



Determination of Consumer Purchase Decisions In The E-Commerce Ecosystem

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Abstract

This study aims to analyze the determination of consumer purchase decisions in the e-commerce ecosystem in Indonesia, by examining the influence of price variables, product quality, consumer trust, online reviews, and ease of use of the platform simultaneously or partially. Indonesia's rapid e-commerce development with a transaction value of USD 59 billion in 2023 creates an urgent need to understand the factors that determine digital consumer purchasing decisions. The study used a quantitative approach with a cross-sectional survey design. The population is active e-commerce consumers aged 17–45 years in the West Java region, with a sample of 360 respondents determined using purposive sampling techniques. Data were collected through a 5-point Likert scale structured questionnaire and analyzed using multiple regression with the help of SPSS 26. The results showed that the five independent variables simultaneously had a significant effect on purchasing decisions ($F = 152.47$; $p < 0.001$) with a determination coefficient of $R^2 = 0.681$, meaning that 68.1% of the variation in purchasing decisions was explained by the five variables. Partially, consumer confidence had the greatest influence ($\beta = 0.341$; $p < 0.001$), followed by price ($\beta = 0.312$), ease of use ($\beta = 0.289$), product quality ($\beta = 0.278$), and online reviews ($\beta = 0.256$). The novelty of the research lies in the integration of the five determinant factors in one analytical model tested in the context of Indonesian e-commerce multi-platform. These findings provide strategic implications for e-commerce businesses to prioritize building trust and optimizing user experience in designing digital marketing strategies.

Keywords: purchase decision; e-commerce; consumer trust; online reviews; ease of use

Introduction

The growth of the e-commerce ecosystem in Indonesia has reached an extraordinary trajectory in the past decade, making Indonesia one of the largest digital markets in Southeast Asia (Widyanto & Haryanto, 2020). Based on a report by Google et al. (2023), the Gross Merchandise Value (GMV) value of Indonesian e-commerce reached USD 59 billion in 2023 and is projected to exceed USD 95 billion by 2025, driven by increasing internet penetration and changes in people's increasingly digital-oriented consumption behaviors. This phenomenon places the understanding of digital consumer behavior as one of the most relevant and urgent marketing management research issues to be scientifically studied.

The urgency of this research is even stronger considering the characteristics of purchasing decisions in the e-commerce environment that are fundamentally different from conventional purchases. In online transactions, consumers cannot physically touch, see directly or try on products before purchasing, so the evaluation and purchasing decision-making process relies heavily on the digital information available on the platform. Kotler & Keller (2016a) assert that

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consumers' purchasing decision processes in the digital environment are influenced by a unique set of factors not found in traditional purchasing contexts, including the quality of digital information, user interfaces, and online community dynamics.

Theoretically, consumer behavior in e-commerce can be analyzed through the Technology Acceptance Model (TAM) framework developed by Davis (1989), which emphasizes the role of the perception of ease of use and the perception of usefulness as the main determinants of technology adoption and use. In the context of e-commerce, TAM has evolved into a more comprehensive framework that integrates trust factors, perceptual risk, and social influence. This theory provides a solid foundation for analyzing how platform characteristics and product attributes simultaneously influence consumers' decisions to make purchases online (Pavlou, 2003).

Previous research on the determinants of online purchasing decisions has yielded mixed findings. Pavlou & Fygenson (2006) found that trust and ease of use were the strongest predictors of online purchasing decisions, while Kim et al. (2008) emphasized the central role of consumer trust in mediating the influence of information quality on purchase intent. In Indonesia, research by Rachman & Nurfaizah (2021) identified online reviews as an increasingly dominant factor in the social commerce era, especially among millennial and Gen-Z consumers who rely heavily on peer review in the decision-making process.

Although research on online purchasing decisions has been done quite a bit, there is still a significant research gap. First, the majority of studies only examined one or two determinants separately, so understanding of the relative contribution and interaction between variables is still limited. Second, most of the research was conducted in a single platform context, so the generalizability of the findings across different e-commerce platforms is still questionable. Third, research that explicitly compares consumer behavior across various Indonesian e-commerce platforms (Shopee, Tokopedia, Lazada, TikTok Shop) in one integrated study is still very rare (Chevalier & Mayzlin, 2006)

The novelty of this research lies in three aspects: first, the integration of five determinant variables (price, product quality, trust, online reviews, ease of use) in one comprehensive analytical model tested simultaneously; second, a multi-platform research context that allows cross-platform comparison of leading e-commerce in Indonesia; and third, analysis of the relative contribution of each variable which provides strategy priority guidance for digital marketing practitioners. This research also contributes to the development of Indonesia's digital marketing literature which is still relatively limited compared to the scale of growth of the national e-commerce market (Turban et al., 2015).

