

The Effect Of E-Service Quality on Purchase Decisions with Consumer Trust as a Mediating Variable

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Abstract

This research was conducted on Grosir Asemka consumers who made purchases through the Shopee marketplace, with the aim of the study to determine: the effect of e-service quality on purchasing decisions, e-service quality on consumer trust, consumer trust in purchasing decisions and e-service quality on purchasing decisions through consumer trust. This research uses the SPSS 25 for Windows Program tool, and uses 125 respondents. The results of this study are as follows: e-service quality has a positive and significant effect on purchasing decisions, e-service quality has a positive and significant effect on consumer trust, consumer trust has a positive and significant effect on purchasing decisions, and consumer trust has a mediating role in the relationship between e-service quality and purchasing decisions.

Keywords - E-Service Quality, Consumer Trust, Purchase Decision

Abstrak

Penelitian ini dilakukan pada konsumen Grosir Asemka yang melakukan pembelian melalui pasar Shopee, dengan tujuan untuk mengetahui: pengaruh kualitas e-service terhadap keputusan pembelian, kualitas e-service terhadap kepercayaan konsumen, kepercayaan konsumen terhadap keputusan pembelian, dan kualitas e-service terhadap keputusan pembelian melalui kepercayaan konsumen. Penelitian ini menggunakan perangkat SPSS 25 untuk Windows, dengan 125 responden. Hasil penelitian menunjukkan bahwa: kualitas e-service memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, kualitas e-service memiliki pengaruh positif dan signifikan terhadap kepercayaan konsumen, kepercayaan konsumen memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, dan kepercayaan konsumen berperan sebagai variabel mediasi dalam hubungan antara kualitas e-service dan keputusan pembelian.

Kata kunci: Electronic Service Quality, Consumer Confidence, Purchasing Decision

Article info

Received (04/09/2024)

Revised (18/10/2024)

Accepted (25/11 /2024)

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INTRODUCTION

Purchasing decisions are a complex thing that humans often face. Starting from a problem introduction, looking for information to solve the problem to choosing from various alternative choices from the information that has been collected. The level of complexity is quite high with many aspects of encouragement both from within to outside the self that makes researchers interested in discussing in this study. According to Peter & Olson (2014), purchasing decision is the process of combining knowledge to evaluate two or more alternative behaviors and choose one of them.

According to Alma (2016) purchasing decisions are consumer behavior that is influenced by financial economics, technology, politics, culture, products, prices, location, promotions, physical evidence, people and processes, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that arise what products to buy. Here are some previous studies that support the importance of consumer purchasing decisions (Agustina *et al.*, 2020; Anggardini & Ratnasari, 2022; Audria & Lumban Stone, 2022; Chrisanta & Rokhman, 2022; Emeraldalda *et al.*, 2020; Febri *et al.*, 2018; Fikriyah, 2022; Ihsan & Siregar, 2019; Senses *et al.*, 2022; Kartika & Ganarsih, 2019; Kusnanto *et al.*, 2020; Muslim, 2018; Octaviana *et al.*, 2022; Permatasari *et al.*, 2022; Pratiwi, 2023; R *et al.*, 2022; Rahmawati *et al.*, 2022; Setyowati & Suryoko, 2019; Simamora & Fauziah, 2019; Wayan *et al.*, 2015).

Before buying goods or services, of course, a consumer will really consider the services provided by the provider of goods or services. Especially now that consumers in making purchasing decisions can be facilitated by the existence of digital media. Of course, the understanding of conventional services with services that exist on digital media needs to be adjusted. Researchers argue that if the quality of service received during the purchase decision-making process is in accordance with what is expected, this can encourage a purchase decision in consumers. Therefore, according to researchers, e-service quality is an important thing that can influence consumer purchasing decisions.

