

**THE INFLUENCE OF PRODUCT QUALITY AND CONSUMER TRUST ON PURCHASING DECISIONS IN SHOPEE ON STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, SAM RATULANGI UNIVERSITY**

*PENGARUH KUALITAS PRODUK DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DI SHOPEE PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS, UNIVERSITAS SAM RATULANGI*

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**Abstract:** This study aims to analyze the influence of product quality and consumer trust on purchasing decisions at Shopee among students of the Faculty of Economics and Business. The research method applied is a quantitative approach by distributing questionnaires to 100 respondents. Data were analyzed using multiple linear regression through SPSS. The results indicate that product quality has the most dominant influence on purchasing decisions, as reflected by the highest beta coefficient and strong significance level. This finding suggests that the better the product quality offered, the higher the likelihood that consumers will make a purchase. Consumer trust also shows a positive influence on purchasing decisions, although its effect is not as significant compared to product quality. Factors such as transaction security, platform reputation, and alignment with personal values contribute to shaping consumer trust in Shopee. These findings highlight that improving product quality and building consumer trust are crucial strategies for Shopee to maintain user loyalty and compete effectively in the increasingly competitive e-commerce market.

**Keywords:** Product Quality, Consumer Trust and Puechasing Decisions

**Abstrak:** Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan kepercayaan konsumen terhadap keputusan pembelian di Shopee pada mahasiswa Fakultas Ekonomi dan Bisnis. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan penyebaran kuesioner kepada 100 responden. Data dianalisis menggunakan regresi linier berganda melalui SPSS versi 21. Hasil penelitian menunjukkan bahwa kualitas produk memiliki pengaruh paling dominan terhadap keputusan pembelian, ditunjukkan oleh nilai koefisien beta tertinggi dan tingkat signifikansi yang kuat. Hal ini menunjukkan bahwa semakin baik kualitas produk yang ditawarkan, semakin besar kemungkinan konsumen untuk melakukan pembelian. Kepercayaan konsumen juga berpengaruh positif terhadap keputusan pembelian, meskipun pengaruhnya tidak signifikan dibandingkan kualitas produk. Faktor-faktor seperti keamanan transaksi, reputasi platform, dan kesesuaian dengan nilai pribadi turut memengaruhi tingkat kepercayaan konsumen terhadap Shopee. Temuan ini menunjukkan bahwa peningkatan kualitas produk dan pembangunan kepercayaan konsumen merupakan strategi penting bagi Shopee untuk mempertahankan loyalitas pengguna serta bersaing secara efektif dalam pasar e-commerce yang semakin kompetitif.

**Kata Kunci:** Kualitas Produk, Kepercayaan Konsumen, Keputusan Pembelian

## INTRODUCTION

### Research Background

Technological advancements have simplified many aspects of life, particularly in the economic sector. The internet serves as an effective medium of exchange, allowing businesses to operate without being limited by distance and time. It helps expand market reach, strengthens business-consumer relationships, and reduces operational costs (Laudon & Traver, 2022). Consequently, more entrepreneurs are utilizing the internet to grow their businesses. The rise of the internet has also transformed consumer behavior. Online shopping has become a practical solution,

especially for younger consumers like students. People can shop conveniently from home by accessing e-commerce websites or applications, without needing to visit physical stores. Among the many e-commerce platforms in Indonesia—such as Tokopedia, Lazada, and Blibli—Shopee has emerged as one of the most popular.

Founded by Chris Feng in 2015 in Singapore, Shopee launched in Indonesia in December of the same year. It offers a wide range of affordable and quality products, from household necessities to branded goods, making it accessible to consumers from various economic backgrounds. Beauty products are the most purchased category on Shopee, followed by home furnishing products, and Muslim fashion. Women's clothing ranks fourth while mobile phones and accessories. Health products are in sixth place followed by women's bags. Mother and baby products are next and electronics follow with. Men's clothing has the lowest number of buyers.

Before making a purchase, consumers are influenced by several factors, one of which is product quality. Consumers evaluate products based on their ability to meet expectations. If the product is satisfactory, it increases customer satisfaction and the likelihood of repeat purchases. In online shopping, product quality becomes crucial as competition increases. However, online shopping doesn't always go smoothly. Many consumers report dissatisfaction due to product mismatches, such as receiving damaged goods, incorrect colors or sizes, and poor material quality. These experiences often appear in the reviews and ratings section, influencing other potential buyers. Such mismatches cause disappointment and reduce trust.