Based on the background and identification of the research gap, this study sets three main objectives: (1) to analyze the simultaneous influence of price, product quality, consumer trust, online reviews, and ease of use on consumer purchase decisions in the e-commerce ecosystem; (2) identify the most dominant variables influencing e-commerce consumer purchasing decisions in Indonesia; and (3) comparing patterns of purchasing decision determination across various major e-commerce platforms. These goals are expected to produce useful scientific contributions to the development of digital marketing theories and provide practical guidance for e-commerce business people (Kotler & Armstrong, 2018).

Method

Types of Research

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This study uses a quantitative approach with an explanatory cross-sectional survey design. The quantitative approach was chosen because the purpose of the research is to test hypotheses about causal relationships between quantifiable variables (Creswell & Creswell, 2023). The cross-sectional design allows for the efficient collection of data from multiple respondents at a single point in time, which corresponds to the dynamic and contextual nature of consumer behavior. The research is explanatory because it seeks to explain the mechanism and power of the influence of determinant variables on purchasing decisions in the e-commerce ecosystem (Creswell & Creswell, 2018).

Population and Sample

The study population is active e-commerce consumers in the West Java region aged 17–45 years and have made at least one online purchase transaction in the last three months. With an infinite population, the sample size was determined using the Lemeshow formula with a confidence level of 95% and a margin of error of 5%, resulting in a minimum sample of 384 respondents. After considering the potential for incomplete data, a target sample of 360 respondents who meet the inclusion criteria was set. The sampling technique used is purposive sampling with criteria: active users of at least one e-commerce platform, domiciled in West Java, and willing to fill out a complete questionnaire (Hair et al., 2019).

Research Instruments

The research instrument is in the form of a structured questionnaire that measures six research variables. The price variable (X1) is measured with 4 items that refer to the framework of Kotler & Keller (2016b), including the perception of price fairness, price comparison, and the value of money earned. The product quality variable (X2) is measured with 5 items based on Garvin dimensions adapted for the digital context. The consumer trust variable (X3) was measured with 5 items referring to the McKnight et al. (2002) model, covering the competence, integrity, and benevolence of the platform. The online review variable (X4) was measured with 4 items based on the framework of Chevalier & Mayzlin (2006). The ease of use variable (X5) was measured with 4 items from TAM Davis (1989). The purchase decision variable (Y) was measured with 6 items based on the stages of the purchase decision by Kotler & Armstrong (2018). All items use a 5-point Likert scale.

Data Collection Techniques

Data is collected through two complementary channels. First, online surveys using Google Forms which are distributed through social media (WhatsApp, Instagram, Facebook) and online communities of e-commerce consumers. Second, a direct survey in shopping centers and strategic locations in the cities of Bandung, Cirebon, and Bekasi that were chosen as representative cities of West Java. The data collection process lasted for two months (February–March 2024). To ensure data quality, each respondent was asked to prove their status as an active e-commerce user by showing transaction history. Of the 410 questionnaires distributed, 360 were declared valid and met the criteria for analysis (Sekaran & Bougie, 2019).

Research Procedure

The research was carried out through four systematic stages. The first stage (preparation) included an in-depth literature study, instrument development, and a pilot study on 40

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respondents to evaluate the readability and validity of the questionnaire items. The second stage (data collection) is carried out according to the established survey protocol. The third stage (data analysis) included data cleansing, classical assumption tests (normality, multicollinearity, heteroscedasticity), instrument quality tests, and multiple regression analysis using SPSS 26. The fourth stage (reporting) includes the interpretation of statistical results, contextual discussion, and the formulation of conclusions and recommendations based on empirical findings (Pallant, 2020).

