



The Influence of E-Trust, Online Customer Review and E-Service Quality on the Purchase Decision of Products on the SOCO By Sociolla Application

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ABSTRACT

This research aims to investigate the influence of e-trust, online customer reviews, and e-service quality on product purchases on the SOCO By Sociolla application. SOCO By Sociolla is a leading beauty e-commerce platform in Indonesia that offers a wide range of beauty products online. The research utilizes a survey method by collecting data through questionnaires distributed via social media for 100 samples. The collected data is analyzed using regression analysis to examine the impact of independent variables (e-trust, online customer reviews, and e-service quality) on the dependent variable (purchase decisions). The research sample consists of Indonesian users of the SOCO By Sociolla application. The analysis results indicate that e-trust does not significantly affect purchase decisions, but online customer reviews and e-service quality have a significant impact. Overall, e-trust, online customer reviews, and e-service quality collectively influence purchase decisions on the SOCO By Sociolla application.

INTRODUCTION

With the continuous advancement of technology, people are now increasingly active in following the changes in aspects of life, one of the significant changes is the digital marketing transformation, such as online stores and online shopping (Azizah et al, 2022). According to the e-Conomy SEA 2021 report, it is recorded that 80% of internet users in Indonesia have made online shopping transactions at least once, this is in line with the research conducted by Kredivo and Katadata Insight Center, which was published in the 2023 Indonesia e-commerce Consumer Behavior Report, which shows that 79.1% of consumers choose a shopping method that combines online and offline, of which 58.1% prefer to shop online more often, while 21% still tend to make offline purchases. A wide range of needs and categories can now be purchased online (Safitri & Ika, 2023). Among the popular categories, beauty and personal care stand out. In today's modern era, maintaining an attractive and well-groomed appearance has become not only a physical need but also an essential aspect for both men and women. To achieve their desired look, individuals engage in various skincare routines, including specialized facial treatments using a wide range of facial care products, often referred to as "skincare" (Widiarta & Westra, 2020).

Sociolla is one of the beauty e-commerce platforms founded in 2015 and known as one of the largest and most comprehensive retail brands that specifically sells beauty products online in Indonesia. SOCO By Sociolla offers a variety of beauty products from various well-known brands to meet the skincare and beauty needs of its customers (Octavia, 2021). Soco by Sociolla is a complete and reliable online cosmetic store platform, with genuine certification and 100% BPOM (Indonesian Food and Drug Authority) ensuring its quality in terms of both price and purchase reviews (Suryani et al., 2022). One feature of SOCO is online customer reviews, which serve as a source of information for potential buyers about a product, where the reviews are provided by consumers to the seller or online store. These reviews contain product evaluations after consumers make a purchase, providing relevant information about their experience using the product (Sugiarti & Iskandar, 2021). Based on research by Sukemi, Wahyono & Widyaningrum (2023) resulted positive influence between word of mouth which indicating by online customer review and place on the brand awareness of Mixue in Malang city. People are interested in a product because of interesting recommendations or reviews. Research conducted by Faradita & Widjajanti (2023) states that online customer reviews have a positive impact on purchase decisions. Purchase decision is the action taken by consumers when using or consuming a product. When buying or using a specific product to make a decision, consumers will go through a series of processes where they analyze various information to make the purchase decision (Abdul et al.,2022). However, another study by Saskiana (2021) states that online customer reviews do not influence purchase decisions.

Despite offering many benefits, e-commerce also has a number of uncertainties and risks that buyers must be prepared to bear when shopping online, some of which include the possibility of orders not being delivered, differences in product quality from the images displayed on the website, delivery

