DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v7i2.6756
https://creativecommons.org/licenses/by/4.0/
Received: 17 April 2026 | **Revised:** 01 May 2026 | **Accepted:** 17 May 2026

Brand Love as a Key Mediator: Linking Product and Web Design Quality to Purchase Decisions among Shopee Consumers in West Kalimantan

Dwi Adnes Julians Cristianto[1*], Lauw Sun Hiong[2], Stivenes Tjin Siam[3]
[1]Universitas Widya Dharma, Kalimantan Barat, Indonesia, 123dwiadnes@gmail.com
[2]Universitas Widya Dharma, Kalimantan Barat, Indonesia. hiongsun@gmail.com
[3]Universitas Widya Dharma, Kalimantan Barat, Indonesia. stivenestjin@yahoo.co.id

*Corresponding Author: 123dwiadnes@gmail.com[1]

Abstract: The rapid growth of e-commerce in Indonesia has significantly transformed consumer shopping behavior and intensified competition among digital platforms. This study aims to examine the influence of product quality and website design quality on purchase decisions, as well as to analyze the mediating role of brand love among Shopee users in West Kalimantan. A quantitative approach was employed using a survey method involving 200 respondents across several regions in West Kalimantan. Data were analyzed using Structural Equation Modeling with AMOS, and the mediating effect was tested using the Sobel test. The results indicate that product quality and website design quality have a positive and significant effect on purchase decisions. Both variables also significantly influence brand love, which in turn has a positive and significant effect on purchase decisions. Furthermore, brand love is proven to significantly mediate the relationship between product quality and website design quality on purchase decisions. These findings highlight the important role of emotional factors in strengthening the influence of quality attributes on consumer purchase decisions in the e-commerce context. This study contributes to the development of digital marketing literature and provides practical implications for businesses to develop strategies that emphasize both quality and emotional consumer engagement.

Keywords: Product Quality, Web Design Quality, Brand Love, Purchase Decision, E-commerce.

INTRODUCTION

The introduction contains the research background in a concise, concise, and clear manner; research Digital transformation over the past decade has significantly reshaped consumer behavior, particularly in the context of electronic commerce (e-commerce). The growth of this sector has been driven by increasing internet penetration, the widespread adoption of mobile devices, and shifting consumer preferences toward more practical and efficient transactions (Haudi, 2024). This phenomenon not only reflects technological

advancement but also indicates a structural transformation in global market mechanisms (Zhu et al., 2021). Globally, internet penetration has continued to rise.

The International Telecommunication Union (2024) reports that global internet penetration has reached 68% of the world's population. In Indonesia, this development is even more pronounced, with internet penetration reaching 80.66%, equivalent to approximately 229 million users (APJII, 2025). This high level of internet adoption has driven a shift in consumption patterns from conventional transactions to digital ones, thereby strengthening the role of e-commerce as a primary channel in commercial activities. Alongside these developments, consumer behavior has also evolved, with most consumers engaging in online product information searches before making purchase decisions (Lim et al., 2016). This indicates that e-commerce platforms function not only as transactional media but also as primary sources of information in the consumer decision-making process.

In the Indonesian context, Shopee is one of the most widely used e-commerce platforms (APJII, 2025). Since its launch in 2015, Shopee has successfully attracted consumers through various innovative features, including integrated payment systems, logistics support, and interactive features such as live streaming and flash sales. Shopee's dominance, particularly among younger generations, makes it a relevant context for examining purchase decision behavior in a digital environment. Purchase decisions in e-commerce are influenced by various factors. One of the primary determinants is product quality, which has consistently been shown to have a positive effect on purchase decisions (Zhou et al., 2020; Reinaldo & Chandra, 2020). In the context of online transactions, perceived product quality becomes critical, as consumers are unable to physically evaluate products prior to purchase (Khasanah et al., 2021).

In addition, web design quality plays an important role in shaping user experience when interacting with e-commerce platforms. Web design quality encompasses usability, information quality, service quality, and security, all of which contribute to building trust and facilitating the decision-making process (Srisathan et al., 2024; Xu et al., 2024). However, previous studies have reported inconsistent findings regarding the direct effect of web design quality on purchase decisions. Qalati et al. (2021) and Ng et al. (2021) found that low levels of trust, high perceived risk, and limited information availability may weaken this relationship. These inconsistencies indicate the presence of a research gap, particularly regarding the mechanisms underlying the relationship between web design quality and purchase decision. This suggests that the influence of web design quality may not be purely direct but instead mediated by other factors, particularly psychological or emotional variables.

