



Consumer Trust Mediates Promotion and E-Service Quality on Purchasing Decisions

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ARTICLE INFO

Keywords: Promotion, E-Service Quality, Consumer Trust, Purchase Decisions

Received : 20, April

Revised : 23, May

Accepted: 26, June

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ABSTRACT

This study aims to identify the direct, indirect, and total effects of promotion and e-service quality on purchasing decisions through consumer trust as an intervening variable. The population in this study were Blibli consumers in Bogor City with a sample size of 100 consumers selected using purposive sampling technique and using the Lemeshow formula. Data analysis includes descriptive analysis, verification analysis, validity test, reliability test, classical assumption test, path analysis, and sobel test for mediation variables. The research findings show that promotion and e-service quality directly have a positive and significant effect on consumer trust in Blibli in Bogor City. Promotion, e-service quality and consumer trust directly have a positive and significant effect on purchasing decisions at Blibli in Bogor City. Promotion and e-service quality also influence purchasing decisions through consumer confidence as an intervening variable at Blibli in Bogor City.

INTRODUCTION

The development of digital technology, especially the internet, has revolutionized the way people shop. In meeting their needs for goods or services, people today utilize advances in internet technology. In this digital era, consumers have easy access to various information and products, making the purchasing decision-making process more complex and dynamic.

The Indonesian Internet Service Providers Association (APJII) announced that the number of internet users in Indonesia in 2024 reached 221,563,479 out of a total population of 278,696,200 in 2023. According to the 2024 Indonesian internet penetration survey released by APJII, the internet penetration rate in Indonesia reached 79.5% (<https://apjii.or.id>). Compared to the previous period, this represents an increase of 1.4%.

The percentage of internet users aged 16 to 64 who own each type of online application device varies. Based on category, internet users in Indonesia spend the most money on purchasing electronic products through e-commerce. Shopee, Tokopedia, Lazada, Blibli.com, and Bukalapak are some of the most widely used e-commerce platforms in Indonesia.

Below is the data on online store or e-commerce visits in Indonesia for the period January to December 2023.

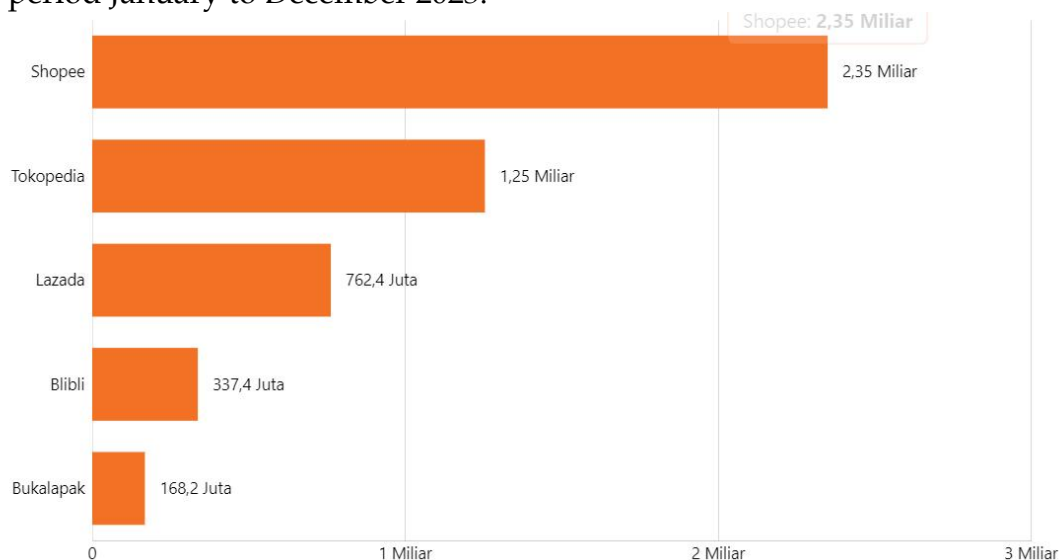


Figure 1. E-Commerce Visits in Indonesia January-December 2023

Source: databoks.katadata.co.id, 2024

Based on the figure, it can be seen that **Shopee** was the most visited marketplace platform in Indonesia throughout 2023. From January to December 2023, Shopee's website accumulated approximately 2.3 billion visits, far surpassing its competitors. During the same period, Tokopedia recorded around 1.2 billion visits, and Lazada saw 762.4 million. Meanwhile, Blibli received 337.4 million visits, and Bukalapak had 168.2 million visits.