This opinion is in line with the results of research conducted by (Agustina *et al.*, 2020; Anggardini & Ratnasari, 2022; Audria & Lumban Stone, 2022; Fikriyah, 2022; Octaviana *et al.*, 2022; R *et al.*, 2022; Wayan *et al.*, 2015; Yulianingsih & Oktafani, 2020) those who explain that to make purchasing decisions, consumers face many aspects that need to be considered, one of which is the *e-service quality* obtained when obtaining the goods or services themselves. And in these various studies, it was found that e-service quality has a positive and significant influence on purchasing decisions. This statement is also in line with the opinion of Schiffman & Kanuk (2015) explaining that digital services are one of the reasons a consumer decides to buy or not buy goods or services.

According to Zeithaml (2013) e-service quality focuses on evaluation that reflects customer perception of specific dimensions of service. In this case, the quality of service is a factor that can influence the decision of a consumer. Rangkuti (2013) emphasized that e-service quality is one of the factors that can determine purchasing decisions. Other factors besides e-service quality, consumers also consider aspects of trust in the provider of goods or services as well as the goods and services themselves. According to researchers, consumer trust is one of the important substances, because with the knowledge that a consumer has will influence decisions in terms of buying or not buying goods or services that are marketed. This opinion is supported by Mowen & Minor (2013) which states consumer trust is all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes and benefits. Objects can be products, people, companies and everything in which a person has beliefs and attitudes.

According to Sumarwan (2017), consumer trust is consumer knowledge regarding trust in a product, and the benefits of the product. Consumer trust is closely related to the purchase decisions that

will be made by consumers. Consciously, a consumer will consider the security of making transactions and the suitability of the goods they will get. In another study where the object of research is a store in the marketplace stated that consumers feel more confident when the item they want to buy has received reviews from other consumers who have previously made a purchase (Audria & Lumban Stone, 2022). This statement is in line with the results of research conducted by which in several studies stated that there is a positive and significant influence in the relationship of consumer trust on consumer purchasing decisions (Chrisanta & Rokhman, 2022; Emeraldal *et al.*, 2020; Ihsan & Siregar, 2019; Kusnanto *et al.*, 2020; Pratiwi, 2023; Simamora & Fauziah, 2019; Wayan *et al.*, 2015).

Recently, parents have been preoccupied with the phenomenon of gadget addiction in children. As widely circulated, gadgets have a bad impact on children, especially on minors. This adverse impact threatens the lives of children's socialization, children's physical development, and even interferes with mental health in children (<https://www.kpai.go.id>, 2023). As parents or adults who have the responsibility to understand children's growth and development, sufficient insight is needed in reducing or even eliminating screen time in early childhood.

Currently, many parents have begun to shift the habit of providing children's entertainment through gadgets with the agenda of playing and coloring. One brand that provides entertainment facilities for children as well as being able to hone children's creativity through color mixing games is Crayola. Based on the data that researchers collected, Crayola is one of the brands that occupy the fourth position in Indonesia (www.tobrand-award.com). The lack of time for parents to shop for children's toys, causes many parents to take advantage of the marketplace, one of which is Shopee to buy toys for their children. However, the rampant fraud mode of counterfeit products sold in various marketplaces has caused new problems for parents (<https://money.kompas.com>). Although it makes it easier for the marketplace to have a myriad of threats to its consumers, one of them is the rampant mode of fraud.

Before deciding to buy products on the marketplace, consumers usually have a tendency to compare product reviews provided by other consumers and the reputation of the store. Product reviews observed by consumers before making a purchase can increase consumer confidence in a product and in stores that provide the product. In addition, the reputation of the store also has an influence on consumer assumptions, that if the store has a good reputation, consumers tend to associate with the services provided by the store well. But this opinion is not all true, based on sales data obtained by researchers show that there are different facts shown in the field, here are the data (Chrisanta & Rokhman, 2022) (Emeraldal *et al.*, 2020).