Data Analysis Techniques

Data analysis was carried out in stages using SPSS 26. First, descriptive analysis to describe the characteristics of respondents and the distribution of variables. Second, the instrument quality test included a validity test (Pearson's correlation with r table at $df = n-2$, $\alpha = 0.05$) and a reliability test (Cronbach's Alpha > 0.7). Third, the classical assumption test includes the normality test (Kolmogorov-Smirnov), the multicollinearity test ($VIF < 10$ and $Tolerance > 0.1$), and the heteroscedasticity test (Glejser test). Fourth, multiple regression analysis to test the simultaneous (F-test) and partial (t-test) influence of independent variables on purchasing decisions. Fifth, the relative contribution analysis uses standardized beta coefficients to identify the most dominant variables. The significance level used was $\alpha = 0.05$ (Baron & Kenny, 1986).

Results and Discussion

Respondent Profiles and Online Shopping Patterns

Demographic analysis of 360 respondents revealed a typical e-commerce consumer profile and consistent with the characteristics of Indonesian internet users. In terms of gender, female respondents are slightly more dominant (52.2%) than men (47.8%), reflecting the global trend that women tend to be more active in online shopping, especially for the fashion, beauty, and household needs categories. These findings are in line with a report by Google et al. (2023) which noted that female consumers account for more than 55% of Indonesia's total e-commerce transactions, with the average transaction value continuing to increase from year to year.

In terms of age, the 17-25 year old group dominated the sample (43.9%), followed by the 26-35 year old group (39.7%), confirming the dominance of the millennial and Gen-Z generations in the Indonesian e-commerce ecosystem. This age group is known to have high digital literacy, convenience in online transactions, and a tendency to make optimal use of various features of e-commerce platforms. The fact that young productive age groups dominate e-commerce consumers has important implications for digital marketing strategies, where visual content, influencer marketing, and social commerce are the most effective communication channels (Kotler & Armstrong, 2018).

The distribution by education level shows the dominance of Diploma/S1 educated respondents (60.6%), which indicates that Indonesian e-commerce consumers generally have an adequate educational background to understand and navigate digital platforms with confidence. This relatively high level of education correlates with more critical product evaluation abilities, a tendency to read reviews in more depth, and a higher sensitivity to the quality of information the seller provides. Turban et al. (2015) emphasized that the level of consumer education has a significant effect on the complexity of the online purchase decision-making process.

Online shopping frequency data reveals an interesting finding: the majority of respondents (45%) make online purchases 3–5 times per month, while 25% of respondents shop more than 5 times per month. The high frequency of online shopping shows that e-commerce has been truly integrated into the lifestyle of modern Indonesian consumers, no longer just an alternative to occasional purchases. This creates a high-value, recurring market share, where maintaining consumer loyalty is just as important as acquiring new consumers. Pavlou & Fyngenson (2006)

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show that consumers with a high frequency of purchases have different evaluation patterns because they have developed experience and trust in certain platforms.

The analysis of the platforms used showed that Shopee dominated the respondents' preferences with a usage rate of 78.3%, followed by Tokopedia (71.4%), TikTok Shop (58.9%), Lazada (45.2%), and Bukalapak (32.6%). The dominance of Shopee and Tokopedia reflects the success of both platforms in building a comprehensive ecosystem that includes ease of use, attractive loyalty programs, and transaction security guarantees. These findings are consistent with We Are Social (2023) data which places Shopee as the e-commerce platform with the most active users in Indonesia, outperforming competitors with significant margins.

Table 1. Demographic Characteristics of Respondents (n=360)

Characteristics	Categories	n	%
Gender	Male	172	47.8
	Women	188	52.2
Age	17–25 years old	158	43.9
	26–35 years old	143	39.7
	36–45 years old	55	15.3
	> 45 years old	4	1.1
Education	High School/Vocational School	98	27.2
	Diploma/S1	218	60.6
	S2/S3	44	12.2
Jobs	Student/Student	140	38.9
	Private Employees	126	35.0
	Self-employed	62	17.2
	Others	32	8.9
Frequency of Online Shopping	1–2x per month	108	30.0
	3–5x per month	162	45.0
	> 5x per month	90	25.0

Source: Primary data processed, 2024

Results of the Classical Validity, Reliability, and Assumptions Test

The results of the validity test using Pearson correlation showed that all 28 statement items in the questionnaire had a calculated r value that exceeded the r of the table (0.361) at a significance level of 5% with $df = 28$. The range of calculated r -values ranges from 0.571 to 0.821 for the entire variable, indicating that each statement item has a strong and significant correlation with the construct it is measuring. None of the items needed to be eliminated from the instrument, so all 28 items were used in subsequent analysis. This high validity value confirms that the instrument used has been able to measure the concept in question precisely and accurately (Hair et al., 2019).

