

## The Effect of Brand Trust and Ease of Use Shopee Application on Consumer Purchasing Decisions in Palembang City

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### Abstract

**Purpose:** The purpose of this study was to determine the effect of Brand Trust on consumer purchasing decisions in the Shopee application; To determine the effect of Ease of Use on consumer purchasing decisions in the Shopee application.

**Methods:** This study uses a quantitative research approach using a causality / cause-and-effect research methodology to find evidence whether there is a cause-and-effect relationship between the independent and dependent variables. The population in this study were consumers who had made purchases at E-Commerce Shopee. The sample size used reached 100 respondents. The sampling technique uses a non-probability method with a purposive sampling approach with the following criteria: Having the Shopee application; Respondents with a minimum age of 17 years; Respondents have made purchases in the shopee application at least 2 times.

**Findings:** The results in the study prove that Brand Trust and Ease Of Use have a positive and significant influence on consumer purchasing decisions in the Shopee application.

**Implication:** The implication of the results of this study is the importance of building brand trust and making it easier to use the product (Application) to increase purchasing decisions.

**Keywords:** Brand Trust, Ease Of Use, Purchase Decision

### Abstrak

**Tujuan:** Tujuan penelitian ini adalah Untuk mengetahui pengaruh Brand Trust terhadap Keputusan Pembelian konsumen di Aplikasi Shopee; Untuk mengetahui pengaruh Kemudahan Penggunaan terhadap Keputusan Pembelian konsumen di Aplikasi Shopee.

**Metode:** Pada penelitian ini memakai pendekatan penelitian kuantitatif dengan menggunakan metodologi penelitian kausalitas/sebab-akibat guna mencari bukti apakah ada suatu hubungan sebab-akibat antara variabel bebas dan terikat. Populasi dalam penelitian ini adalah konsumen yang telah melakukan pembelian di E-Commerce Shopee. Ukuran sampel yang digunakan mencapai 100 responden. Teknik pengambilan sampel menggunakan metode non-probabilitas dengan pendekatan purposive sampling dengan kriteria: Memiliki aplikasi Shopee; Responden dengan usia minimal 17 tahun; Responden telah melakukan pembelian di aplikasi shopee minimal 2 kali.

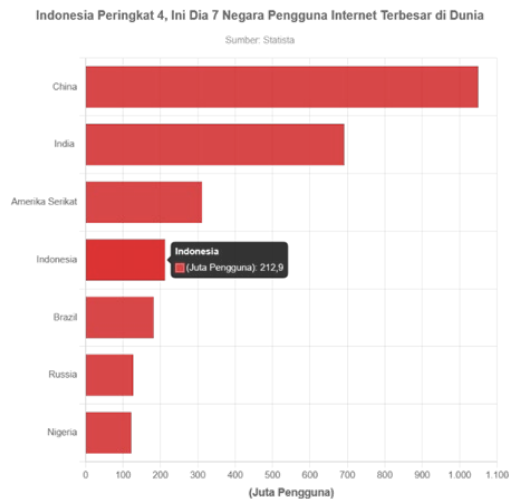
**Hasil:** Hasil dalam penelitian membuktikan bahwa Brand Trust dan Ease Of Use memiliki pengaruh yang positif dan signifikan terhadap Keputusan Pembelian konsumen di aplikasi Shopee.

**Implikasi:** Implikasi dari hasil penelitian ini adalah pentingnya membangun brand trust dan memudahkan penggunaan produk (Aplikasi) untuk meningkatkan keputusan pembelian.