delays exceeding the specified time limit, uncertainty in product sizes, and other risks that can harm buyers (Kartono & Halilah, 2019). Therefore, e-commerce needs to enhance e-trust and e-service quality to attract consumers to shop in e-commerce. E-trust in online shopping refers to the confidence and expectations of online consumers towards online sellers (Jayaputra et al., 2022), while e-service quality is designed to assess the services provided through the internet, e-service quality is defined as an extension of the website's ability to facilitate shopping, purchasing, and distribution activities efficiently and effectively (Rintasari & Farida, 2020). This is supported by research conducted by Ananda (2023) which found that E-trust and E-service quality significantly influence purchase decisions. However, in another study conducted by Suaidi et al (2022), E-trust was found to have no positive and significant impact on purchase decisions, and also research conducted by Mitalia (2023) in their study found that there was no significant impact between E-service quality and purchase decisions. Based on the above description, researchers want to observe the variables of Online Customer Review, E-Trust, and E-Service Quality on the Sociolla e-commerce, whether these variables have a significant influence on consumer purchase decisions to shop on the SOCO by Sociolla application.

LITERATURE REVIEW

E-Trust

E-trust is the trust held by customers to make purchases of goods or services through the internet (Purwanto, 2021). E-trust refers to the consumer's belief in the quality and reliability of the goods or services offered, as well as their belief in the trust, honesty, and integrity of the e-commerce company. It is also a key factor in building a strong relationship between the company and customers, so that customers will feel interested and choose to shop on e-commerce platforms due to the high level of trust provided by the e-commerce company. This theory is supported by research conducted by Setyowati & Suryoko (2020), who studied Bukalapak e-commerce in Semarang, Pasa et al (2020) who studied Tokopedia e-commerce, Saskiana (2021) on the Shopee application, and also research conducted by Ananda (2023) on the KAI application, which stated that E-Trust has a positive and significant impact on purchase decisions. Based on several previous studies, H1 aims to prove that e-trust influences purchase decisions on the SOCO By Sociolla application.

H1: There is an influence of e-trust on purchase decisions in the SOCO By Sociolla application.

Online Customer Review

Online customer reviews, also known as customer reviews, are facilities that provide information about the strengths and weaknesses of a product as conveyed by consumers who have made a purchase (Welsa et al., 2022). Online customer reviews can enhance consumers' perceptions of shopping sites and products, enabling consumers to make better shopping decisions, which is also a factor influencing purchase decisions. This is supported by research conducted by Faradita & Widjajanti (2023), Suryani et al., (2022), Zainal (2023) stating that

online customer reviews influence purchase decisions. Based on several previous studies, H2 aims to prove that online customer reviews influence purchase decisions on the SOCO By Sociolla application.

H2: There is an influence of online customer reviews on purchase decisions in the SOCO By Sociolla application.

E-Service Quality

E-service quality, also known as e-servqual, is part of service quality related to the website's ability to provide efficient and effective facilities for the purchasing, shopping, and delivery processes of products and services (Hidayati & Heryanda, 2022). E-service quality that provides convenience for users allows customers to use the service easily and comfortably without obstacles, ultimately creating customer satisfaction with the electronic services provided by the company (Widuri, 2022). According to the assessments conducted Ismi et al (2022), Setyowati & Suryoko (2020), (Pasa et al (2020), Devi et al (2023), Zainal (2023), Saskiana (2021), and Ananda (2023), based on several previous research studies, H3 aims to prove that E-Service Quality influences purchase decisions in the SOCO By Sociolla application.

H3: There is an influence of e-service quality on purchase decisions in the SOCO By Sociolla application.

E-Trust, Online Customer Reviews, and E-Service Quality on Purchase Decisions.

Based on the research conducted by Zainal (2023), which found that e-trust, online customer reviews, and e-service quality can influence consumer purchase decisions both partially and simultaneously. Therefore, H4 aims to prove whether e-trust, online customer reviews, and e-service quality influence purchase decisions in the SOCO By Sociolla application.

H4: There is an influence of e-trust, online customer reviews, and e-service quality on purchase decisions in the SOCO By Sociolla application.

Purchase Decision

The purchase decision is one of the beginnings in the purchasing decision process before post-purchase behavior. Based on research from Aseptia, Widyaningrum, Davina (2023) shows that financial literacy and Event Marketing Sadari Emas PT Pegadaian have a 52% influence on purchasing decisions for gold savings products.