Table 1. Online Store Comparison Data on Shopee Marketplace

No.	Store Name	Store Ratings	Product Kind	Product Rating	Sales
1	GROSIR ASEMKA	4,7	Slime Clay	4,7	16,964
			Squisy	4,7	135
			Coloring Tools	4,8	18,337
2	KAFIYAH KANZ TOYS	4,8	Slime Clay	4,7	8,654
			Squisy	4,8	206
			Coloring Tools	4,8	8,727
3	KKV INDONESIA OFFICIAL	4,9	Slime Clay	4,4	5,873
			Squisy	4,9	1,194
			Coloring Tools	4,6	9,803
4	DELI.ID	4,9	Slime Clay	5,0	10,563
			Squisy	4,7	1,074
			Coloring Tools	5,0	10,283
5	IMONGI STORE	4,9	Slime Clay	4,6	9,162
			Squisy	4,6	572
			Coloring Tools	4,9	8,457

Source: Shopee Marketplace Data, 2023

From table 1 data, it can be seen that there are 5 stores that sell similar products, namely Slime Clay, Squisy and Coloring Tools. Of the five stores, the highest sales of coloring tools were at the Asemka Wholesale store, which was 18,337 products sold. Furthermore, the highest sales of squisy products were at KKV Indonesia Official, which was 1,194 products sold. The last is slime clay products, where from these data it can be seen that the highest sales of slime clay products are at Asemka Wholesale stores.

Through table 1 can be reviewed from the rating of each store in the table, it can be seen that the high rating is in KKV, Deli, and Imongi which shows a figure of 4.9. While the lowest rating is on Asemka Wholesale. There is a gap where asemka grocery stores have a fairly low store rating when compared to other competitors in the table. But with these differences, wholesale asemka is able to make far more sales than other stores.

Based on the description above, researchers have a special interest in proving whether there is an impact of e-service quality provided by business people, especially in the marketplace on a consumer's purchase decision with the mediation variable in the form of consumer trust. That way the researcher set the title of the study "The Effect of E-Service Quality on Purchasing Decisions with Consumer Trust as a Mediation Variable"

LITERATURE REVIEW

According to Alma (2011) purchasing decisions are decisions made by consumers to buy certain products. These decisions are influenced by many factors, including technology, economics, politics, culture, product, price, location, promotion, physical evidence, people, and process. states that purchasing decisions are consumer actions to decide what they will buy.

According to Assauri (2004), purchasing decisions are the process of combining knowledge to assess two or more alternative behaviors and choose one of them, as well as make a decision about what to buy or not. Researchers used indicators from Kotler's (2018) study to measure the results of this study. These indicators include purchase speed, product steadiness, product buying habits, and providing recommendations to others.

Sumarwan (2011) states that consumers' knowledge of their belief that a product has various features and advantages of these features is called consumer trust. Meanwhile, Mowen & Minor (2012) state that all consumer knowledge and inferences they make about such goods, features, and advantages are called consumer confidence. A product, person, company, or everything that a person believes in can be considered an object.

Maharani (2010) explains trust as one party's belief in the integrity, reliability, and trust of the other party in the relationship and the belief that his actions are the best for the trusted party and will produce good results for the trusted party. Priansa (2017) explains trust as a psychological area in which acceptance of what is is based on expectations of good behavior from others. For this study, researchers used indicators from Kotler & Keller's (2016) study: credibility, sincerity, ability, integrity, and caring.

Service quality is defined as the degree of difference between the service the customer expects and the customer actually receives (Parasuraman, 2015). Understanding what customers expect is key to delivering high-quality service (Zeithaml, 1996). The company is highly demanded to provide the best service. The company can maintain its position by providing good services that distinguish it from competitors. However, service quality is defined as the ability of an online shopping site to provide effective and efficient services so that customers can use it to meet their needs (Parasuraman, 2015). Conceptually, service quality and e-service quality have the same use, namely to compare customer perceptions of the services they receive and their expectations to fulfill their desires Salsabila et al., (2022).