From January to December 2023, Shopee's site visits increased by 41.39% year-to-date (ytd). On the other hand, Tokopedia's visits declined by 21.08% (ytd), Lazada by 46.72% (ytd), and Bukalapak by 56.5% (ytd). The only Shopee competitor to show positive visit growth was Blibli, with an increase of 25.18% (ytd) (Databoks, 2023).

This study selects Blibli.com as the research object, one of the companies operating in the e-commerce (electronic commerce) sector in Indonesia. Blibli.com has been present in Indonesia since 2011 and is managed by PT Global Digital Niaga, a subsidiary of PT Global Digital Prima (GDP) Venture.

Offering a wide range of products and services, Blibli aims to influence consumer purchase decisions by providing a comfortable and satisfying shopping experience, which is expected to encourage consumers to make purchases. Consumer purchasing decisions in e-commerce involve a complex process influenced by various factors. Unlike shopping at physical stores, online consumers cannot see or touch products directly.

According to Kotler & Keller (2016), a purchase decision is an individual's activity in the decision-making process to buy a product offered by the seller. Factors influencing online purchase decisions, according to Fachmi et al. (2019), include promotion, e-service quality, and trust.

The indicators of purchase decision according to Kotler & Keller (2016) are:

- Confidence in a product,
- Habit of purchasing the product,
- Recommending the product to others,
- Repeat purchases.

Based on a preliminary survey conducted on July 19, 2024, with 30 consumers, it was found that 64% of respondents showed a low level of purchasing decision toward Blibli, as measured by these indicators.

One factor influencing purchasing decisions is promotion. According to Kotler and Armstrong (2019), promotion is an activity aimed at communicating product benefits and persuading customers to purchase the product. The promotion indicators, based on their theory, include advertising, sales promotion, and public relations.

Blibli's promotional efforts include digital advertisements, influencer collaborations, and ads on TV and radio. However, the effectiveness of these promotions remains suboptimal due to irregular ad frequency on TV and radio, typically limited to major promotional events. Programs like Blibli 11.11 run for a short time and often have quickly depleted stock, disappointing consumers.

In terms of public relations, campaigns such as Blibli x Mitra UMKM are limited to promotions without providing product quality support, while the Karena Kamu No. 1 campaign is seen as too general and lacks personalization. Social media communication is also passive and does not build close relationships with customers. Overall, Blibli's promotion strategy still needs improvement to more effectively influence consumer purchasing decisions.

Another factor that influences online purchasing decisions is e-service quality. According to Tjiptono and Chandra (2019), e-service quality refers to the overall consumer evaluation and assessment of the excellence and quality of electronic service offerings in the virtual market. E-service quality (E-SQ) is an adaptation of the traditional SERVQUAL model in the context of online shopping.

The e-service quality indicators according to Tjiptono and Chandra (2019) are:

- Efficiency
- Reliability
- Fulfillment
- Privacy
- Responsiveness
- Compensation
- Contact

According to user reviews on Google Review for the Blibli app, consumers have experienced several issues that hinder optimal shopping experiences. In terms of responsiveness, customer service is seen as slow to respond and inaccurate in providing information. Reliability is disrupted due to technical issues in the address editing feature. Efficiency is affected by the difficulty in accessing PayLater payment reminders. For compensation, the process of handling losses is considered slower compared to other platforms. Fulfillment issues include delivery delays and mismatches in delivery status. However, no significant complaints were found regarding the privacy and contact indicators.

The third factor influencing online consumer purchasing decisions is trust. According to Kotler and Keller (2016), customer trust is the consumer's willingness to rely on a particular product or brand.

The four indicators of consumer trust are:

- Benevolence (genuineness/sincerity)
- Ability
- Integrity
- Willingness to depend

Based on the preliminary survey conducted on July 19, 2024, with 30 consumers, 59% stated that Blibli's consumer trust variable was still lacking, as measured by the above indicators.