Based on previous research and existing theories, the research model is as follows:

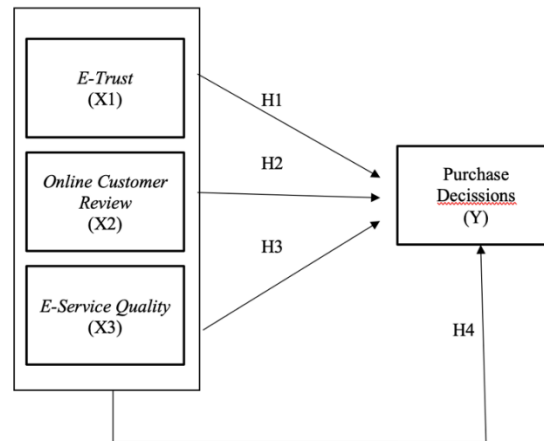


Figure 1. Conceptual Framework

METHODOLOGY

This research uses a quantitative research design. In this study, there are variables used, namely independent and dependent variables. The independent variables used are e-trust, online customer review, and e-service quality. The dependent variable in this study is the purchase decision on the e-commerce platform SOCO by Sociolla. The population in this study consists of users of the SOCO by Sociolla application, the exact number of which is unknown. The sampling technique used is Non-probability sampling, which is a method of sampling that does not give an equal chance for every element or member of the population to be selected as a sample. Since the population size is unknown, this research uses the Rao Purba formula (Damayanti et al., 2023) to determine the sample size:

$$n = \frac{z^2}{4(MOE)^2}$$

Explanation:

n = Sample Size

Z = Confidence Level in sample determination (95% = 1.96)

MOE = Margin Of Error, the maximum tolerable error is 10%

With a margin of error of 10%, the sample size calculation can be derived as follows:

$$[n = \frac{1,96^2}{4(0,10)^2} = 96,04$$

Therefore, with the calculated sample size of 96.04, which is rounded up to 100, the respondents for this study would be 100 respondents.

RESEARCH RESULT

Respondent Charateristic

This research is conducted online through a questionnaire distributed via Google Form. The subjects of this study are Indonesian individuals who have made product purchases using the SOCO By Sociolla application.

Table 1. Respondent based Gender

GENDER	FREQUENT	PERCENT
MALE	15	15
FEMALE	85	85
TOTAL	100	100

In this study, it is dominated by females, with 85 respondent (85%), while males are 15 respondent (15%). Therefore, the total number of respondents in this study is 100 respondent.

Table 2. Respondent based Age

AGE	FREQUENT	PERCENT
18 - 25	77	77
26 - 33	12	12
>33	11	11
TOTAL	100	100

In this study, the majority of respondents within the age range of 18-25 years old, with 77 respondent (77%). There are 12 respondent (12%) in the age group of 26-33 years old, and 11 respondent (11%) above 33 years old. Therefore, the total number of respondents in this study is 100 individuals.

Table 3. Respondent based purchased frequent

PURCHASE FREQUENT	FREQUENT	PERCENT
1-5 TIMES	77	77
6-10 TIMES	21	21
>10 TIMES	8	8
TOTAL	100	100

In this study, respondents who made purchases 1-5 times are 71 respondent (71%), while those who made purchases 6-10 times are 21 respondent (21%). The remaining 8 respondent (8%) have made purchases more than 10 times.

Validity test

The validity test is used to show how accurate the actual data occurring in the object compared to the data collected by the researcher. To obtain the critical value (r-table), first find $Df = N - 2 = 100 - 2 = 98$, so the critical value (r-table) = 0.197. Data is considered valid if the calculated value (r) > critical value (r-table) and the significance value < 0.05.