According to Alwi (2018), electronic service quality includes services provided through electronic networks, such as providing products, environments, and delivery in any business model. In contrast, Chang et al. (2012) say that the quality of electronic services is the degree to which a website or websites can provide facilities effectively and efficiently for consumers to make purchases, sales, or deliveries. The study used four dimensions to measure *e-service* quality: responsiveness, efficiency, privacy, and information quality Chang et al. (2012).

The framework is used to make it easier for researchers to measure the influence and relationships between variables. In this study E-Service Quality as an independent variable, Consumer Trust as an intervening variable and which acts as a dependent variable is Purchase Decision . Therefore, this study has a frame of mind as shown in Figure 1 below:

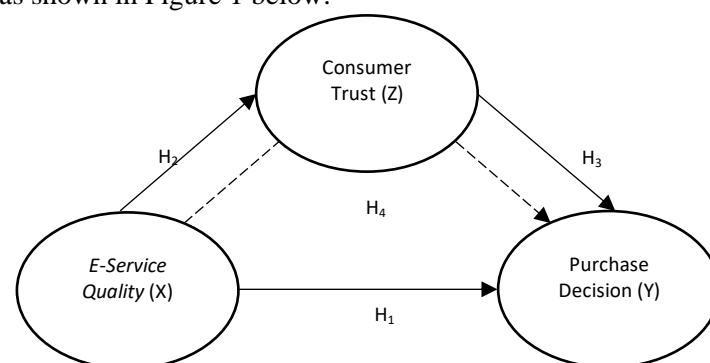


Figure 1. Conceptual Framework

RESEARCH METHODS

This research was conducted on Asemka Wholesale consumers who made purchases on the Shopee *marketplace*. The type of research used by the author in this study is a quantitative method using

a descriptive approach through the survey process of data collection through *google form* submission. Purposive *sampling* was conducted with a total of 125 respondents. The analysis tool used in this study is Program *SPSS 25 for Windows*.

RESULTS AND DISCUSSION

In this study, researchers will later conduct a series of tests including instrument tests, classical assumption tests, and data analysis. Where later the data will be processed using the *SPSS 25 for Windows* tool to get results so that it can be interpreted and can prove the hypothesis in this study. The following is the description of the results of data processing that researchers do:

Based on the results of responses from 125 respondents, the following are the results of the recapitulation of frequency distribution based on the age of respondents:

Table 1. Age Frequency Distribution of Respondents

Age	Frequency	Percentage
23 - 25 Years	34	27.2%
26 - 35 Years	91	72.8%
TOTAL	125	100%

Source: SPSS Program Data, 2023

Based on the data presented in table 2, it can be seen that consumers who dominate in making purchases at Asemka Wholesale Stores, are dominated by the age range of 26 to 35 years. The results of this study are in accordance with the company's target market that targets parents who have children who still need toys that help the growth and development of the child who also has productive activities. It can be further identified that in that age range, parents tend to have high productivity so they prefer to shop virtually in meeting their children's toy needs, with the aim of being easier and more practical.

Based on the results of responses from 125 respondents, the following are the results of the recapitulation of frequency distribution based on respondents' gender:

Table 2. Frequency Distribution of Respondents' Sex

Gender	Frequency	Percentage
Man	47	37.6%
Woman	78	62.4%
TOTAL	125	100%

Source: SPSS Program Data, 2023

In table 3, it is explained that the majority of customers from Asemka Wholesale Store are female with a total dominance of 62.4% of the total respondents who participated in this study. These results indicate that female parents tend to have dominance and deeper knowledge about children's toys. So that the majority of respondents who buy children's toys at Asemka Wholesale Store are dominated by the female gender.