Trust is another key factor in online purchases. Before buying, consumers must trust the seller and the platform. Trust is built when the product matches the images and descriptions, arrives on time, and is genuine. Negative experiences—such as delays or fraud—undermine this trust and discourage future purchases. Students, especially those in the Faculty of Economics and Business, are active users of online platforms and understand consumer behavior well. This study focuses on them to analyze how product quality and consumer trust affect purchasing decisions on Shopee. The goal is to provide insights into how these factors shape buying behavior and to support better marketing strategies for e-commerce platforms targeting the younger digital generation.

### Research Objectives

1. To determine the influence of product quality partially on purchasing decisions at Shopee for Students of the Faculty of Economics and Business, Sam Ratulangi University
2. To determine the influence of consumer trust partially on purchasing decisions at Shopee for Students of the Faculty of Economics and Business, Sam Ratulangi University
3. To determine influence of product quality and consumer trust simultaneous on purchasing decisions at Shopee for students of the Faculty of Economics and Business, Sam Ratulangi University.

## LITERATURE REVIEW

### Marketing

According to Kotler & Keller (2022), marketing is an organizational process designed to create, communicate, and deliver value to customers while maintaining long-term relationships that benefit both the company and consumers. Marketing plays a crucial role in understanding consumer needs and building strategies to meet them effectively. It also integrates activities such as product, price, promotion, and distribution to influence purchasing decisions (Ebert & Griffin, 2019).

### Consumer Behavior

Consumer behavior refers to the psychological and social processes that influence individuals in selecting, purchasing, and using goods or services (Kotler & Keller, 2022). It is shaped by cultural, social, personal, and psychological factors. Understanding consumer behavior helps marketers predict how consumers make purchasing decisions, especially in online shopping where perceptions and trust play dominant roles.

### Product Quality

Product quality is the ability of a product to demonstrate its functions and meet customer expectations (Kotler & Armstrong, 2012). High-quality products are characterized by durability, reliability, and performance that align with consumer needs. According to Assauri (2018), product quality is influenced by factors such as product design, function, and price. Thus, product quality directly affects consumer satisfaction and the likelihood of purchasing decisions.

## Consumer Trust

According to Mowen & Minor (2002), trust is all consumer knowledge about products, benefits, and attributes. Trust is the consumer's expectation of the service provider's ability to fulfill its promises (Sirdeshmukh et al., 2002). Trust is the willingness to rely on sellers who have a good reputation (Moorman et al., 1992).

## Purchasing Decisions

The purchase decision is the final act of purchasing goods and services for personal or household consumption. Before making a purchase decision, customers go through several steps. Naturally, all customers will always rely on internal and external factors that are so important in deciding to carry out their purchases to meet requirements. According to Kotler & Armstrong (2012), a purchase decision is the buyer's decision about which brand to buy

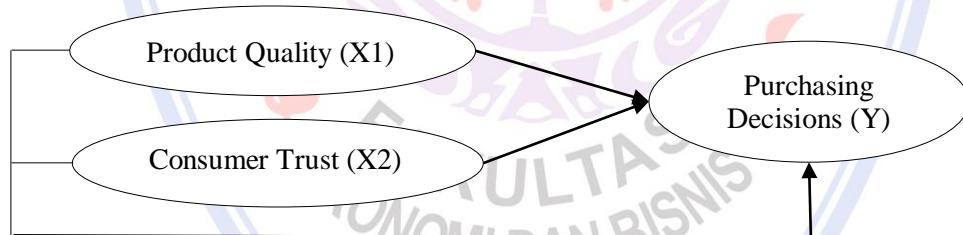
## Previous Research

Octavia et al (2022) explored how product quality and consumer trust influence the purchase decision of the Shopee app. A total of 539 students from the 2014-2020 academic year participated in this study. A multistage random selection approach was used to select 84 students for this study. Based on the results of this study, the variables of product quality and consumer trust have a positive and significant effect on the purchase choice of the Shopee app.