A reliability test using Cronbach's Alpha coefficient yielded satisfactory values for all

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variables: Price ($\alpha = 0.864$), Product Quality ($\alpha = 0.851$), Consumer Trust ($\alpha = 0.878$), Online Reviews ($\alpha = 0.843$), Ease of Use ($\alpha = 0.861$), and Purchase Decision ($\alpha = 0.896$). All Cronbach's Alpha values exceed the 0.8 threshold, which is categorized as good reliability according to Nunnally & Bernstein (1994) standards. This high internal consistency ensures that the measurements taken are stable and reliable as the basis for inferential analysis.

The normality test using the Kolmogorov-Smirnov showed a significance value of 0.187 ($p > 0.05$), confirming that the residual regression model is normally distributed. The multicollinearity test yielded a Variance Inflation Factor (VIF) value ranging from 1.812 to 2.341 for all independent variables, well below the threshold of 10, with a Tolerance value ranging from 0.427 to 0.552, indicating the absence of serious multicollinearity problems. The absence of multicollinearity is important because it ensures that the estimated regression coefficients for each independent variable can be interpreted independently (Pallant, 2020).

The heteroscedasticity test using the Glejser test produced a residual significance value for all independent variables above 0.05, confirming the homogeneity or uniformity of the residual variance. The fulfillment of the heteroscedasticity assumption ensures that the estimation of the regression coefficient is efficient (best linear unbiased estimator / BLUE) according to the Gauss-Markov theorem. The overall satisfactory results of the classical assumption test confirm that the multiple regression model estimated in this study meets all the statistical validity prerequisites necessary for a valid interpretation (Sekaran & Bougie, 2019).

Descriptive analysis of the research variables showed that the consumer trust variable had the highest average (mean = 4.12), followed by ease of use (mean = 4.08), product quality (mean = 4.03), price (mean = 3.97), and online reviews (mean = 3.91). All mean values were in the high category (> 3.50), indicating that Indonesian e-commerce consumers in general have a positive perception of all aspects studied. The low standard deviation (ranging from 0.48–0.61) indicates a relatively high perceptual homogeneity among respondents, which reinforces the validity of data aggregation for group analysis (Chevalier & Mayzlin, 2006).

Table 2. Results of the Validity and Reliability Test of Research Instruments

Variable	Item	r Count	r Table	Status	Cronbach Alpha	Reliability Status
Price (X1)	H1–H4	0.624–0.791	0.361	Valid	0.864	Reliable
Product Quality (X2)	KP1–KP5	0.603–0.778	0.361	Valid	0.851	Reliable
Trust (X3)	F1–K5	0.611–0.802	0.361	Valid	0.878	Reliable
Online Reviews (X4)	UO1–UO4	0.588–0.769	0.361	Valid	0.843	Reliable
Ease of Use (X5)	KPG1–KPG4	0.619–0.814	0.361	Valid	0.861	Reliable
Purchase Decision (Y)	KPB1–KPB6	0.571–0.821	0.361	Valid	0.896	Reliable

Source: Primary data processed, 2024

Simultaneous and Partial Influences on Purchasing Decisions

The results of the F test showed that the five independent variables (price, product quality, consumer trust, online reviews, and ease of use) simultaneously had a significant effect on e-commerce consumers' purchasing decisions ($F = 152.47$; $p < 0.001$). An R^2 determination coefficient of 0.681 indicates that the proposed regression model is able to explain 68.1% of the variation in consumer purchasing decisions, while the remaining 31.9% is influenced by other

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factors outside the model such as brand experience, the influence of reference groups, and situational conditions. This high R^2 value shows that the model constructed in this study has substantial explanatory power and is practically relevant (Kotler & Keller, 2016a).