Table 4. Validity Test

Variabel	No. Item	R Hitung	R Tabel	Keterangan
<i>E-Trust (X1)</i>	X1.1	0.660	0.197	Valid
	X1.2	0.711	0.197	Valid
	X1.3	0.611	0.197	Valid
	X1.4	0.703	0.197	Valid
	X1.5	0.639	0.197	Valid
	X1.6	0.635	0.197	Valid
<i>Online Costumer Review (X2)</i>	X2.1	0.631	0.197	Valid
	X2.2	0.637	0.197	Valid
	X2.3	0.659	0.197	Valid
	X2.4	0.601	0.197	Valid
	X2.5	0.518	0.197	Valid
	X2.6	0.647	0.197	Valid
	X2.7	0.653	0.197	Valid
	X2.8	0.528	0.197	Valid
	X2.9	0.689	0.197	Valid
	X2.10	0.566	0.197	Valid
	X2.11	0.609	0.197	Valid
<i>E-Service Quality (X3)</i>	X3.1	0.603	0.197	Valid
	X3.2	0.699	0.197	Valid
	X3.3	0.578	0.197	Valid
	X3.4	0.710	0.197	Valid
	X3.5	0.687	0.197	Valid
	X3.6	0.652	0.197	Valid
	X3.7	0.655	0.197	Valid
	X3.8	0.723	0.197	Valid
	X3.9	0.583	0.197	Valid
	X3.10	0.613	0.197	Valid
	X3.11	0.552	0.197	Valid
	X3.12	0.616	0.197	Valid
<i>Purchase Decission (Y)</i>	Y.1	0.573	0.197	Valid
	Y.2	0.513	0.197	Valid
	Y.3	0.570	0.197	Valid
	Y.4	0.622	0.197	Valid
	Y.5	0.608	0.197	Valid
	Y.6	0.576	0.197	Valid
	Y.7	0.547	0.197	Valid
	Y.8	0.707	0.197	Valid
	Y.9	0.658	0.197	Valid
	Y.10	0.689	0.197	Valid
	Y.11	0.610	0.197	Valid

Reliability Test

Reliability testing is conducted only on questions that have been proven valid or have passed the validity test. If the reliability is less than 0.6, it is considered low, a value of 0.7 is considered acceptable, and a value above 0.8 is considered good.

Table 5. Reability Test

Variable	Cronbach's Alpha	Results
E-Trust (X1)	0,740	Reliable
Online Costumer Review (X2)	0,827	Reliable
E-Service Quality (X3)	0,869	Reliable
Purchase Decision (Y)	0,828	Reliable

Normality Test

The purpose of the Normality Test is to check whether the regression model has data distribution that follows a normal distribution. This test is conducted using graphical methods (P-P Plot).

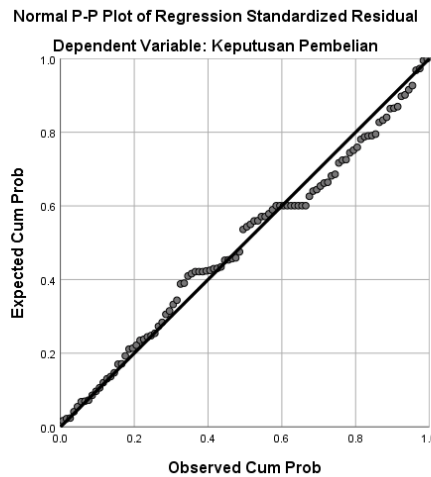


Figure 2. P.P plot

Based on the P-P Plot test image, it is observed that the points are close to or follow the regression line, hence it can be concluded that the normality test requirement with the P-P Plot in this study is met.

Multicollinearity Test

Multicollinearity test is a statistical method used to identify high linear dependence between two or more independent variables in a regression model. If the Variance Inflation Factor (VIF) value is < 10.00, it indicates that there is no multicollinearity in the regression model. Conversely, if the VIF value is > 10.00, it indicates the presence of multicollinearity in the regression model.

Table 6. Multicollinearity test

Variable	Collinearity Statistics	
	Tolerance	VIF
E-Trust (X1)	0,458	2,184
Online Costumer Review (X2)	0,430	2,324
E-Service Quality (X3)	0,542	1,843

From the table above, it can be concluded that since the VIF values for all variables are less than 10.00, there is no multicollinearity present.

Heteroskedasticity Test

Heteroskedasticity test is used to evaluate whether there is a difference in residual variance between one observation and another in a regression model.