Sinaga & Evyanto (2023) determined the effect of product quality and consumer trust on purchasing decisions on the Shopee application in Batam City. Researchers used a sampling technique, namely non-probability sampling technique, using incidental sample types. The number of samples taken in this study was 100 respondents, processed using SPSS version 29. The results of data show that product quality has a positive and significant effect partially on purchasing decisions, consumer trust has a positive and significant effect partially on purchasing decisions, and product quality and consumer trust have a significant simultaneous influence on purchasing decisions.

Jalil & Safrianto (2023) analyzed the effect of customer trust and product quality on purchasing decisions on the Shopee marketplace. This study used a sample of 100 students at the Student Organization of the Faculty of Economics, Krisnadipayana University. The results of the study show that customer trust and product quality can have a positive and significant influence on purchasing decisions on the Shopee marketplace

## Conceptual Framework



**Figure 1. Conceptual Framework**

Source: Literature Review

## Research Hypotheses

H1: There is an influence between Product Quality towards purchasing decisions at shopee partially.

H2: There is an influence between Consumer trust towards purchasing decisions at shopee partially.

H3: There is an influence between Product quality and consumer trust towards purchasing decisions at shopee simultaneously

## RESEARCH METHOD

### Research Approach

This study employs explanatory research with a quantitative approach. Explanatory research aims to clarify the positions and relationships among variables, including their direction and intensity (Sugiyono, 2017). The quantitative method, grounded in positivism, involves examining specific populations or samples, collecting data

through research instruments, and analyzing them statistically. Its main objective is to test hypotheses derived from research questions and assess empirical relationships between variables.

### Population, Sample, and Sample Technique

The population in this study consists of 4,389 students from the Faculty of Economics and Business, Sam Ratulangi University. Since the population size is known, the sample was determined using the Slovin formula with a margin of error of 10%, resulting in 97.9, which was rounded up to 100 respondents. This study employs a non-probability sampling method with a purposive sampling technique, in which respondents are selected based on specific criteria. The criteria include students of the Faculty of Economics and Business Unsrat who are familiar with and actively use Shopee for shopping, have made at least one purchase, have used Shopee for more than six months, often provide reviews, and compare prices before making purchasing decisions.

### Data Collection Method

Data for this study were collected using a questionnaire distributed to eligible participants as the primary source, while secondary data were obtained from books and journals relevant to the research topic. Both types of data were utilized to support the findings and analysis.

### Operational Definition and Indicator of Research Variables

**Table 1. Operational Definition of Research Variables**

Variable	Definition	Indicators
Product Quality	The better the quality of the product, the more consumer buying interest in the product they want to buy at shopee.	<ul style="list-style-type: none"> <li>1. Large selection of products</li> <li>2. Product durability</li> <li>3. Product quality according to consumer needs</li> <li>4. Best product quality compared to other brands</li> <li>5. Aesthetics of product packaging</li> </ul>
Consumer Trust	Trust in online purchasing is the readiness of buyers to rely on other groups during the online shopping process in the hope that other encounters will carry out proper practices and will provide guaranteed goods and administration at shopee.	<ul style="list-style-type: none"> <li>1. Credibility</li> <li>2. Competence</li> <li>3. Image</li> <li>4. Reputation</li> <li>5. Willing to provide recommendations</li> </ul>
Purchase Decision	Customer satisfaction is the extent to which a product or service meets or exceeds a customer's expectations meets or exceeds customer expectations, resulting in a positive evaluation of the overall shopping experience.	<ul style="list-style-type: none"> <li>1. The existence of a need</li> <li>2. Trying to find information</li> <li>3. Assessing the product</li> <li>4. Choosing a purchase</li> <li>5. Feedback from buyers</li> </ul>

### Testing of Research Instruments

#### Validity and Reliability Tests

The validity test was carried out by correlating each questionnaire item with the total score an item is considered valid if the calculated r-value is greater than the r-table at a significance level of 0.05. The reliability test was performed using Cronbach's Alpha, where a coefficient above 0.70 indicates acceptable reliability and above 0.80 indicates strong reliability.

### Data Analysis Technique

#### Test of Classical Assumptions

##### Normality Test

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and values of the dependent variable. Residuals are considered normally distributed if they have significance value 0.05 (Ghozali, 2013).

### Multicollinearity Test

Multicollinearity test is a test that used to know if the regression model finds a correlation between the independent variables or not. Multicollinearity test is done by observing the value of tolerance and Variance Inflation Factor. If the value is higher than the tolerance value of 0.1 or VIF smaller than 10, then it can be concluded that there is no multicollinearity. A good research model should not have a correlation between independent variables.

### Heteroskedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is a residual variance inequality one observation to another observation. There are several ways that can be done to conduct heteroscedasticity tests, namely plot graph test, park test, glejser test, and white test.

### Multiple Linear Regression

Multiple Linear Regression Analysis is used to examine the relationship between two or more independent variables and one dependent variable. This method aims to determine the direction and strength of the relationship, estimate the effect of each independent variable, and evaluate how well the model explains variations in the dependent variable. The regression equation used in this study is: The formula for multiple linear regression equation is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y = Purchasing Decisions

a = Constant

$\beta_1$  -  $\beta_3$  = Variable regression coefficient

X<sub>1</sub> = Product Quality

X<sub>2</sub> = Consumer Trust

e = Error

### The coefficient of determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) is used to measure how well the regression model explains the variation in the dependent variable (Ghozali, 2013). The value of  $R^2$  ranges from 0 to 1, where a value close to 0 indicates that the independent variables have little or no effect on the dependent variable, while a value close to 1 indicates that the independent variables strongly influence the dependent variable. This test also shows the percentage of variation in the dependent variable (Y) that can be explained by the independent variables (X).

### Hypothesis Testing

#### Partially Test (t-Test)

The t-test is used to examine the partial effect of each independent variable on the dependent variable. According to Ghozali (2013), this test is conducted at a significance level of 0.05 (5%).

- If the significance value (p-value)  $< 0.05$ , the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted, indicating that the independent variable has a significant partial effect on the dependent variable.
- If the significance value (p-value)  $> 0.05$ , the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_1$ ) is rejected, indicating that the independent variable has no significant partial effect on the dependent variable.

#### Simultaneously Test (F-Test)

The F-test, also known as the Analysis of Variance (ANOVA), is used to examine the simultaneous influence of multiple independent variables on the dependent variable. According to Ghozali (2016), the level of significance is set at 0.05 (5%).

- If the significance value (p-value)  $< 0.05$ , the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_1$ ) is accepted, indicating that the independent variables simultaneously have a significant effect on the dependent variable.
- If the significance value (p-value)  $> 0.05$ , the null hypothesis ( $H_0$ ) is accepted, and the alternative hypothesis ( $H_1$ ) is rejected, indicating that the independent variables simultaneously have no significant effect on the dependent variable.

**RESULT AND DISCUSSION****Result****Validity and Reliability Tests****Table 2. Validity Test**

Variable	Item	Person Correlation	Sig. (2 Tailed)	N	Status
Product Quality	X1a	0,607	0,000	100	Valid
	X1b	0,842	0,000	100	Valid
	X1c	0,723	0,000	100	Valid
	X1d	0,863	0,000	100	Valid
	X1e	0,816	0,000	100	Valid
Consumer Trust	X2a	0,822	0,000	100	Valid
	X2b	0,873	0,000	100	Valid
	X2c	0,929	0,000	100	Valid
	X2d	0,895	0,000	100	Valid
	X2e	0,856	0,000	100	Valid
Purchasing Decision	Ya	0,647	0,000	100	Valid
	Yb	0,869	0,000	100	Valid
	Yc	0,869	0,000	100	Valid
	Yd	0,841	0,000	100	Valid
	Ye	0,872	0,000	100	Valid

(Source: Data Processed in SPSS 21)

Based on table 2, it shows that all indicator statement items from the Product Quality (X1), Consumer Trust (X2), and Purchase Decision (Y) variables have a Pearson Correlation value greater than  $r$  table (0.195). Thus, the entire item statement of the research variable is valid.

**Table 3. Reliability Test**

Variable	Cronbach's Alpha	Status
Product Quality	0,831	Reliable
Consumer Trust	0,923	Reliable
Purchasing Decision	0,858	Reliable

(Source: Data Processed in SPSS 21)

The table 3 shows that for each variable such as Quality Product, Consumer Trust, and Purchase Decision, the Cronbach's alpha value is more than 0.60. So, it can be concluded that all statements from this research instrument are reliable, so that the instrument has consistency when measurements are carried out with this instrument repeatedly and this instrument can be used for collection and research.