Based on the results of responses from 125 respondents, the following are the results of the recapitulation of frequency distribution based on the employment status of respondents:

Table 3. Frequency Distribution of Respondents' Employment Status

Employment Status	Frequency	Percentage
Student	0	0%
Private Employees	38	30.4%

Entrepreneurial	60	48%
State Civil Apparatus	27	21.6%
TOTAL	125	100%

Source: SPSS Program Data, 2023

In table 4, data is presented that respondents in this study are dominated by respondents who have entrepreneurial jobs with a percentage of 48% or equivalent to 60 respondents. From these data, researchers identified that there is a tendency for respondents who fall into this category of entrepreneurs tend to have the initiative to become *resellers* of children's toys. This is reinforced that children's toy products sold at Asemka Wholesale are still classified as having competitive prices so that they have the potential to be resold in their respective respondent areas.

Based on the results of responses from 125 respondents, the following are the results of the recapitulation of frequency distribution based on respondents' pocket money:

Table 4. Frequency Distribution of Respondents' Allowance

Allowance Per Month	Frequency	Percentage
< IDR 1,000,000	14	11.2%
IDR 1,000,001 - IDR 2,000,000	10	8%
IDR 2,000,001 - IDR 3,000,000	66	52.8%
IDR 3,000,001 - IDR 4,000,000	32	25.6%
>IDR 4,000,001	3	2.4%
TOTAL	125	100%

Based on table 5, it can be explained about the frequency distribution of respondents' pocket money. From these data, it can be seen that the pocket money of the majority of respondents in this study ranged from Rp2,000,000 to Rp3,000,000 per month. With this average pocket money, respondents encourage respondents to be more selective in spending the money they have, especially in meeting children's growth and development needs. Respondents tend to prefer to buy children's toy products, in addition to function and material safety, they will tend to buy products that have high durability.

Based on the results of responses from 125 respondents, the following are the results of the recapitulation of frequency distribution based on respondents' purchasing behavior:

Table 5. Frequency Distribution of Respondents' Purchasing Behavior

Purchasing Behavior	Frequency	Percentage
Unit Purchase	73	58.4%
Wholesale Purchases	52	41.6%
TOTAL	125	100%

In table 6, data on the purchasing behavior of a respondent in this study are presented. It can be seen from the data that, the majority of respondents as much as 58.4% tend to make individual purchases rather than wholesale purchases. However, when examined further, the group category with wholesale purchases or with unit purchases is not far apart. From these data, it can be identified that respondents who make unit purchases, because they buy children's toys at Asemka Wholesale, are based on practicality and ease in shopping for children's toys. While respondents who have wholesale buying

behavior they have the goal of reselling the goods they buy on Asemka Wholesale.

In this research, researchers will carry out the analysis process with the path analysis method. Where in this study there are three paths that researchers will make observations, the first is the e-service quality path for consumer trust, the second is the e-service quality path and consumer trust in purchasing decisions and the last is the *e-service quality* path for purchasing decisions through consumer trust. Here's the description of the analysis of each path.

Table 7. Recapitulation of Path Values

Variable Testing	The Value of Direct Influence	The Value of Indirect Influence
Line 1 <i>E-Service Quality</i> on Consumer Trust	0.900	-
Line 2 <i>E-Service Quality</i> on Purchase Decisions	0.561	-
Line 3 Consumer Trust in Purchase Decisions	0.346	-
Line 4 (Line 2 × Line 3) <i>E-Service Quality</i> on Purchase Decisions through Consumer Trust	-	0.194

Source: Research, 2023

From the results of the path analysis that has been carried out on line one to path three, recapitulation results are obtained as presented in table 15. For the amount of indirect influence line value on line 4, namely the influence of service quality on purchasing decisions through consumer confidence, obtained from the results of multiplying the value of line two with the value of line three, where results are obtained of 0.194. From the results of the calculations that have been carried out, the path can be visualized as follows.