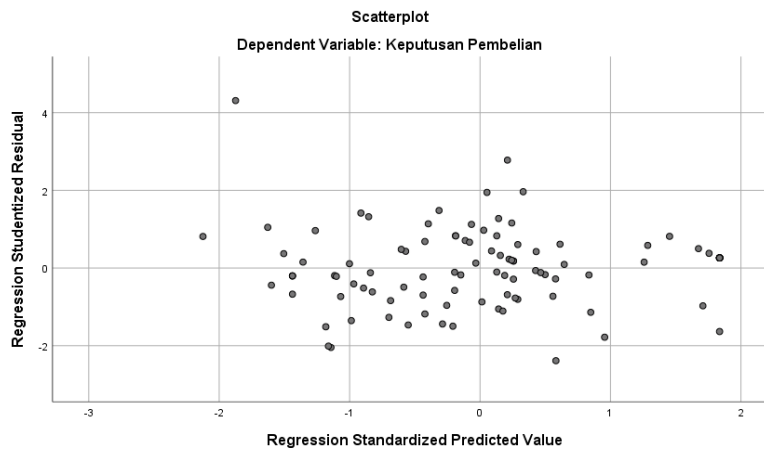


Figure 3. Scatterplot

Based on the scatterplot results, the points are scattered and do not form a clear pattern. It can be concluded that there is no heteroskedasticity issue.

Multiple Linear Regression

Multiple linear regression analysis aims to assess the extent to which independent variables influence the dependent variable.

Table 7. Multiple linear regression

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
B	Std. Error	Beta						
1	(Constant)	3.363	2.490		1.350	.180		
	E-Trust	.248	.156	.137	1.588	.116	.458	2.184
	Online Costumer Review	.349	.087	.355	4.002	.000	.430	2.324
	E-Service Quality	.391	.071	.436	5.523	.000	.542	1.843

a. Dependent Variable: Keputusan Pembelian

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$Y = 3.363 + 0.248 X_1 + 0.349 X_2 + 0.391 X_3$$

Explanation:

X1 = E-Trust

X2 = Online Costumer Review

X3 = E-Service Quality

Y = Purchase Decision

The regression equation provided can be interpreted as follows:

1. a = 3.363 indicates that if the values of X1 (E-Trust), X2 (Online Customer Review), and X3 (E-Service Quality) remain constant (unchanged), the constant value of Y (Purchase Decision) is 3.363.
2. b1 = 0.248 states that if X1 (E-Trust) increases, Y (Purchase Decision) will increase by 0.248, assuming there is no change in the constant value of X2 (Online Customer Review) and X3 (E-Service Quality).
3. b2 = 0.349 states that if X2 (Online Customer Review) increases, Y (Purchase Decision) will increase by 0.349, assuming there is no change in the constant value of X1 (E-Trust) and X3 (E-Service Quality).
4. b3 = 0.391 states that if X3 (E-Service Quality) increases, Y (Purchase Decision) will increase by 0.391, assuming there is no change in the constant value of X1 (E-Trust) and X2 (Online Customer Review).

T-Test

T-test is used to determine whether independent variables have a partial effect on the dependent variable. The criteria for testing involve comparing the significance of the calculated t-value with the critical t-value using a significance level as a reference:

1. If the significance value of $t > 0.05$, it indicates no significant influence of the independent variable on the dependent variable.
2. If the significance value of $t < 0.05$, it indicates a significant influence of the independent variable on the dependent variable.