**Kata Kunci :** Kepercayaan, Kemudahan, Keputusan Pembelian

## 1. INTRODUCTION

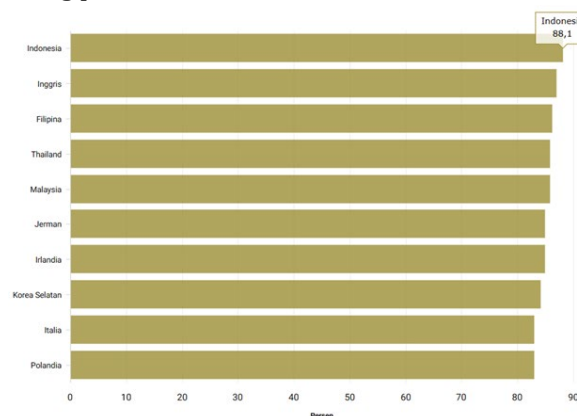
The development of technology and information in the world has developed very rapidly, especially the internet. The internet is one of the media that is not only used as communication but can be used as an online shopping media. Currently, online shopping media has dominated offline market sectors, especially in Indonesia, such as Shopee, Tokopedia, Lazada, Bukalapak, and so on. In 2023 Indonesia is one of the 7 countries with the largest number of internet users in the world and Indonesia is ranked 4th with a total of 212.9 million internet users. Along with the large number of internet users in Indonesia, it has resulted in a change in the style of shopping in Indonesia from conventional shopping to online shopping.



**Figure 1 Indonesia Ranks 4th Largest Internet User in the World**

Source: Yonatan (2023)

The internet makes it easy for people to shop online. In this digital era, many consumers shop through E-commerce. In this case, the Covid-19 pandemic has also had an impact so that many people have switched to selling their products online. With E-commerce, sellers no longer need to rent a shop on the side of the road or in a mall to sell their products and can maximize consumer reach without having to open branches and simply use the application, consumers only need to use a smartphone to buy a product or use services, thereby saving transportation costs and time when making purchase transactions.



**Figure 2 10 Countries with the Highest Percentage of E-Commerce Usage**

Source: Lidwina (2023)

Based on the data in figure 2, as many as 88.1% of internet users in Indonesia use e-commerce services to buy products with certain categories in 2021. According to (Lidwina,

2021) This percentage is the highest in the world in the results of the We Are Social survey in April 2021. Brand trust can be formed directly, forming trust directly in brand beliefs is also very important. Consumer trust is all the knowledge possessed by consumers and all conclusions consumers make about objects, attributes, and benefits (Ega Lestari & Batu, 2022). A consumer's decision will be affected when brand trust is formed. (Sari et al., 2018) stated that trust can affect the level of satisfaction in the form of service that is responsive to customer complaints, and shapes the integrity of the company.

The perception of usability was first developed by Davis in 1985 in the acceptance model theory, which is how beliefs about user attitudes towards a particular system that their work performance will improve when using a particular system. In addition to the perception of usability, there is also the perception of ease of use, confidence in user attitudes towards the use case of a particular system, and when a particular system is easier to use than others, then the system will be more accepted. According to research (Palma & Andjarwati, 2016) Customer intention to make a repeat purchase will arise when customers find it easy to find the desired product.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Shopee	72,973,300	#1	#1	152,280	3,600,020	14,720	3,799
2 Tokopedia	67,900,000	#2	#3	347,950	1,617,380	891,440	3,865
3 Bukalapak	39,263,300	#4	#4	181,210	354,010	n/a	2,672
4 Lazada	28,383,300	#3	#2	379,020	1,613,690	8,700	2,606
5 Blibli	26,863,300	#5	#5	495,180	921,300	946,880	1,716
6 JD ID	13,539,300	#7	#6	27,270	460,960	1,035,970	1,056
7 Fabello	5,853,300	#32	n/a	560	170,310	1,212,530	212
8 Bhinneka	5,145,700	#23	#19	70,260	39,110	8,576,510	595
9 Orami	3,708,300	#25	#20	6,120	120,740	226,510	148
10 Zalora	2,926,300	#6	#8	67,240	500,340	1,236,120	515
11 Sorabel	2,840,000	#10	#7	14,060	1,028,500	2,426,820	434
12 Blanja	2,709,300	#19	#13	27,450	n/a	16,890	265