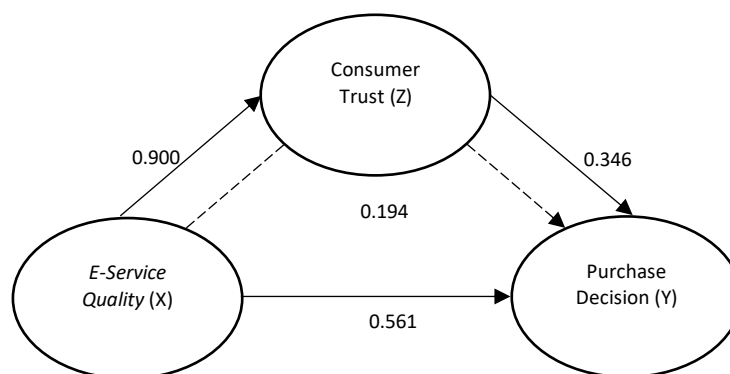


Figure 2. Path Analysis Results

Based on the results of the tests that have been carried out, the significance value of the relationship between e-service quality and purchasing decisions is 0.000 where this value is smaller than 0.05, so it can be concluded that H_1 is accepted, or *e-service quality* has a significant influence on purchasing decisions.

Based on the results of the tests that have been conducted, the significance value of the relationship between e-service quality and consumer trust is 0.000 where this value is smaller than 0.05, so it can be concluded that H_2 is accepted, or *e-service quality* has a significant influence on consumer confidence.

Based on the results of the tests that have been conducted, the significance value of the relationship between consumer confidence in purchasing decisions is 0.000 where this value is smaller than 0.05, so it can be concluded that H_3 is accepted, or consumer confidence has a significant influence on purchasing decisions.

In the test, researchers used a *sobel test calculator*. Researchers entered data in the form of standardized coefficient beta values and *standard error coefficient* values in lines two and three. Based on figure 4.2, the result value of the Sobel Test is 4,012, this value is greater than 1.96. It can be interpreted that the variable of consumer trust is able to mediate the influence between *e-service quality* on purchasing decisions. So it can be concluded that H_4 is accepted.

The test results revealed a significant influence of e-service quality on purchasing decisions. In this case, the two variables have a direct relationship, meaning that improving e-service quality provided by Asemka Wholesale managers is necessary to enhance consumer purchasing decisions. In this study, e-service quality is identified through four dimensions: information quality, privacy, efficiency, and responsiveness.

The study findings demonstrate that the information quality dimension significantly impacts the purchasing decisions of Asemka Wholesale consumers. E-service quality is closely related to the provision of virtual information, where up-to-date, relevant, accurate, and easy-to-understand information is essential. Asemka Wholesale places great emphasis on this dimension of information quality, which has become a competitive advantage for the store on the Shopee marketplace. The managers excel in understanding consumer needs, recognizing that consumers consistently demand the latest information about children's toys. Moreover, accurate and appropriate product descriptions presented in a simple format help consumers easily comprehend the information. This results in a high level of purchasing decisions by Asemka Wholesale consumers on the Shopee marketplace.

Other dimensions that form e-service quality also contribute significantly to consumer purchasing decisions. The privacy dimension is one aspect consumers consider before making transactions. Asemka Wholesale ensures the security of customer data, protects transaction processes, complies with marketplace regulations, and responsibly stores customer data. These efforts encourage consumers to make purchases at the store.

The third dimension, efficiency, also measures e-service quality. Digital transformation has led consumers to prioritize speed and convenience in all aspects, including shopping for children's toys. The Shopee marketplace enables consumers to acquire toys more easily. Consumers are more likely to purchase from a store that offers transaction efficiency. This is evident in Asemka Wholesale's case, where the managers focus on simplifying transaction processes, providing various payment methods, and ensuring speed and cost appropriateness, which makes consumers happy to shop at the virtual store.

Lastly, e-service quality can also be measured by understanding the responsiveness dimension. Responsiveness is crucial for consumers, as it not only reflects the manager's attentiveness but also influences the shopping experience at a marketplace store. Asemka Wholesale's commitment to delivering excellent e-service quality, particularly in terms of responsiveness, has resulted in increased sales of children's toys. The managers demonstrate responsiveness by quickly addressing inquiries, resolving consumer complaints promptly, ensuring swift product delivery, and providing high-quality responses to consumers.