Table 8. T-Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.363	2.490		1.350	.180		
	E-Trust	.248	.156	.137	1.588	.116	.458	2.184
	Online Costumer Review	.349	.087	.355	4.002	.000	.430	2.324
	E-Service Quality	.391	.071	.436	5.523	.000	.542	1.843

a. Dependent Variable: Keputusan Pembelian

1. E-Trust (X1) has a calculated t-value of 1.588. The t-table value is found at $\alpha/2 = 0.05 = 0.025$ with degrees of freedom $N-k-1$, which is $100 - 3 - 1 = 96$. The calculated t-table value is 1.985. Since the calculated t-value is smaller than the t-table value, i.e., $1.588 < 1.985$, and the significance value (Sig.) is $0.116 > 0.05$, it can be interpreted that there is no significant influence of E-Trust on the purchase decision.
2. Online Customer Review (X2) has a calculated t-value of 4.002. The t-table value is found at $\alpha/2 = 0.05 = 0.025$ with degrees of freedom $N-k-1$, which is $100 - 3 - 1 = 96$. The calculated t-table value is 1.985. Since the calculated t-value is greater than the t-table value, i.e., $4.002 > 1.985$, and the significance value (Sig.) is $0.000 < 0.05$, it can be interpreted that there is a significant influence of Online Customer Review on the purchase decision.
3. E-Service Quality (X3) has a calculated t-value of 5.523. The t-table value is found at $\alpha/2 = 0.05 = 0.025$ with degrees of freedom $N-k-1$, which is $100 - 3 - 1 = 96$. The calculated t-table value is 1.985. Since the calculated t-value is greater than the t-table value, i.e., $5.523 > 1.985$, and the significance value (Sig.) is $0.000 < 0.05$, it can be interpreted that there is a significant influence of E-Service Quality on the purchase decision.

Simultaneous F-Test

Simultaneous F-test is a statistical method used to test collectively whether a group of independent variables significantly influences the dependent variable in a multiple linear regression model.

Table 9. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	927.095	3	309.032	66.367	.000 ^b
	Residual	447.015	96	4.656		
	Total	1374.110	99			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), E-Service Quality, E-Trust, Online Customer Review						

Based on the obtained result, the calculated F-value is 66.367, and the next step is to determine the F-table value. The F-table value is found at $\alpha = 0.05$ with degrees of freedom $N-k$, which is $100 - 3 = 97$. The calculated F-table value is 2.70. Therefore, it can be concluded that since the calculated F-value is greater than the F-table value, i.e., $66.367 > 2.70$, and the significance value is $0.000 < 0.05$,

there is a significant influence of E-Trust, Online Customer Review, and E-Service Quality on the purchase decision.

Coefficient of Determination Test

This analysis is used to determine the extent of the influence of independent variables on the related dependent variable.

Table. 10 Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.675	.665	2.158
a. Predictors: (Constant), E-Service Quality, E-Trust, Online Customer Review				
b. Dependent Variable: Keputusan Pembelian				

The Coefficient of Determination Test results in a coefficient of determination (R-squared) of 0.675, which is equivalent to 67.5% or $67.5\% \times 100 = 67.5\%$. This indicates that E-Trust (X1), Online Customer Review (X2), and E-Service Quality have an influence of 67.5% on Purchase Decision (Y), while the remaining 32.5% is influenced by other factors not studied by the researcher.

DISCUSSION

The influence of E-Trust on the purchase decision of products on the SOCO By Sociolla application.

E-Trust refers to consumers' belief in the quality and reliability of the goods or services offered, as well as their trust, honesty, and integrity in e-commerce companies. Based on the analysis conducted by the researcher, it is known from the T-Test results that the calculated t-value is smaller than the t-table value, i.e., $1.588 < 1.985$, and the significance value (Sig.) is $0.116 > 0.05$. This implies that there is no significant influence of E-Trust on the purchase decision, thus rejecting the alternative hypothesis (H1). This finding is consistent with the study conducted by Suaidi Ismi et al., (2022). which found that e- trust does not influence purchase decisions.

The influence of Online Customer Review on the purchase decision of products on the SOCO By Sociolla application.

Online customer reviews, also known as customer reviews, provide information about the strengths and weaknesses of a product as conveyed by consumers who have made a purchase. Based on the analysis conducted by the researcher, it is known from the T-Test results that the calculated t-value is greater than the t-table value, i.e., $4.002 > 1.985$, and the significance value (Sig.) is $0.000 < 0.05$. This indicates a significant influence of Online Customer Review on the purchase decision, accepting the alternative hypothesis (H2). This result is in line with studies by Faradita & Widjanti (2023), Suryani et al., (2022), Zainal (2023) stating that online customer reviews influence purchase decisions.