To address this gap, the present study proposes brand love as a mediating variable. Brand love is defined as a strong emotional attachment between consumers and a brand, which can significantly influence purchasing behavior (Le et al., 2025). This emotional bond not only enhances customer loyalty but also strengthens consumers' preferences for certain brands, even under conditions of uncertainty. Previous studies have demonstrated that brand love plays a significant role in mediating the relationship between marketing variables and purchase decisions (Fatimah et al., 2023; Ahsan, 2025). Furthermore, Liao et al. (2022) found that higher levels of brand love strengthen the indirect effect on purchase decisions. Based on the above discussion, this study aims to examine the effect of product quality and web design quality on purchase decision, with brand love as a mediating variable. The study focuses on Shopee users in West Kalimantan as a representation of e-commerce consumers in Indonesia.

The contribution of this study lies in the development of an empirical model that integrates rational factors (product quality and web design quality) with emotional factors (brand love) in explaining purchase decisions in the e-commerce context. In addition, the findings are expected to provide practical implications for industry practitioners in designing more effective digital marketing strategies.

METHODS

Quantitative approach with a causal associative design was employed in this study to examine the relationships among variables in the proposed research model. The population consisted of Shopee users residing in West Kalimantan who had conducted at least one transaction within the past 12 months. A total of 200 respondents were selected using non-probability sampling techniques, specifically purposive and snowball sampling, based on predetermined criteria such as age (minimum 17 years), Shopee usage experience, and role as purchase decision-makers. Data were collected through an online survey using a five-point Likert scale and distributed via social media platforms. The analysis was conducted using Structural Equation Modeling (SEM) with AMOS 24, including measurement model evaluation (validity and reliability) and structural model testing to examine causal relationships among variables.

The independent variables in this study are product quality and web design quality, while brand love serves as the mediating variable and purchase decision as the dependent variable. Model fit was assessed using several Goodness of Fit indices, and hypothesis testing was based on critical ratio values at a 5% significance level. Additionally, the mediating effect of brand love was tested using the Sobel test to determine the significance of indirect relationships. The proposed conceptual framework integrates both rational and emotional factors in explaining consumer purchase decisions in the e-commerce context.

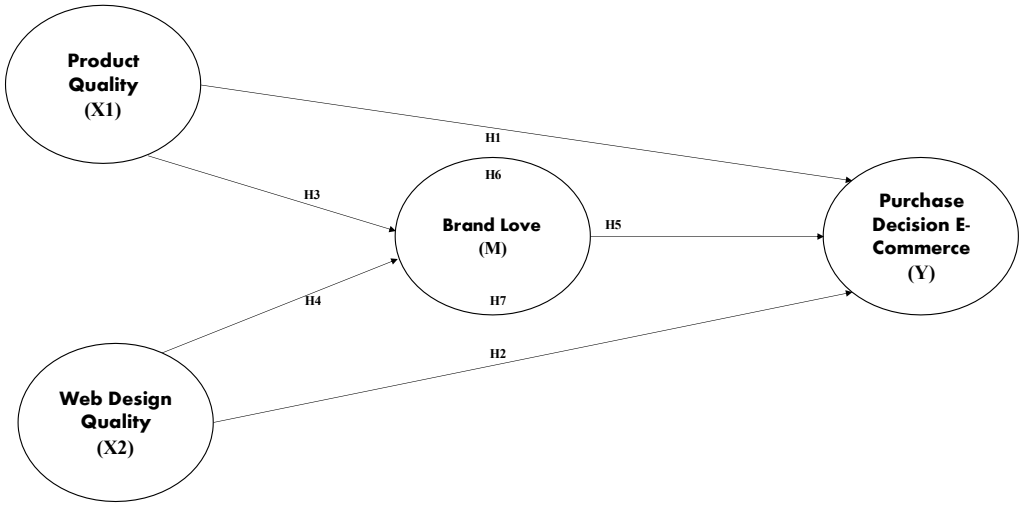


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Result

Profile of Participants

The following table presents the distribution of respondents' characteristics based on domicile, education level, and monthly income, aiming to provide an initial understanding of the sample profile and to support the interpretation of the study's analytical results.