These findings align with previous studies, which have stated that good e-service quality tends to significantly impact purchasing decisions (Agustina et al., 2020; Anggardini & Ratnasari, 2022; Audria & Lumban Batu, 2022; Chrisanta & Rokhman, 2022; Emeraldal et al., 2020; Febri et al., 2018; Fikriyah, 2022; Ihsan & Siregar, 2019; Octaviana et al., 2022; Permatasari et al., 2022; Pratiwi, 2023; Rahayu et

al., 2022; Setyowati & Suryoko, 2019; Wayan et al., 2015; Yulianingsih & Oktafani, 2020). In addition to providing comfort during shopping, good e-service quality tends to foster consumer trust in the store itself.

The results of this study indicate a significant influence of e-service quality on consumer trust. The findings also show that the relationship between these two variables is unidirectional, meaning that improving the perceived e-service quality experienced by consumers is necessary to enhance their trust in Asemka Wholesale. In this study, e-service quality is measured through four main dimensions: information quality, privacy, efficiency, and responsiveness.

Information is categorized as high-quality if it is relevant, accurate, appropriate, and easy to understand. In the case of Asemka Wholesale, these four aspects have been proven to build consumer trust in the store's credibility. The managers consistently provide the latest information about children's toy products, which reassures consumers when making transactions. Additionally, the accuracy and reliability of information sources eliminate consumer concerns about the products they wish to purchase. Furthermore, the clarity and simplicity of the information provided strengthen consumer trust in Asemka Wholesale.

The next dimension is privacy, which is a critical factor that often causes hesitation among consumers when shopping online. Through its commitment to providing high-quality services both virtually and conventionally, Asemka Wholesale ensures that consumers feel more secure while shopping. This is evident as the management adheres to all privacy policies established by the Shopee marketplace, avoids sharing customer data, conducts all transactions through the application, and informs customers when their data is being recorded. These efforts significantly enhance consumer trust in Asemka Wholesale.

E-service quality can also be evaluated through the efficiency dimension. Asemka Wholesale's ability to cater to consumer needs for ease in transaction processes is another element influencing consumer trust in the store. The management ensures simplicity in transactions, offers various payment methods, maintains quick service, and aligns pricing appropriately to boost consumer trust in Asemka Wholesale.

Lastly, responsiveness is a critical dimension in assessing e-service quality. The study findings show that this dimension strongly contributes to building consumer trust in the store. Asemka Wholesale recognizes the importance of responsiveness by ensuring that all inquiries are addressed promptly, resolving any consumer complaints effectively, minimizing product packing times, and providing responses that align with consumer needs. These efforts significantly enhance consumer trust in Asemka Wholesale.

This explanation aligns with previous research findings that e-service quality has a positive and significant impact on consumer trust (Agustina et al., 2020; Anggardini & Ratnasari, 2022; Febri et al., 2018; Fikriyah, 2022; Ihsan & Siregar, 2019; Permatasari et al., 2022; Rahayu et al., 2022; Setyowati & Suryoko, 2019). When consumers experience good service during their shopping journey, they are more likely to trust that the store or service provider can deliver the products or services they expect.

The results of this study show a significant influence of consumer trust on purchasing decisions. Additionally, the study found that the relationship between these two variables is unidirectional, meaning that to increase the purchasing decisions of Asemka Wholesale consumers, managers need to enhance consumer trust. In this study, consumer trust is measured through several indicators, including company commitment, managerial responsibility, service procedure conformity, alignment of managerial goals, and company reputation.

Consumer trust in a product or service provider can be simply observed through how the company commits to meeting consumer needs. In this context, consumer trust in Asemka Wholesale arises because of the company's commitment to providing high-quality children's toys. As a result, consumers trust Asemka Wholesale as their primary reference for purchasing quality children's toys. Additionally, consumer trust can be assessed through the responsibility shown by the management or company. Consumers generally expect service or product providers to take responsibility if any issues arise that could negatively affect them. The accountability shown by Asemka Wholesale, such as rectifying incorrect orders or addressing defective products sent to consumers, fosters trust, encouraging them to purchase from the store.