LITERATURE REVIEW

Promotion and Consumer Trust

Effective promotion can build consumer trust in a simple way. When a company offers attractive promotions, such as massive discounts or appealing gifts, consumers feel valued and treated specially. Consistent and transparent promotions can help build a good reputation for the company.

Previous research has shown that promotion influences consumer trust, as supported by the studies of Nurazizah & Sungkono (2023), Durado et al. (2023), and Pratama et al. (2024). The results indicate that promotion has a significant effect on consumer trust. By designing effective promotional strategies, companies can enhance consumers' trust in their brand.

Based on this explanation, the following hypothesis is formulated:

H1: Promotion has a direct effect on consumer trust

E-Service Quality and Consumer Trust

The quality of services delivered through digital channels—commonly known as e-service quality—plays a crucial role in building consumer trust. A positive experience at this stage creates a lasting impression and encourages consumers to continue engaging.

When consumers feel that they are receiving responsive and high-quality service through digital platforms, their trust in the business increases. Previous studies have confirmed that e-service quality influences consumer trust, as supported by Kurniawan et al. (2022), Pasi & Sudaryanto (2022), and Wiguna & Dirgantara (2023).

The findings show that e-service quality significantly affects consumer trust. By delivering a positive online experience through excellent e-service quality, businesses can foster strong relationships and enhance consumer trust. Thus, the hypothesis is formulated as follows:

H2: E-service quality has a direct effect on consumer trust

Promotion and Purchase Decision

Promotions that create a positive perception in the minds of consumers by highlighting product advantages—accompanied by offers such as discounts, gifts, or loyalty programs—can encourage immediate purchase decisions.

Previous research has found that promotion influences purchase decisions, supported by studies from Indiani & Devi (2023), Octadyla et al. (2023), and Anggriani & Hamali (2020). The findings indicate that promotional efforts significantly affect consumer purchasing decisions.

By designing creative and effective promotions, businesses can drive purchasing decisions and achieve their marketing objectives, particularly increasing sales.

Based on this, the following hypothesis is proposed:

H3: Promotion has a direct effect on purchase decision

E-Service Quality and Purchase Decision

High e-service quality is a key determinant in consumer purchasing decisions in the digital era. Responsiveness, ease of use, and a satisfying shopping experience ultimately encourage consumers to complete transactions and become loyal customers.

Previous studies support that e-service quality affects purchase decisions, including research by Durado et al. (2023), Setyowati & Suryoko (2020), and Salsabila et al. (2022). The findings show that quality e-service positively impacts consumers' willingness to make purchases.

Good e-service quality not only increases the likelihood of repeat purchases but also encourages consumers to recommend the business to others.

Therefore, the following hypothesis is formulated:

H4: E-service quality has a direct effect on purchase decision

Consumer Trust and Purchase Decision

Consumer trust is a key factor in purchasing decisions. When consumers trust a brand, they are more likely to choose its products or services. This trust is built through positive experiences, a good reputation, and effective communication between the business and consumers.

Previous studies confirm that consumer trust affects purchasing decisions, supported by the findings of Nurmanah & Nugroho (2021), Sinaga & Evyanto (2023), and Risnawati et al. (2023). The results show that high consumer trust significantly influences the decision to purchase a product.

Thus, the following hypothesis is formulated:

H5: Consumer trust has a direct effect on purchase decision

Promotion and Purchase Decision through Consumer Trust

Promotion serves as the initial trigger that attracts consumer interest. However, to turn that interest into actual purchasing behavior, **trust is essential**. Trust acts as the bridge that connects promotional efforts with the final purchase decision.

A strong promotional campaign can create a **positive brand perception**, making consumers confident in the products or services offered. This trust then becomes the determining factor in encouraging purchase behavior.

Previous studies have shown that promotion influences purchase decisions through consumer trust, as supported by Yudhistira & Patrikha (2021), Seinuri et al. (2023), and Sakka & Winarso (2022).

Successful promotion instills trust in the minds of consumers. The stronger the trust established, the greater the likelihood that consumers will proceed with a purchase.

Based on this, the following hypothesis is proposed:

H6: Promotion indirectly affects purchase decision through consumer trust

E-Service Quality and Purchase Decision Through Consumer Trust

High e-service quality not only encourages purchase decisions but also strengthens the relationship between consumers and businesses. Through positive online experiences, consumer trust in the brand increases. When consumers are satisfied with the services provided, they are more likely to trust the quality of the products or services offered.