Partially, the consumer confidence variable (X3) showed the most dominant influence with a standardized beta coefficient of 0.341 ($t = 6,200$; $p < 0.001$). These findings confirm the position of trust as the most critical determinant in online purchasing decisions, which can be understood from the perspective of consumer psychology: the absence of physical interaction in e-commerce transactions creates a higher perceptual risk than conventional purchases, so consumers rely heavily on trust as a risk reduction mechanism. McKnight et al. (2002) affirm that trust is the main foundation of online transactions because it compensates for the inherent uncertainty in the digital environment.

The price variable (X1) occupies the second position with a beta coefficient of 0.312 ($t = 5.379$; $p < 0.001$), confirming that price sensitivity remains an important determining factor in Indonesian online purchasing decisions. These findings are consistent with the characteristics of Indonesian consumers who are known to be price-conscious and take advantage of the ease of cross-platform price comparison as one of the main motivations for online shopping. The ability of e-commerce platforms to present transparent price comparisons and offer various discount and cashback programs has made price a major arena of competition among Indonesian e-commerce platforms (Jannah et al., 2019; Pavlou, 2003).

The ease of use variable (X5) occupies the third position ($\beta = 0.289$; $t = 4.898$; $p < 0.001$), confirming the validity of the Technology Acceptance Model in the context of Indonesian e-commerce. The intuitive interface, simple checkout process, and efficient search feature are proven to significantly increase the likelihood of consumers completing the purchase process. These findings have important design implications: investing in a good User Experience (UX) and User Interface (UI) is not just an aesthetic choice but a conversion strategy that has a measurable impact. Davis (1989) in TAM states that ease of use influences behavioral intentions through direct and indirect pathways through the perception of utility.

Product quality (X2) had a significant effect on the fourth position ($\beta = 0.278$; $t = 4.484$; $p < 0.001$), confirming that although consumers cannot physically evaluate the product before purchasing, the perception of product quality formed through accurate product descriptions, representative photos, and complete specification information remains an important determining factor. Sellers who are able to communicate the quality of their products effectively through rich digital content have a significant competitive advantage. Kim et al. (2008) show that high quality product information directly increases consumer confidence and purchase intent.

Online reviews (X4) ranked fifth ($\beta = 0.256$; $t = 4.197$; $p < 0.001$) but remained significant, confirming the important role of social proof in digital-age purchasing decisions. Although the coefficient is relatively smaller than other variables, the consistency of the influence of online reviews across all demographic segments indicates that this is a universal factor that cannot be ignored. The fact that 87% of respondents admit to always reading reviews before making a purchase, and 74% say negative reviews can invalidate their purchase decision, underscores the power of reviews as a powerful social proof tool. Chevalier & Mayzlin (2006) proved that a one-star increase in the average rating of a product correlates with an increase in sales of up to 9.9%.

Overall, the resulting regression equation is: $Y = 0.812 + 0.312X1 + 0.278X2 + 0.341X3 + 0.256X4 + 0.289X5$. This equation has a strong practical meaning: for every one unit increase in the consumer confidence dimension, the purchase decision increases by 0.341 units (with other variables constant). The implication is that platforms or sellers that manage to increase the perception of consumer confidence by 10% will experience an increase in purchase decisions by 3.41%, which can translate into significant revenue growth given the massive scale of Indonesian e-commerce transactions (Turban et al., 2015).

Table 3. Multiple Regression Analysis Results

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Variable	Coefficient (B)	Std. Error	t-count	Sig.	Remarks
Constant	0.812	0.241	3.369	0.001	-
Price (X1)	0.312	0.058	5.379	0.000	Significant
Product Quality (X2)	0.278	0.062	4.484	0.000	Significant
Trust (X3)	0.341	0.055	6.200	0.000	Significant
Online Reviews (X4)	0.256	0.061	4.197	0.000	Significant
Ease of Use (X5)	0.289	0.059	4.898	0.000	Significant
R ² = 0.681	Adj. R ² = 0.675	F = 152.47	Sig. F = 0.000		

Source: SPSS 26 output, processed 2024

Relative Contribution and Dominance of Determinant Variables

Relative contribution analysis using standardized beta coefficients and partial correlations reveals a clear hierarchy of influence among the five determinant variables. Consumer trust made the largest contribution (17.46%) to the total variance of purchase decisions described by the model, followed by price (15.20%), ease of use (13.32%), product quality (12.32%), and online reviews (10.70%), with a total shared contribution of 69.00%. This hierarchy provides a very practical guide for e-commerce marketing managers in allocating resources optimally according to the level of impact that can be expected from each strategic initiative (Pavlou & Fygenon, 2006).