Table 1. Demographic Results of Participants (N=200)

Category	Item	f	%
Domicile	Kubu Raya	37	18,5
	Pontianak	41	20,5
	Sanggau	76	38
	Sekadau	36	18
	Singkawang	10	5
Total		**200**	**100**

Education Level	Elementary School	1	0,5
	Junior High School	5	2,5
	Senior High School	95	47,5
	Diploma Degree	10	5
	Bachelor's Degree	84	42
	Postgraduate Degree	5	2,5
Total		**200**	**100**
Monthly Income	Less than IDR 2 million	56	28
	IDR 2 million – IDR 5 million	67	33,5
	More than IDR 5 million – IDR 10 million	50	25
	More than IDR 10 million	27	13.5
Total		**200**	**100**

Source: Processed Data (2026)

Table 1 shows that the respondents are distributed across various regions, education levels, and income groups in West Kalimantan. Most respondents come from Sanggau (38%), followed by Pontianak (20.5%), Kubu Raya (18.5%), and Sekadau (18%), indicating that Shopee usage is not only concentrated in urban areas but also widely adopted in regency regions. In terms of education, the majority have a senior high school (47.5%) and bachelor's degree (42%), suggesting that respondents generally possess adequate digital literacy to evaluate product information and platform quality. Regarding monthly income, most respondents fall within the middle-income category, particularly between IDR 2–5 million (33.5%) and below IDR 2 million (28%), followed by higher income groups. This distribution implies that Shopee is utilized by consumers from diverse economic backgrounds, where purchase decisions are influenced not only by price but also by perceived product quality and web design quality, contributing to overall shopping experience and brand love.

Outer Model

This section reports the measurement model evaluation using Structural Equation Modeling (SEM), covering validity, reliability, and discriminant validity to confirm that the indicators adequately represent the latent constructs.

Table 2. Construct reliability and Average variance extracted

Variabel	Items	SLF	CR	AVE
Product Quality	Visual Quality	0.933	0.944821	0.810779
	Features	0.913		
	Conformance	0.857		
	E-Commerce Performance	0.897		
Web Design Quality	Ease of Use	0.903	0.95007	0.826495
	Information Quality	0.861		
	Service Quality	0.955		
	Security	0.915		
Brand Love	Enthusiasm	0.892	0.946235	0.81488
	Attachment	0.877		
	Self-Connection	0.914		
	Positive E-WOM	0.927		
Purchase Decision	Willingness to Buy	0.909	0.933325	0.777831
	Repurchase	0.865		
	Bulk Buying	0.889		
	Always Eager to Try	0.864		

Source: Processed Data By Excel (2026)

The results of construct reliability (CR) and average variance extracted (AVE) indicate that all constructs meet the recommended thresholds in SEM, with CR values exceeding 0.70 and AVE values above 0.50, confirming good reliability and convergent validity. Product quality (CR = 0.944; AVE = 0.811) and web design quality (CR = 0.950; AVE = 0.826) demonstrate strong internal consistency and high explanatory power of their indicators. Similarly, brand love (CR = 0.946; AVE = 0.815) and purchase decision (CR = 0.933; AVE = 0.778) also show satisfactory reliability and validity. Overall, these findings confirm that all constructs are measured consistently and accurately, indicating that the measurement model is adequate for further structural analysis.

Table 3. AVE & √AVE

Construct	AVE	√AVE
Product Quality	0,811	0,901
Web Design Quality	0,838	0,915
Brand Love	0,815	0,903
Purchase Decision	0,750	0,866

Source: Processed Data By Excel (2026)

Table 4. Fornell-Larcker

Construct	Product Quality	Web Design Quality	Brand Love	Purchase Decision
Product Quality	0,901	0,02	0,21	0,30
Web Design Quality	0,02	0,915	0,29	0,31
Brand Love	0,21	0,29	0,903	0,34
Purchase Decision	0,30	0,31	0,34	0,866

Source: Processed Data By Excel (2026)

The results in Table show that the square root of AVE (√AVE) for each construct exceeds its correlations with other constructs, satisfying the Fornell–Larcker criterion. For instance, product quality (√AVE = 0.901) is higher than its correlations with web design quality (0.02), brand love (0.21), and purchase decision (0.30), with similar patterns observed across all constructs. This indicates adequate discriminant validity, confirming that each construct is distinct and free from overlap.