The influence of E-Service Quality on the purchase decision of products on the SOCO By Sociolla application.

Electronic service quality (e-service quality) is the ability of a website or application to facilitate consumers in shopping, making purchases, and receiving products and services effectively and efficiently. Based on the analysis conducted by the researcher, it is known from the T-Test results that the calculated t-value is greater than the t-table value, i.e., $5.523 > 1.985$, and the significance value (Sig.) is $0.000 < 0.05$. This indicates a significant influence of E-Service Quality on the purchase decision, accepting the alternative hypothesis (H3). This finding aligns with studies Ismi et al (2022), Setyowati & Suryoko (2020), (Pasa et al (2020), Devi et al (2023), Zainal (2023), Saskiana (2021), and Ananda (2023) stating that E-Service Quality influences purchase decisions.

The influence of E-Trust, Online Customer Review, and E-Service Quality on the purchase decision of products on the SOCO By Sociolla application.

Based on the analysis conducted by the researcher, it is known from the F-Test results that the calculated F-value is greater than the F-table value, i.e., $66.367 > 2.70$, and the significance value is $0.000 < 0.05$. This indicates a significant simultaneous influence of E-Trust, Online Customer Review, and E-Service Quality on the purchase decision, accepting the alternative hypothesis (H4). This is consistent with the study by Zainal (2023) stating that E-Trust, Online Customer Review, and E-Service Quality influence purchase decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussions conducted by the researcher, the following conclusions can be drawn:

- 1.E-Trust does not have a significant influence on the purchase decision of products on the SOCO By Sociolla application. This can be seen from the hypothesis test results where the calculated t-value is smaller than the t-table value, i.e., $1.588 < 1.985$, and the significance value (Sig.) is $0.116 > 0.05$.
2. Online Customer Review has a significant influence on the purchase decision of products on the SOCO By Sociolla application. This can be seen from the hypothesis test results where the calculated t-value is greater than the t-table value, i.e., $4.002 > 1.985$, and the significance value (Sig.) is $0.000 < 0.05$.
- 3.E-Service Quality has a significant influence on the purchase decision of products on the SOCO By Sociolla application. This can be seen from the hypothesis test results where the calculated t-value is greater than the t-table value, i.e., $5.523 > 1.985$, and the significance value (Sig.) is $0.000 < 0.05$.

4. E-Trust, Online Customer Review, and E-Service Quality have a significant influence on the purchase decision of products on the SOCO By Sociolla application. This can be seen from the F-Test results where the calculated F-value is greater than the F-table value, i.e., $66.367 > 2.70$, and the significance value is $0.000 < 0.05$.

Based on the research results and discussions, several recommendations can be provided:

1. For companies, it is recommended to pay attention to and enhance the influence of E-Trust, Online Customer Review, and E-Service Quality. By building trust through e-trust, responding well to online customer reviews, and providing quality electronic services, companies can strengthen customer relationships, increase loyalty, and gain a competitive advantage in the increasingly competitive market. By focusing on these factors, companies can strengthen their brand image and positively influence customer purchasing behavior.
2. For future researchers, it is recommended to add other variables that can influence purchase decisions and modify the research model. This is due to the presence of many other variables that can affect purchase decisions besides E-Trust, Online Customer Review, and E-Service Quality, and there is still the possibility of the influence model of new variables. Additionally, future researchers can use the latest and more detailed variable indicators. Thus, research results on purchasing decisions in e-commerce can be more optimal for the future.

ADVANCED RESEARCH

The limitation of this study is that it only sampled within the scope of the variables E-Trust, Online Customer Review, and E-Service Quality, resulting in limited variables in the study that may exclude variables that should have been included but were not part of this study. The Coefficient of Determination Test results in a coefficient of determination (R-squared) of 67.5%, indicating that 32.5% is influenced by other factors not studied by the researcher.

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