This trust then becomes the foundation for consumers to make purchasing decisions.

Previous studies have found that e-service quality affects purchase decisions through consumer trust, as supported by research conducted by Setyawati & Suryoko (2020), Ningsih & Suhartono (2024), and Samiono & Pradana (2020). These studies show that trust mediates the relationship between e-service quality and purchase decision.

Good e-service quality builds trust, and high trust encourages consumers to make purchases.

Based on this explanation, the following hypothesis is proposed:

H7: E-service quality indirectly affects purchase decision through consumer trust

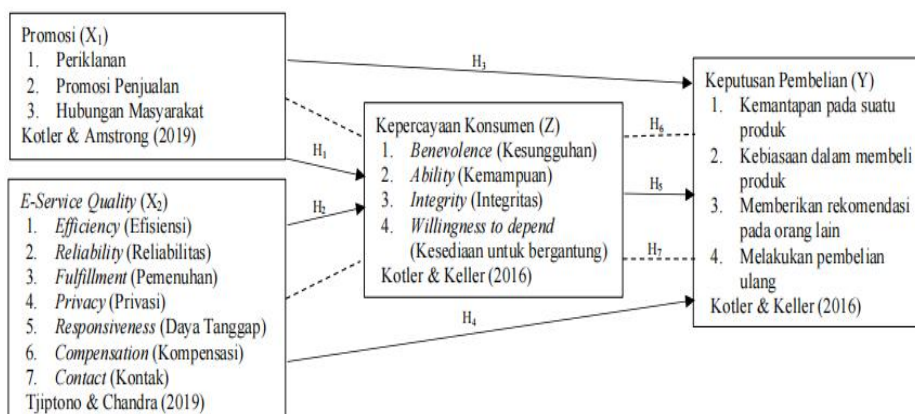


Figure 2. Framework of Thought

METHODOLOGY

The research design used in this study is descriptive and verification research with a quantitative approach, utilizing path analysis and the Sobel test to assess the effect of the intervening variable.

The sampling technique used is purposive sampling, with a total of 100 respondents, consisting of Blibli users in the city of Bogor. The data sources used in this research are primary and secondary data.

The data collection techniques include:

1. Field study, in the form of: interviews, questionnaires, and observations; and
2. Literature study.

The analysis techniques applied in this research include: validity test, reliability test, classical assumption test, correlation coefficient calculation, and hypothesis testing (t-test and Sobel test), with the assistance of IBM SPSS version 25.00.

RESEARCH RESULT

Consumer Characteristics

Blibli consumer characteristics are identified based on gender, age, education level, occupation, and monthly income. The questionnaire was distributed to 100 consumers in the city of Bogor, resulting in the following respondent characteristics:

Table 1. Recapitulation of Consumer Characteristics

No.	Characteristic	Criteria	Percentage (%)
1	Gender	Male	77
2	Age	17-25 years old	63
3	Education Level	Bachelor's Degree	41
4	Occupation	Student/University Student	32
5	Monthly Income	> IDR 3,000,000 - IDR 5,000,000	33

Based on Table 1, it can be concluded that most Blibli consumers in Bogor are male, aged 17–25 years, with a bachelor’s degree, work as students/university students, and have a monthly income of more than IDR 3,000,000 to IDR 5,000,000.

Instrument Testing

Instrument testing was carried out through validity and reliability tests. The validity criterion used was that if the calculated r-value (r-count) ≥ 0.3 , then the data is considered valid for hypothesis analysis. The test results showed that all r-count values exceeded 0.3, therefore all statements were deemed valid. Reliability was measured using Cronbach’s Alpha (α), where a variable is considered reliable if the value is greater than 0.6. The results showed that all variables had Cronbach’s Alpha values above 0.6, indicating that the collected data is consistent and suitable for further analysis.

Path Analysis

This study includes two equation models calculated using path analysis through IBM SPSS Version 25.00.

- The first equation model is the path analysis of variable X to Z, showing the effect of promotion (X1) and e-service quality (X2) on consumer trust (Z).
- The second equation model is the path analysis of variable X through Z to Y, indicating the influence of promotion (X1), e-service quality (X2), and consumer trust (Z) on purchase decision (Y).