Table 5. Normality

Variable	min	max	Skew	c.r.	kurtosis	c.r.
PD4	1,000	5,000	-1,624	-9,378	2,179	6,291
PD3	1,000	5,000	-1,600	-9,236	2,275	6,568
PD2	1,000	5,000	-1,667	-9,625	2,752	7,945
PD1	1,000	5,000	-1,531	-8,838	2,073	5,983
BL4	1,000	5,000	-1,700	-9,817	2,107	6,083
BL3	1,000	5,000	-1,555	-8,980	1,820	5,255
BL2	1,000	5,000	-1,586	-9,157	1,982	5,721
BL1	1,000	5,000	-1,640	-9,471	1,890	5,455
WDQ4	1,000	5,000	-1,425	-8,229	1,029	2,971
WDQ3	1,000	5,000	-1,374	-7,934	,981	2,831
WDQ2	1,000	5,000	-1,319	-7,617	1,030	2,973
WDQ1	1,000	5,000	-1,350	-7,797	,859	2,480
PQ4	1,000	5,000	-1,808	-10,441	2,630	7,592
PQ3	1,000	5,000	-1,730	-9,989	2,604	7,517

Variable	min	max	Skew	c.r.	kurtosis	c.r.
PQ2	1,000	5,000	-1,776	-10,255	2,556	7,377
PQ1	1,000	5,000	-1,904	-10,992	2,566	7,407
Multivariate					-2,024	-0,596

Source: Processed Data By Amos (2026)

The normality assessment indicates that several indicators exhibit univariate non-normality, as reflected by skewness and kurtosis CR values exceeding ±2.58, which is common in Likert-scale survey data. However, the multivariate normality test shows a CR value of –0.596, remaining within the acceptable range. Thus, the assumption of multivariate normality is satisfied, and SEM analysis using the maximum likelihood method is considered appropriate despite univariate deviations.

Inner Model

The evaluation of the inner model aims to examine the adequacy of the structural model by employing various goodness of fit indices, in order to confirm that the relationships among variables are appropriate for further analysis.

Table 6. Goodness of fit Index

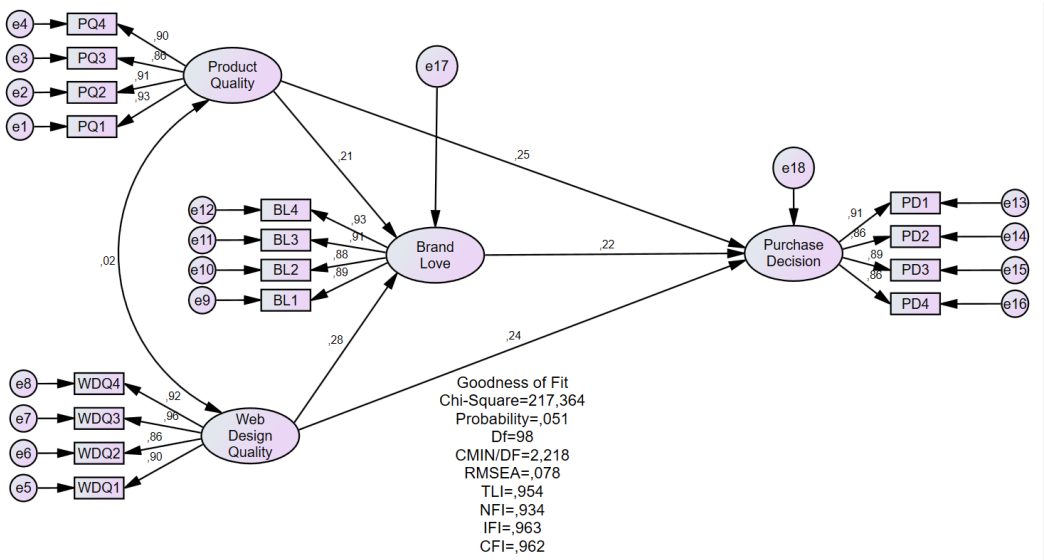
Goodness of fit Index	Cut off Value	Results	
χ^2	Expected to be low	217,364	Marginal fit
Df	> 0	98	Good Fit
χ^2- Significance Probability	≥ 0,05	0,051	Good Fit
CMIN/DF	≤ 3.00	2,218	Good Fit
RMSEA	≤ 0.08	0,078	Good Fit
NFI	≥ 0.90	0,934	Good Fit
IFI	≥0.90	0,963	Good Fit
TLI	≥0.90	0,954	Good Fit
CFI	≥0.90	0,962	Good Fit

Source: Processed Data By Amos (2026)

The SEM results indicate a chi-square value of 217.364 (df = 98; p = 0.048), suggesting a marginal fit, likely due to the sensitivity of chi-square to sample size and model complexity. However, other fit indices demonstrate a good model fit, with CMIN/DF = 2.218 and RMSEA = 0.078 within acceptable thresholds, and NFI (0.934), IFI (0.963), TLI (0.954), and CFI (0.962) exceeding the recommended cut-off values. Overall, despite the marginal chi-square result, the model is considered well-fitted and appropriate for hypothesis testing and further structural analysis.