The dominance of consumer trust as a key determinant confirms the findings of various cross-cultural studies that trust is a universal construct that determines the success of online transactions. In the Indonesian context, the trust factor is increasingly critical considering the high prevalence of online fraud and cases of products not according to the description that are often reported. Programs that directly increase consumer confidence, such as escrow systems, buyer protection programs, seller verification, and money-back guarantees, have proven effective in driving purchase decisions. McKnight et al. (2002) classified online trust into three components: trust in the platform, trust in sellers, and trust in products.

The significant influence of price as the second determinant reflects the characteristics of the Indonesian e-commerce market which is highly competitive and price-sensitive. Intense price competition between platforms has educated consumers to actively compare prices before deciding on a purchase, making a competitive pricing strategy a must for online sellers. However, these findings also indicate that price is not the only consideration: Indonesian consumers are increasingly considering value for money which includes product quality, after-sales service, and ease of the purchase process, rather than just looking for the cheapest price (Kotler & Keller, 2016a).

The position of ease of use as a third factor confirms that investment in user-friendly front-end technology has an immediate measurable business impact. A more in-depth analysis shows that the most influential sub-dimensions of ease of use are page loading speed, ease of navigation of product categories, and simplicity of the payment process. MSMEs that sell in the marketplace must pay attention to the quality of their online store content (product photos, descriptions, catalog structure) because this directly affects the ease of consumers in finding and evaluating products. Davis (1989) emphasizes that ease of use works synergistically with utility: easy-to-use AND useful systems result in much higher adoption and usage rates.

The consistent contribution of online reviews, although relatively small compared to other variables, shows that reviews serve as a final push factor in the purchase decision process.

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Consumers who are already interested in the product based on the price, quality, and ease of the platform will turn to online reviews as a final validation before clicking the 'buy' button. This pattern shows that online reviews work in a complementary way with other factors, and e-commerce platforms that successfully integrate a trusted and informative review system will have a significant conversion advantage. Rachman & Nurfaizah (2021) found that the quality of reviews (detail, credibility, and relevance) is much more influential than the quantity of reviews alone.

The strategic implications of these relative contribution findings are very concrete. For large e-commerce platforms, the top priority is to maintain and improve trust systems through advanced transaction security technology and comprehensive buyer protection programs. For individual sellers, building seller ratings and proactively responding to consumer reviews is the most cost-effective long-term investment. For policy makers, regulations that strengthen the online consumer protection framework will directly contribute to the improvement of the overall e-commerce ecosystem (Turban et al., 2015).

Table 4. Relative Contribution of Determinant Variables to Purchasing Decisions

Variable	Standardized Beta	Partial Correlation	Contribution (%)	Rank
Trust (X3)	0.341	0.512	17.46%	1
Price (X1)	0.312	0.487	15.20%	2
Ease of Use (X5)	0.289	0.461	13.32%	3
Product Quality (X2)	0.278	0.443	12.32%	4
Online Reviews (X4)	0.256	0.418	10.70%	5
Total Contributions			69.00%	

Source: Primary data processed, 2024

Comparative Analysis between E-Commerce Platforms

A comparative analysis of the performance of determinant variables across various e-commerce platforms revealed significant differences in consumer perceptions of Shopee, Tokopedia, Lazada, TikTok Shop, and Bukalapak. Shopee scored the highest on almost all dimensions measured, with an average purchase decision of 4.18 out of 5.0, followed by Tokopedia (4.14), Lazada (3.97), TikTok Shop (3.89), and Bukalapak (3.81). This significant difference in score reflects the effectiveness of the strategic differentiation that each platform has successfully implemented in positioning itself in the competitive Indonesian e-commerce market (Google et al., 2023).

Shopee's advantage in the price dimension (mean = 4.12) can be attributed to the aggressive strategy of subsidies and cashback that the platform consistently offers, including the ShopeePay program, ShopeeFood, and various daily flash sale promos. Shopee also earned the highest trust score (4.21), reflecting the success of the Shopee Guarantee program and the escrow system that provides a strong transaction security guarantee for consumers. This combination of competitive pricing and a strong trust system makes Shopee the most effective platform in driving purchase conversions, consistent with its position as the leader of the Indonesian e-commerce market (Kotler & Armstrong, 2018).