**Classical Assumption Tests****Normality Test****Table 4. Normality Test****One-Sample Kolmogorov-Smirnov Test**

Kolmogorov-Smirnov <sup>a</sup>		
	Statistic	df
Unstandardized Residual	,065	100

(Source: Data Processed in SPSS 21)

Based on the table 4, it can be seen that the significant value of the test is 0.200 it means the value of Sig. (2-tailed) more than 0,05. This shows that the data is normally distributed and can be used in this research.

**Heteroscedasticity Test**

Based on the table 5, Variables Product Quality and Consumer Trust do not show heteroscedasticity because their significance values more than 0.05 which are clarified as heteroscedasticity free.

**Table 5. Heteroscedasticity Test**

Model	Coefficients <sup>a</sup>			t	Sig.
	B	Std. Error	Standardized Coefficients		
1 (Constant)	1,469	,295		4,979	,000
Product_Quality_X1	-,077	,069	-,185	-1,114	,268
Consumers_Trust_X2	-,056	,057	-,163	-,982	,329

(Source: Data Processed in SPSS 21)

**Multicollinearity Test****Table 6. Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product_Quality_X1	,332	3,008
Consumers_Trust_X2	,332	3,008

a. Dependent Variable: Purchasing\_Decision\_Y

(Source: Data Processed in SPSS 21)

The Product Quality (X1) has a tolerance level of 0.332 and a VIF value of 3,008. This shows that the tolerance value of Product Quality variable is  $> 0.100$  and the VIF value is  $< 10.00$ , so that there is no multicollinearity. The Consumer Trust (X2) variable has a tolerance number of 0.332 and a VIF value of 3,008. This shows that the tolerance value of the Price variable is  $> 0.100$  and the VIF value is  $< 10.00$ , so that multicollinearity does not occur.

**Multiple Linear Regression Analysis****Table 7. Multiple Linear Regression**

Model	Coefficients <sup>a</sup>			t	Sig.
	B	Std. Error	Standardized Coefficients		
1 (Constant)	4,058	,506		8,028	,000
Product_Quality_X1	,436	,119	,505	3,672	,000
Consumers_Trust_X2	,100	,098	,140	1,015	,312

a. Dependent Variable: Purchasing\_Decision\_Y

(Source: Data Processed in SPSS 21)

From Table 7, a multiple regression equation can be drawn up as follows:

$$Y = 4.056 + 0.436X1 + 0.100X2 + e$$

- The constant value of 4.058 represents the baseline level of purchasing decisions when both  $X_1$  and  $X_2$  are zero, reflecting other factors influencing purchase decisions that are not included in the model.
- Product Quality has a positive and significant effect on purchasing decisions, with a Beta of 0.505, indicating that an increase in Product Quality will meaningfully raise purchasing decisions.
- Consumer Trust has a positive effect with a Beta of 0.140, suggesting a smaller contribution to the overall decision.

**Correlation Coefficient (R) and Correlation Determination ( $R^2$ )****Table 8. Result of Testing Correlation**

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,624 <sup>a</sup>	,390	,377	,65845

a. Predictors: (Constant), Consumers\_Trust\_X2, Product\_Quality\_X1

(Source: Data Processed in SPSS 21)

Based on the model summary table, it is known that the magnitude of the relationship between the independent variable and the dependent variable calculated by the correlation coefficient is 0,624, so based on the value interval table shows a strong correlation between the independent variable and the dependent variable. The coefficient of determination (R) of 0.390 shows that 39% of the variability in the Purchase Decision can be explained by the variation in the three independent variables (X1, X2). In other words, this model is pretty good at explaining the influence of these factors on purchase decisions.

### Hypothesis Testing

#### Partial (T-Test)

Based on the table 7:

1. Product Quality (X<sub>1</sub>) has a t-value of 3.672 with a significance level of <0.001, indicating a strong and statistically significant effect on Purchase Decision (Y), meaning that changes in Product Quality have a meaningful impact on purchasing decisions.
2. Consumer Trust (X<sub>2</sub>) has a t-value of 1.015 with a significance level of 0.059, slightly above the 0.05 threshold, indicating that it does not have a significant effect on Purchase Decision. Therefore, Product Quality is a significant predictor, while Consumer Trust does not significantly influence purchasing decisions in this study.