Hypothesis Testing

The proposed SEM model consists of a measurement model and a structural model to examine both direct and indirect relationships among variables. The measurement model shows that all indicators for product quality, web design quality, brand love, and purchase decision have high standardized loading factors (generally > 0.70), indicating strong convergent validity. The structural model reveals that product quality and web design quality have positive effects on brand love and purchase decision, both directly and indirectly. Brand love also positively influences purchase decision, confirming its role as a partial mediator. Hypothesis testing was conducted using SEM with AMOS 24, based on estimate values, critical ratios (C.R.), and p-values, with mediation effects further validated the Sobel test (C.R. ≥ 1.96; p ≤ 0.05). Overall, the model demonstrates a good fit and provides empirical evidence that both rational factors and emotional attachment significantly influence consumer purchase decisions.



Source: Processed Data By Amos (2026)

Figure 2. Full Model Testing

Table 7. Hypothesis testing Table

Hypothesis	Path	Estimate	S.E.	C.R.	P
H_1	Product Quality → Purchase decision	0,218	0,061	3,593	***
H_2	Web Design Quality → Purchase decision	0,213	0,062	3,426	***
H3	Product Quality → Brand Love	0,193	0,065	2,944	0,003
H_4	Web Design Quality → Brand Love	0,265	0,066	4,003	***
H_5	Brand Love → Purchase Decision	0,207	0,069	3,002	0,003

Source: Processed Data By Amos (2026)

Table 8. Sobel test - Significance of Mediation

	Sobel test statistic	Two- tailed probability
Product Quality → Brand Love → Purchase decision	2,11	0.034
Web Design Quality → Brand Love → Purchase decision	2,40	0.016

Source: Processed Data By Sobel Test (2026)

Discussion

The Influence of Product Quality on Purchase Decision

The results of this study indicate that product quality has a positive and significant effect on purchase decision. This is evidenced by an estimate value of 0.218, a critical ratio (C.R.) > 1.96, and a probability (P) value < 0.001, indicating a significant influence at the 95% confidence level. These findings suggest that product quality remains a primary consideration for consumers in making purchase decisions, serving as a rational foundation before conducting a transaction. Consumers tend to evaluate functional aspects, reliability, and the alignment of product benefits with their needs before deciding to buy. This finding is in line with empirical studies stating that product quality is a fundamental determinant in the purchase decision-making process.

Simbolon et al. (2020) and Reinaldo and Chandra (2020) emphasize that product quality directly drives purchase actions across various industrial sectors. Furthermore, Chiu et al. (2024) highlight that functional quality assurance is a prerequisite for consumers before making a purchase decision, particularly in the context of increasingly intense brand competition. The

consistency of these results with the findings of Zhou et al. (2020), Khasanah et al. (2021), Krisnandiva et al. (2024), Maharani et al. (2023), Annafa et al. (2024), and Akbari et al. (2022) strengthens the conclusion that product quality plays a strategic role in shaping consumer purchase decisions. Thus, hypothesis H1, which states that product quality has a positive and significant effect on purchase decision, is accepted.

The Influence of Web Design Quality on Purchase Decision

Empirical testing shows that web design quality has a positive and significant effect on purchase decision, with an estimate value of 0.213, C.R. > 1.96, and a P-value < 0.001. This finding indicates that website design quality plays a crucial role in facilitating the consumer purchasing process in a digital environment. A website that is user-friendly, informative, secure, and visually appealing can enhance consumer comfort and trust, thereby encouraging purchase decisions. This result is consistent with the empirical study by Lim et al. (2016), which found that usability, credibility, and website service quality significantly influence online purchase decisions.

Additionally, Srisathan et al. (2024) assert that modern and innovative website design is an important indicator in influencing consumer buying behavior. The findings of Hanaysha (2024) and Xu et al. (2024) also emphasize that web design quality—comprising system quality, information quality, security, and visual appearance—is a primary factor in the purchase decision process on e-commerce platforms. Thus, this study confirms the findings of Saeed et al. (2019) and Srisathan et al. (2024), showing a positive relationship between web design quality and purchase decision. Therefore, hypothesis H2, which states that web design quality has a positive and significant effect on purchase decision, is declared accepted.