The two structural equations of the path analysis used in this study are as follows.

$$Z = 0,475X_1 + 0,337X_2 + 0,448.....(1)$$

$$Y = 0,355X_1 + 0,232X_2 + 0,348Z + 0,305.....(2)$$

The path coefficients of the first and second structural equations can be presented in paths to make it easier to understand as in the following figure.

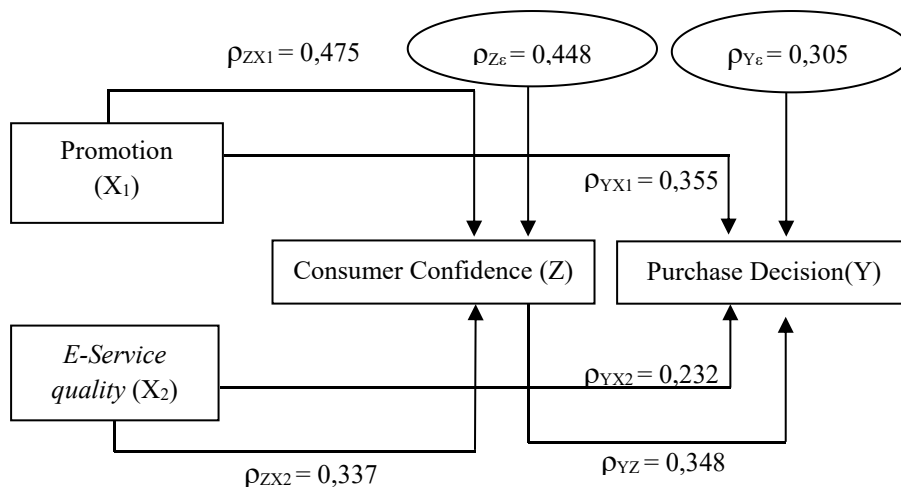


Figure 3. Path Diagram Model

Based on Figure 3, the calculation results for direct and indirect influences between variables can be explained through the following table:

Table 2. Results of Path Analysis

Influence of Variables	Causal Influence		
	Direct	Indirect Through Z	Total
X ₁ Influence Z	0,475		
X ₁ Influence Y	0,355	0,165	0,52
X ₂ Influence Z	0,337		
X ₂ Influence Y	0,232	0,117	0,349
Z Influence Y	0,348		

Source: Processed data, 2025

Hypothesis Testing Results

Hypothesis testing in this study consists of t-tests to assess direct effects and the Sobel test to assess indirect effects through a mediating variable. The table below summarizes the overall hypothesis testing results:

Table 3. Summary of Hypothesis Testing Results

No	Hypothesis	Statistical Test	Decision	Conclusion
1	Promotion has a direct positive and significant effect on consumer trust	5.233 > 1.660	H0 rejected, Ha accepted	Direct and positive effect
2	E-service quality has a direct positive and significant effect on consumer trust	3.707 > 1.660	H0 rejected, Ha accepted	Direct and positive effect
3	Promotion has a direct positive and significant effect on purchase decision	4.103 > 1.660	H0 rejected, Ha accepted	Direct and positive effect
4	E-service quality has a direct positive and significant effect on purchase decision	2.853 > 1.660	H0 rejected, Ha accepted	Direct and positive effect
5	Consumer trust has a direct positive and significant effect on purchase decision	4.044 > 1.660	H0 rejected, Ha accepted	Direct and positive effect
6	Promotion has an indirect positive and significant effect on purchase decision through consumer trust	3.20 > 1.65	H0 rejected, Ha accepted	Indirect and positive effect
7	E-service quality has an indirect positive and significant effect on purchase decision through consumer trust	2.73 > 1.65	H0 rejected, Ha accepted	Indirect and positive effect

Source: Statistical Data Processing Using SPSS Version 25.00, 2025

DISCUSSION

The Effect of Promotion on Consumer Trust

Based on the hypothesis testing results shown in Table 3, it can be seen that promotion has a direct, positive, and significant effect on consumer trust in Blibli in Bogor City. This finding indicates that the more effective the promotional strategy implemented, the higher the level of consumer trust in the Blibli platform.