Another indicator of consumer trust is the conformity of service procedures. Consumers with high trust in a brand or company are more likely to make purchasing decisions. It is crucial for Asemka Wholesale management to ensure that procedures are in place to enhance consumer trust in the store. Consumer trust can also be measured by how much they believe that the company prioritizes customer satisfaction. When consumers feel confident that Asemka Wholesale will ensure their satisfaction, they are more inclined to make purchasing decisions.

In today's marketplace, consumer trust is often influenced by information about a store's reputation on platforms like Shopee. Positive information about reputation can significantly boost consumer trust. Recognizing the importance of reputation, Asemka Wholesale is dedicated to maintaining the good reputation it has built. Consumers are more likely to make purchasing decisions based on their trust in a product or service provider with a strong reputation and positive reviews from previous customers.

These explanations align with previous research findings, which indicate a positive and significant influence of consumer trust on purchasing decisions (Agustina *et al.*, 2020; Anggardini & Ratnasari, 2022; Chrisanta & Rokhman, 2022; Emeraldal *et al.*, 2020; Febri *et al.*, 2018; Fikriyah, 2022; Ihsan & Siregar, 2019; Indra *et al.*, 2022; Kartika & Ganarsih, 2019; Permatasari *et al.*, 2022; Rahayu *et al.*, 2022; Rahmawati *et al.*, 2022; Setyowati & Suryoko, 2019; Wayan *et al.*, 2015).

Based on the results of the study, it was found that consumer trust plays a mediating role in the influence of e-service quality on consumer purchasing decisions. This means that good e-service quality can influence consumer trust in shopping at Asemka Wholesale, which in turn impacts consumers' purchasing decisions.

This result is also supported by Asemka Wholesale managers' strong understanding of the dimensions that shape e-service quality, including up-to-date information, privacy, efficiency, and responsiveness. These dimensions significantly impact the formation of consumer trust. This trust in Asemka Wholesale encourages consumers to make purchasing decisions at the store on the Shopee marketplace.

These findings are consistent with several previous studies, which also indicate that consumer trust mediates the relationship between e-service quality and consumer purchasing decisions (Agustina *et al.*, 2020; Anggardini & Ratnasari, 2022; Fikriyah, 2022; Permatasari *et al.*, 2022; Rahayu *et al.*, 2022; Setyowati & Suryoko, 2019).

CONCLUSION

Overall, consumers perceive that Asemka Wholesale managers have provided excellent e-service quality, fostering high consumer trust in Asemka Wholesale as a reliable virtual store for children's toys. The study highlights that e-service quality significantly influences purchasing decisions and consumer trust. High-quality information, adherence to privacy policies, and responsiveness make

consumers feel comfortable shopping at Asemka Wholesale on the Shopee marketplace. Consumer trust, in turn, positively impacts purchasing decisions, as customers feel confident that Asemka Wholesale can deliver products that meet their expectations.

However, the study also identifies areas for improvement. Asemka Wholesale managers are advised to encourage consumers to leave positive product ratings and to enhance the quality of information provided, particularly simplifying product specifications for better understanding. Addressing privacy compliance and improving transaction speed could further boost consumer trust and satisfaction. Additionally, training for admins managing the Shopee account is necessary to improve response accuracy to consumer complaints and better align with customer expectations.

To strengthen the company's commitment to customer satisfaction, Asemka Wholesale could highlight its dedication through banners showcasing its vision and mission on the Shopee platform. This effort may reinforce consumer trust and loyalty. For broader insights, future studies are encouraged to explore varied research objects, larger sample sizes, and additional variables to deepen the understanding of consumer purchasing decisions.

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