The Influence of Product Quality on Brand Love

The research results show that product quality has a positive and significant effect on brand love, with an estimate value of 0.187, C.R. > 1.96, and a probability (P) value = 0.003. This finding indicates that consumer perceptions of product quality do not only function as a functional evaluation but also contribute to the formation of an emotional bond between the consumer and the brand. Consistent and reliable product quality can increase trust and satisfaction, which eventually develops into brand love. This finding supports the empirical study by Langner et al. (2015), which states that brand love is more frequently triggered by rational benefits, one of which is product quality.

These results are also in line with Liapati et al. (2016) and Zhou et al. (2020), who emphasize that product quality is an essential foundation in building consumer emotional attachment to a brand. Furthermore, findings from Rahman et al. (2021), Tiwari et al. (2021), and Wahyadyatmika and Mahyuni (2025) further strengthen the empirical evidence that product quality acts as a major antecedent of brand love across various industrial contexts. Consequently, hypothesis H3, stating that product quality has a positive and significant effect on brand love, is accepted.

The Influence of Web Design Quality on Brand Love

The results indicate that web design quality has a positive and significant effect on brand love, with an estimate value of 0.265, C.R. > 1.96, and a P-value < 0.001. This finding suggests that positive consumer experiences when interacting with a website can shape deep emotional responses toward the brand. Informative, secure, responsive website design with strong visual appeal contributes to creating a sense of comfort and emotional closeness between the consumer and the brand. This is consistent with Hanaysha (2024), who proved that web design quality dimensions such as information quality, system quality, perceived security, and visual appearance have a significant influence on brand love.

Moreover, research by Huang (2019) and the conceptual review by Gumparthi and Patra (2020) affirm that positive emotional experiences in the digital space are key factors in forming brand love. Thus, the results of this study reinforce the view that web design quality functions not only as a technical tool but also as a means of building emotional ties between consumers and the brand. Therefore, hypothesis H4, stating that web design quality has a positive and significant effect on brand love, is declared accepted.

The Influence of Brand Love on Purchase Decision

The research results show that brand love has a positive and significant effect on purchase decision, with an estimate value of 0.207, C.R. > 1.96, and a probability (P) value = 0.003. This finding indicates that consumers who have a strong emotional bond with a brand tend to show a higher inclination to make a purchase. Brand love acts as an affective driver that complements rational considerations in the purchase decision-making process. This is consistent with studies by Ayuningsih and Maftukhah (2020) and Kusuma et al. (2022), which show that brand love directly affects purchase decisions across various product categories.

Furthermore, Fatimah et al. (2023) and Le et al. (2025) emphasize that brand love is a consequence of positive consumer experiences that ultimately drive repeat buying behavior and sustainable purchase decisions. Thus, these results strengthen empirical evidence that brand love is an important psychological factor in influencing purchase decisions. Therefore, hypothesis H5, stating that brand love has a positive and significant effect on purchase decision, is accepted.

The Role of Brand Love in Mediating the Influence of Product Quality on Purchase Decision

Mediation testing using the Sobel test shows that brand love significantly mediates the influence of product quality on purchase decision. This is evidenced by a two-tailed statistic value of 2.11 with a p-value of 0.034, which is lower than the 0.05 significance level. This finding indicates that product quality does not only affect purchase decisions directly but also works through the formation of consumer emotional bonds toward the brand, which then drive purchase decisions. Conceptually, these results show that when consumers perceive a product as having superior, consistent, and reliable quality, that perception does not stop at functional evaluation alone. Positive product quality builds trust, satisfaction, and affection for the brand, which at a later stage develops into brand love.

This emotional bond then strengthens the consumer's tendency to make a purchase decision. This finding is consistent with Langner et al. (2015), who stated that brand love is often formed through rational consumer evaluations, particularly regarding perceived product quality. Additionally, studies by Zhou et al. (2020) and Liapati et al. (2016) also emphasize that product quality is an important antecedent of brand love, which ultimately impacts consumer purchasing behavior. The Sobel test results in this study reinforce the empirical findings of Rahman et al. (2021) and Tiwari et al. (2021), which state that brand love serves as a psychological mechanism bridging the influence of product quality on purchase decisions. Thus, hypothesis H6 is accepted.