Promotional indicators, which include advertising, sales promotion, and public relations, play an important role in building consumer trust. Trust increases because consumers feel they receive clear information, beneficial offers, and a more personalized experience when interacting with Blibli. Thus, direct promotion strategies are an important factor in building trust and strengthening Blibli's position in the e-commerce market.

These findings are consistent with prior studies conducted by Nurazizah & Sungkono (2023), Durado et al. (2023), and Pratama et al. (2024), which also found that promotion has a direct, positive, and significant effect on consumer trust.

The Effect of E-Service Quality on Consumer Trust

As shown in Table 3, e-service quality has a direct, positive, and significant effect on consumer trust in Blibli in Bogor City. This indicates that the higher the quality of electronic services provided, the greater the level of consumer trust in the platform.

Indicators such as efficiency in navigating the site or app, reliability in providing accurate information, and fulfillment in timely order delivery are major factors that strengthen trust. In addition, privacy in protecting personal data, responsiveness in handling complaints, compensation for transaction issues, and accessible contact channels further enhance consumer confidence in Blibli's credibility.

Therefore, continuous improvement of digital service quality can effectively build consumer trust in the Blibli platform.

These findings support previous research conducted by Kurniawan et al. (2022), Pasi & Sudaryanto (2022), and Wiguna & Dirgantara (2023), which also found a direct, positive, and significant effect of e-service quality on consumer trust.

The Effect of Promotion on Purchase Decision

The hypothesis testing results in Table 3 show that promotion has a direct, positive, and significant effect on purchase decisions for Blibli in Bogor City. This suggests that the more effective the promotional strategy, the more likely consumers are to make a purchase.

Promotional indicators such as engaging and informative advertising can increase consumer awareness and interest in the products offered. Additionally, sales promotions like discounts, cashback, and loyalty programs can drive consumers to make immediate purchasing decisions.

Meanwhile, strong public relations—such as transparent communication and involvement in social activities—can enhance Blibli's positive image in the eyes of consumers. Hence, the right promotional strategy not only boosts platform

attractiveness but also encourages faster and more confident purchasing decisions.

This is supported by Fachmi et al. (2019), who stated that purchase decisions are influenced by promotional activities. The findings are also consistent with studies by Indiani & Devi (2023), Octadyla et al. (2023), and Anggriani & Hamali (2020), who found that promotion has a direct, positive, and significant effect on purchase decisions.

The Effect of E-Service Quality on Purchase Decisions

Based on the hypothesis testing results shown in the Table, it can be concluded that e-service quality has a direct, positive, and significant effect on the purchase decisions of Blibli consumers in Bogor City. This means that good digital service quality can encourage consumers to make transactions.

Efficiency in accessing and searching for products quickly makes the shopping experience more comfortable, while reliability in providing accurate information increases consumer confidence. Additionally, fulfillment in meeting orders as expected and privacy in protecting personal data create a sense of security in transactions.

Fast responses through responsiveness, solutions to purchasing issues via compensation, and the ease of contacting customer service via contact further reinforce consumer trust. Therefore, excellent digital service quality not only improves customer satisfaction but also drives faster and more confident purchasing decisions.

This finding is in line with the theory that purchase decisions can be influenced by a company's electronic services or e-service quality (Fachmi et al., 2019). These results also strengthen prior studies conducted by Durado et al. (2023), Setyowati & Suryoko (2020), and Salsabila et al. (2022), which showed that e-service quality has a direct, positive, and significant effect on purchase decisions.

The Effect of Consumer Trust on Purchase Decisions

Based on the hypothesis testing results shown in Table 3, it can be concluded that consumer trust has a direct, positive, and significant effect on purchase decisions of Blibli consumers in Bogor City. This means that the higher the level of consumer trust, the greater the likelihood of making a transaction.

The indicator benevolence, or the belief that Blibli cares about its customers, makes consumers feel safe shopping on the platform. Additionally, the ability of the platform to provide reliable products and services increases confidence in its quality. Integrity, which reflects honesty and transparency in doing business, strengthens positive perceptions.

Meanwhile, willingness to depend, or the consumer's willingness to rely on Blibli to meet their needs, shows high loyalty and a tendency to continue shopping on the platform. Therefore, building and maintaining consumer trust is a key factor in enhancing purchasing decisions.