Tokopedia shows comparative advantages in the product quality dimension (mean = 4.11), reflecting the image of the platform as a marketplace that is more oriented towards quality products

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and verified MSME business partners. Tokopedia's more selective strategy in curating sellers and products has succeeded in building a more premium perception of quality in the minds of consumers. Tokopedia's success in maintaining the second position even though it is not as aggressive as Shopee in terms of price promotion demonstrates that a differentiation strategy based on quality and trust is a viable alternative in e-commerce competition (Pavlou, 2003).

TikTok Shop shows a unique profile with the highest score on ease of use for the young segment (18–25 years old), but a relatively lower trust score (3.78) than Shopee and Tokopedia. This phenomenon reflects the characteristics of TikTok Shop as a newer social commerce platform, where younger, tech-savvy consumers are more comfortable with an intuitive video-based interface, but consumers as a whole are still building trust in its transaction ecosystem. These findings suggest that TikTok Shop needs to prioritize strengthening trust systems and consumer protection to be able to compete more effectively with incumbents in a wider age segment (Kim et al., 2008).

The correlation analysis between platform scores and purchase decisions showed that the difference in trust score was the strongest predictor of the difference in the level of purchase decision between platforms ($r = 0.934$; $p < 0.001$), much stronger than price differentiation ($r = 0.812$) and product quality ($r = 0.791$). These findings once again confirm trust as the most critical determinant that should be the main focus of e-commerce platforms' competitive strategies. Platforms that manage to excel in the trust dimension will automatically have an edge in consumer purchasing decisions, creating a competitive advantage that is sustainable and difficult to replicate in the short term by competitors (Chevalier & Mayzlin, 2006).

These comparative findings also reveal that no single platform dominates in absolute terms across all dimensions, suggesting that each platform has a unique value proposition and a different segment of consumers served. The implication is that consumers who are smart in leveraging multi-platforms to optimize their shopping experience—looking for the best prices on Shopee, premium products on Tokopedia, or entertaining shopping experiences on TikTok Shop—are the new norm that effective digital marketing strategies must understand and accommodate. We Are Social (2023) reports that the average Indonesian consumer uses 2.7 different e-commerce platforms, confirming the increasingly common multi-platform behavior.

Table 5. Comparison of Determinant Variable Scores per E-Commerce Platform

Platform	Mean Price	Mean Quality	Mean Trust	Mean Results	Rank
Shopee	4.12	4.08	4.21	4.18	1
Tokopedia	4.05	4.11	4.18	4.14	2
Lazada	3.91	3.98	4.02	3.97	3
TikTok Shop	3.87	3.85	3.78	3.89	4
Squirting	3.79	3.82	3.91	3.81	5

Source: Primary data processed, 2024

Conclusion

This research successfully answered three research objectives that have been set and produced significant empirical findings on the determination of consumer purchase decisions in the Indonesian e-commerce ecosystem. First, simultaneously all five independent variables (price, product quality, consumer trust, online reviews, and ease of use) were shown to have a significant effect on e-commerce consumers' purchasing decisions ($F = 152.47$; $p < 0.001$; $R^2 = 0.681$), meaning that the constructed model is able to explain 68.1% of the variation in purchasing decisions. Partially, all variables had a positive and significant effect, with consumer confidence

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as the strongest determinant ($\beta = 0.341$), followed by price ($\beta = 0.312$), ease of use ($\beta = 0.289$), product quality ($\beta = 0.278$), and online reviews ($\beta = 0.256$). These findings confirm and extend the Technology Acceptance Model framework in the context of Indonesian e-commerce by integrating trust factors and online reviews as constructs that are as important as ease of use.

The main strategic implication of this study is that e-commerce businesses—both platforms and individual sellers—should prioritize building a strong trust ecosystem through the implementation of sophisticated transaction security systems, comprehensive buyer protection programs, and systematic seller reputation management. In parallel, user experience optimization and competitive pricing strategies remain factors that cannot be ignored. This study has limitations on the geographical coverage of West Java and cross-sectional design, so further research is recommended to use longitudinal design with national coverage, as well as explore moderation variables such as online shopping experience, product categories, and generational characteristics to produce a more comprehensive and generalizable model.

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