2024).

In other words from the Hypothesis 12, pricing significantly influences trust in PT Chipo Niaga Indonesia online shopping services. Consumers are likely to carefully consider the Perceived price, and the alignment of Perceived price with the service received is crucial. Perceived price transparency is key to increasing trust in PT Chipo Niaga Indonesia online shopping services.

The results of the Hypothesis 13 indicate that the Perceived price of online shopping services PT Chipo Niaga Indonesia has a significant effect on purchasing decisions through trust. In this case, the Perceived price only has an indirect effect through trust and does not have a direct effect on purchasing decisions so that trust has a *full (total) mediation role* on purchasing decisions.

CONCLUSION

The study reveals that trust is a pivotal factor influencing online purchasing decisions. While social media marketing did not impact purchase decisions and trust. Website quality significantly impacted purchases both directly and through trust. E-service quality also

positively influenced trust but not directly to purchase decisions. Interestingly, Perceived price did not directly impact purchasing decisions, but it indirectly impacted purchasing decisions through trust. The managerial implications that can be done are to maintain customer trust, PT Chipo Niaga Indonesia can implement a Service Level Agreement (SLA) that guarantees a maximum 24-hour response time for complaints. Additionally, offering a quality assurance guarantee with a refund policy will demonstrate a genuine commitment. In their e-service quality, the company should expand its customer service team to reduce wait times for consultations and introduce a customer rating system to evaluate the performance of sales consultants. Furthermore, optimizing the website by utilizing analytics tools like Google Analytics can identify and address any technical issues of transactions to increase the purchase decisions. Also the company can add a "Latest Updates" feature to keep customers informed about the company's latest offerings. To remain competitive, PT Chipo Niaga Indonesia should conduct a thorough analysis of competitor pricing and offer additional value, such as free wooden packaging. By implementing targeted promotions, like special discounts for bulk purchases or VIP customers, can also attract and retain customers. To capitalize on these insights, online businesses should prioritize building trust, enhancing website quality, providing excellent e-service, and strategically evaluating the perceived price. Future research could explore these factors in different contexts and over longer time frames to gain deeper insights into online consumer behavior.

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