The Role of Brand Love in Mediating the Influence of Web Design Quality on Purchase Decision

The Sobel test also shows that brand love significantly mediates the relationship between web design quality and purchase decision, with a two-tailed statistic of 2.40 and a p-value of 0.016. This finding indicates that web design quality does not only influence purchase decisions directly through functional aspects but also through the formation of consumer emotional responses toward the brand. In the e-commerce context, web design quality serves as the

primary touchpoint between consumers and the brand. A website with attractive visual appearance, easy navigation, clear information, and a secure system can create a positive shopping experience. This experience not only enhances consumer comfort and trust but also builds an emotional attachment that develops into brand love. This emotional bond subsequently drives consumers to make purchase decisions.

These findings are consistent with Hanaysha (2024), stating that web design quality plays an important role in shaping brand love through a pleasant digital experience. Furthermore, Huang (2019) and Gumparthi and Patra (2020) affirm that positive emotional experiences in digital interaction are key factors in influencing consumer purchase behavior. This mediation result also supports the findings of Srisathan et al. (2024) and Xu et al. (2024), showing that web design quality has an indirect influence on purchase decision through affective variables, specifically brand love. Consequently, the Sobel test results provide empirical evidence that brand love acts as a significant mediating variable in the relationship between web design quality and purchase decision. Therefore, hypothesis H7 is declared accepted.

CONCLUSION

This study examines the effects of product quality and web design quality on purchase decision, with brand love acting as a mediating variable among Shopee users in West Kalimantan. The findings demonstrate that both product quality and web design quality have positive and significant effects on purchase decision, indicating that consumers rely on both rational evaluations and digital experience when making purchasing decisions. In addition, product quality and web design quality are proven to significantly influence brand love, suggesting that both functional attributes and online interaction quality contribute to the formation of consumers' emotional attachment to the brand. Furthermore, brand love is found to have a positive and significant effect on purchase decision, highlighting its role as an important psychological factor in driving consumer behavior.

The mediation analysis confirms that brand love significantly mediates the relationship between product quality and purchase decision, as well as between web design quality and purchase decision. This indicates that emotional attachment strengthens the impact of both product-related and platform-related attributes on purchasing decisions. Overall, this study concludes that purchase decisions in e-commerce are shaped by the integration of rational factors (product quality and web design quality) and emotional factors (brand love). These findings enrich the literature on digital marketing by providing empirical evidence on the combined role of functional and emotional dimensions in influencing online consumer behavior. Practically, the results suggest that e-commerce platforms should not only focus on improving product and website quality but also prioritize strategies that foster emotional engagement to enhance sustainable consumer purchasing decisions.

REFERENCES

Akbari, R. Z., Wendy, Listiana, E., Hasanudin, & Fauzan, R. (2022). The role of brand image in mediating the influence of social media marketing and product quality on purchase decision: Uniqlo in Indonesia. *Ilomata International Journal of Management, 3*(1), 327–342.

Annafa, R. U., Setiyono, W. P., & Sari, H. M. K. (2024). Analysis of brand image, product quality, and brand ambassador on customer purchase decision for Scarlett Whitening product in Sidoarjo. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis, 12*(4), 3611–3624.

Asosiasi Penyelenggara Jasa Internet Indonesia. (2025). *Survei penetrasi internet dan perilaku penggunaan internet: Profil internet Indonesia 2025*.

Chiu, C. L., Ho, H. C., Xie, Z., Wu, Q., & Yuan, Y. (2024). Culturally mixed co-branding

product framing in China: The role of cultural sensitivity, product quality, and purchase probability. *Humanities and Social Sciences Communications, 11*(1), Article 2954.

Fatimah, D., Y., E. M., & Nuraeni, Y. (2023). Are the determinants of money. *American Journal of Agricultural Economics*, *86*(3), 772–729.

Gumparthi, V. P., & Patra, S. (2020). The phenomenon of brand love: A systematic literature review. *Journal of Relationship Marketing, 19*(2), 93–132.

Hanaysha, J. R. (2024). An examination of the linkages among website characteristics, brand love, and word of mouth in the airline industry. *Transport Economics and Management, 2*, 242–248.

Haudi. (2024). The impact of digital transformation on consumer behavior and marketing strategies. *International Journal of Economic Literature (INJOLE), 2*(1), 167–179.

Huang, T. L. (2019). Psychological mechanisms of brand love and information technology identity in virtual retail environments. *Journal of Retailing and Consumer Services, 47*, 251–264.

International Telecommunication Union. (2024). *Internet use continues to grow, but universality remains elusive, especially in low-income regions*.