### Simultaneous (F-Test)

#### Table 9. F-Test Result

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2	13,437	30,993	,000 <sup>b</sup>
	Residual	97	,434		
	Total	99			

a. Dependent Variable: Purchasing\_Decision\_Y

b. Predictors: (Constant), Consumers\_Trust\_X2, Product\_Quality\_X1

(Source: Data Processed in SPSS 21)

Based on the table 9, it is known that the significant value is 0.000 with F value is 30,993. The significant value for the effect of X<sub>1</sub> and X<sub>2</sub> simultaneously on Y is 0.00 < 0.05 (the significance value is less than 0.05) and for Fcount = 30,993 > Ftable (0.05) 2.70 (Fcount is greater than Ftable (0.05)) so it can be concluded that the hypothesis is accepted which means that Product Quality, simultaneously have effect on Purchase Decision. While based on indicators, Consumer Trust does not have a significant influence on purchase decision in this research.

### Discussion

#### The Influence of Product Quality on Purchase Decision of Shopee Users

This study analyzes the influence of Product Quality on the Purchase Decisions of Shopee users who are students at the Faculty of Economics and Business, Sam Ratulangi University. The method used is multiple linear regression, and the results show that Product Quality has a very significant and positive influence on purchase decisions. Product Quality is also found to be the strongest predictor compared to other variables such as Consumer Trust. In the context of online shopping platforms like Shopee, Product Quality encompasses several key aspects such as: Conformity of the product to its description and photos, Material and functionality, Physical appearance, and durability and long-term usability. Since consumers cannot inspect the product physically before purchase, they rely heavily on customer reviews, product ratings, and seller reputation. Therefore, product quality becomes one of the main considerations in the purchasing process. Kotler & Keller (2022) also highlighted that in competitive markets, Product Quality is central to forming purchase intentions and retaining customers. Products with good quality tend to build consumer trust, increase purchase likelihood, and promote customer loyalty and repeat purchases. Rahmawati & Nur' Aeni (2023) found Product Quality Variable has a positive and significant influence on the Purchase Decision.

#### The Influence of Consumer Trust on Student Purchase Decision of Shopee Users

The results of this study indicate that Consumer Trust (X<sub>2</sub>) does not have a statistically significant influence on Purchase Decision (Y). This finding is consistent with several previous studies that also failed to find a direct and significant relationship between consumer trust and purchase decisions in certain contexts. Mou et al. (2017) argued that consumer trust may serve more as an enabling factor rather than a direct determinant of purchase decisions. This

is particularly relevant in situations where consumers are already familiar or comfortable with the platform, such as Shopee in this case. That means even if consumers trust the platform, that trust does not automatically lead to a purchase decision, as the decision is often influenced by other factors such as price, product quality, promotional offers, and ease of use. Therefore, this study provides insight that consumer trust is not the only or the main factor influencing student purchase decisions on e-commerce platforms, particularly Shopee.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the results of the analysis and discussion, this study concludes the following:

1. Product Quality has a significant influence on purchasing decisions among students of the Faculty of Economics and Business who shop on Shopee. The results of the t-test indicate that product quality is the most dominant factor affecting purchasing behavior. This implies that better product quality—such as durability, conformity to needs, and aesthetic packaging—greatly increases the likelihood of purchase.
2. Consumer Trust also has a positive influence on purchasing decisions, although its effect is not as dominant as product quality. Trust factors such as credibility, platform reputation, and user recommendations contribute to consumer confidence, but the impact is less significant compared to product quality.
3. Simultaneously, both product quality and consumer trust significantly influence purchasing decisions

### Recommendation

The following suggestions are proposed:

1. Shopee is recommended to pay more attention to the quality of products being offered, including the accuracy of product descriptions, durability, and the aesthetics of packaging. The research results show that product quality has the most dominant influence on purchasing decisions, so consistent quality improvement can strengthen consumer loyalty.
2. Shopee is encouraged to continuously build and maintain consumer trust by ensuring transaction security, increasing transparency in product information, and strictly monitoring sellers who violate policies. Although trust has a lesser impact than product quality, it still contributes positively to purchasing decisions.
3. Consumers should be more careful in evaluating product quality based on reviews and ratings, and not rely solely on low prices. Trust can be built through positive shopping experiences and making well-considered purchase decisions.
4. Future researchers could explore other variables that influence purchasing decisions, such as price, promotion, or service quality as well as expand to a more diverse population to enhance generalizability.

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