This finding aligns with the theory proposed by Fachmi et al. (2019) that consumer trust can influence purchase decisions. The result is also consistent

with studies by Nurmanah & Nugroho (2021), Sinaga & Evyanto (2023), and Risnawati et al. (2023), which found that consumer trust has a direct, positive, and significant effect on purchase decisions.

The Effect of Promotion on Purchase Decisions Through Consumer Trust

Based on the hypothesis testing results shown in Table 3, it can be concluded that promotion has an indirect, positive, and significant effect on purchase decisions through consumer trust as a mediating variable for Blibli in Bogor City.

This indicates that the effectiveness of promotions not only directly encourages purchases, but also increases consumer trust in the platform, which in turn strengthens their purchasing decisions.

Attractive and consistent promotions—whether through advertising, sales promotions, or public relations—can build a positive brand image of Blibli, making consumers more confident in the quality of its services and transaction security. With this increased trust, consumers are more likely to make repeat purchases.

Therefore, an effective promotional strategy should not only focus on increasing short-term transactions, but also on building long-term trust to support stronger purchase decisions.

This research supports previous findings by Yudhistira & Patrikha (2021), Seinuri et al. (2023), and Sakka & Winarso (2022), who also found that promotion affects purchase decisions through consumer trust as an intervening variable.

The Effect of E-Service Quality on Purchase Decisions Through Consumer Trust

Based on the hypothesis testing results shown in Table 3, it can be concluded that e-service quality has an indirect, positive, and significant effect on purchase decisions through consumer trust as a mediating variable for Blibli in Bogor City.

This means that good digital service quality not only directly encourages purchases, but also increases consumer trust in the platform, which ultimately strengthens the consumer's intention to transact. Aspects such as efficiency in fast access, reliability in delivering accurate information, and privacy in safeguarding personal data all contribute to building consumer confidence in Blibli's credibility. As this trust grows, consumers feel more secure in making purchases.

Therefore, enhancing digital service quality not only improves the convenience of transactions, but also fosters trust that drives stronger and more sustainable purchasing decisions.

This study is consistent with the findings of Setyowati & Suryoko (2020), Ningsih & Suhartono (2024), and Samiono & Pradana (2020), who also found that trust mediates the effect of e-service quality on purchase decisions.

CONCLUSIONS

Based on the research findings and hypothesis testing, the conclusions are as follows:

1. Promotion has a direct, positive, and significant effect on consumer trust in Blibli in Bogor City.
2. E-service quality has a direct, positive, and significant effect on consumer trust in Blibli in Bogor City.
3. Promotion has a direct, positive, and significant effect on purchase decisions in Blibli in Bogor City.
4. E-service quality has a direct, positive, and significant effect on purchase decisions in Blibli in Bogor City.
5. Consumer trust has a direct, positive, and significant effect on purchase decisions in Blibli in Bogor City.
6. Promotion has an indirect, positive, and significant effect on purchase decisions through consumer trust in Blibli in Bogor City.
7. E-service quality has an indirect, positive, and significant effect on purchase decisions through consumer trust in Blibli in Bogor City.

RECOMMENDATIONS

Based on the research findings, the following suggestions are provided:

1. Purchase Decision: The *confidence* indicator received the lowest score. To enhance consumer confidence, Blibli should strengthen quality control, provide transparent product descriptions, accurate customer reviews, and an original product verification feature.
2. Consumer Trust: The *integrity* indicator was rated the lowest. It is recommended that Blibli tighten seller verification, increase information transparency, and enhance both its security systems and personal data protection education.
3. Promotion: The *public relations* indicator was identified as the weakest aspect. Blibli can improve its effectiveness through interactive campaigns, customer appreciation programs, and active engagement on social media using appealing and responsive content.
4. E-Service Quality: The *compensation* indicator received the lowest assessment. Blibli should accelerate and simplify the refund process through automated systems, clear procedural information, and a compensation status tracking feature.

ADVANCED RESEARCH

Future research is recommended to include additional variables that may influence purchase decisions, such as payment methods, return policies, after-sales service, money-back guarantees, company reputation, and customer satisfaction.

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