Khasanah, M. Y., Jamhari, D. J., & Darwanto. (2021). Factor analysis on rice product labels as a consideration for consumers' purchase decision in Yogyakarta. *Agro Ekonomi, 32*(1), 40–51.

Krisnandiva, R. A., Penyegar, L., & Badak, C. A. P. (2024). The influence of social media marketing on purchase decision through brand image and brand trust on Larutan Penyegar Cap Badak. *ASEAN Marketing Journal, 16*(1).

Langner, T., Schmidt, J., & Fischer, A. (2013). Is it really love? A comparative investigation of the emotional nature of brand and interpersonal love. *Psychology & Marketing, 30*(6), 461–469.

Le, T. M., Vu, K. H., Le, B. N., & Luu, T. M. N. (2025). Factors affecting green cosmetic brand loyalty: The mediating effect of brand love. *Procedia Computer Science, 253*, 277–286.

Liao, S., Hu, D., & Chou, H. (2022). Consumer perceived service quality and purchase intention: Two moderated mediation models investigation. *SAGE Open, 12*(4), 1–15.

Lim, Y. S., Heng, P. C., Ng, T. H., & Cheah, C. S. (2016). Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia. *Asia Pacific Management Review, 21*(2), 74–78.

Madeline, S., & Sihombing, S. O. (2019). The impacts of brand experiences on brand love, brand trust, and brand loyalty: An empirical study. *Jurnal Bisnis dan Manajemen, 20*(2), 91–107.

Maharani, N. D., Puspaningrum, A., & Isharina, I. K. (2023). The effect of perceived product quality and brand image on purchase decision with trust as mediation. *Journal of Business and Management Review, 4*(4), 254–269.

Muhammad Ahsan. (2025). The influence of perceived social media marketing activities on purchase intentions through brand trust and brand love toward Jiniso. *Journal of Information Systems Engineering and Management, 10*(54s), 568–582.

Ng, J. Y., Marwaha, A., & Ans, M. (2021). The quality of information available about *Ephedra sinica* on online vendor websites: The Canadian consumer experience. *Complementary Therapies in Medicine, 57*, Article 102674.

Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Thuy, T. T. H., & 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).

Rahman, R., Langner, T., & Temme, D. (2021). Brand love: Conceptual and empirical

investigation of a holistic causal model. *Journal of Brand Management*, *28*(6), 648–666.

Reinaldo, I., & Chandra, S. (2020). The influence of product quality, brand image, and price on purchase decision at CV Sarana Berkat Pekanbaru. *Journal of Applied Business and Technology*, *1*(2), 137–150.

Saeed, M. A., Farooq, A., Kersten, W., & Ben Abdelaziz, S. I. (2019). Sustainable product purchase: Does information about product sustainability on social media affect purchase behavior? *Asian Journal of Sustainability and Social Responsibility*, *4*(1).

Siddique, S., & Rajput, A. (2022). Self-expressiveness and hedonic brand affect brand love through brand jealousy. *Future Business Journal*, *8*(1), 1–13.

Simbolon, F. P., Handayani, E. R., & Nugraedy, M. (2020). The influence of product quality, price fairness, brand image, and customer value on purchase decision of Toyota Agya consumers. *Binus Business Review*, *11*(3), 187–196.

Srisathan, W. A., Ketkaew, C., Jantuma, N., & Naruetharadhol, P. (2024). Trust and website conversion in consumer responses to green product purchasing: A new perspective through the lens of innovative website design's technology integration. *Heliyon*, *10*(1), e23764.

Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Tiwari, A. A., Chakraborty, A., & Maity, M. (2021). Technology product coolness and its implication for brand love. *Journal of Retailing and Consumer Services*, *58*, Article 102258.

Xu, Y., He, D., & Fan, M. (2024). Antecedent research on cross-border e-commerce consumer purchase decision-making: The moderating role of platform-recommended advertisement characteristics. *Heliyon*, *10*(18), e37627.

Zhou, F., Mou, J., Su, Q., & Wu, Y. C. J. (2020). How does consumers' perception of sports stars' personal brand promote consumers' brand love? A mediation model of global brand equity. *Journal of Retailing and Consumer Services*, *54*, Article 102012.

Zhu, Z., Bai, Y., Dai, W., Liu, D., & Hu, Y. (2021). Quality of e-commerce agricultural products and the safety of the ecological environment of the origin based on 5G Internet of Things technology. *Environmental Technology & Innovation*, *22*, Article 101462.