**Figure 3 E-Commerce with the Highest Monthly Web Visitors (Quarter IV-2019)**

Source: <https://iprice.co.id/insights/mapofecommerce/>

Based on sources from iprice.co.id, of the many e-commerce in 2019 Shopee was in first place with the highest number of visitors, namely 72,973,300 visitors. Then in second place there is Tokopedia with 67,900,000 visitors. and Bukalapak in third place with 39,263,300 visitors.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Shopee	129,320,800	#1	#1	541,700	7,100,000	10,908,390	9,066
2 Tokopedia	114,655,600	#2	#4	710,400	2,400,000	6,372,160	4,521
3 Bukalapak	38,583,100	#7	#7	199,600	1,363,070	2,514,260	2,446
4 Lazada	36,260,600	#3	#3	411,480	2,800,000	30,461,740	4,500
5 Blibli	22,413,100	#6	#5	514,800	1,389,780	6,599,020	2,106
6 Orami	6,186,200	#27	#22	5,960	530	352,140	205
7 Bhinneka	4,442,600	#20	#20	68,900	41,910	1,048,380	603
8 Ralali	4,331,400	#26	n/a	2,940	412,000	91,950	179
9 JD ID	4,163,100	#8	#6	34,800	521,000	800,270	1,207
10 Sociolla	3,086,500	#5	#2	4,010	925,000	12,430	485
11 Zalora	2,991,800	#4	#8	30	655,000	2,906,610	615
12 Matahari	1,788,100	#12	n/a	94,800	1,600,000	1,581,610	694

**Figure 4 E-Commerce with the Highest Monthly Web Visitors (Quarter IV-2020)**

Source: <https://iprice.co.id/insights/mapofecommerce/>

Based on sources from [iprice.co.id](http://iprice.co.id), the number of Shopee visitors increased by 129,320,800 visitors and Shopee remained in first place with the highest number of visitors from other E-Commerce visitors. But in the 2021 Fourth Quarter, Shopee is no longer in the first position in the highest number of visitors.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking Playstore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	157,443,300	#2	#4	1,000,000	4,676,410	5,523,340	6,109
2 Shopee	138,776,700	#1	#1	719,900	8,348,130	24,173,450	6,193
3 Lazada	28,173,300	#3	#2	455,700	3,085,550	31,934,320	5,543
4 Bukalapak	25,760,000	#6	#7	232,300	1,776,710	2,516,190	2,503
5 Orami	16,683,300	n/a	n/a	5,720	11,770	350,940	215
6 Bilibili	15,686,700	#8	#5	569,400	2,018,600	8,656,810	2,230
7 Ralali	5,923,300	#22	n/a	3,950	53,770	91,000	187
8 Zalora	3,310,000	#4	#8	6,440	743,730	8,008,550	625
9 JD ID	3,026,700	#7	#6	54,000	641,740	999,050	1,330
10 Sociolla	1,913,300	#5	#3	6,850	1,028,750	18,050	658
11 Bhinneka	1,083,300	#17	#17	66,300	42,310	1,030,860	527
12 Jakarta Notebook	806,800	#15	n/a	10,200	46,000	45,930	88

**Figure 1 E-Commerce with the Highest Monthly Web Visitors (Quarter IV-2021)**

Source: <https://iprice.co.id/insights/mapofecommerce/>

According to [iprice.co.id](http://iprice.co.id) data in the fourth quarter of 2021, Tokopedia became the most accessed marketplace platform on the internet. Tokopedia is recorded to have a monthly visit of 157,443,300 million visitors. And Shopee is ranked 2nd with 138,776,700 million monthly visitors. However, monthly website visitors on Shopee still increased from the previous year, namely in the fourth quarter of 2020.

According to research conducted by (Pratama et al., 2023) brand trust has a significant effect on purchasing decisions. According to research (Sari et al., 2018) partially concluded that there is an influence between brand trust variables on purchasing decisions.

According to research (Palma & Andjarwati, 2016), convenience has a significant effect on satisfaction and repurchase intent. According to research (Hariandja & Suryanto, 2021), it can be concluded that consumers will be loyal to the market when consumers have brand equity, have love, and respect for the market. But when consumers trust a market, consumers will not necessarily be loyal to that market. According to research (Yunus et al., 2022) online trust has no significant effect on online consumer purchase intent. According to research (Purnamasari et al., 2021), the perceived ease of use variable is proven to have an effect with a negative direction of influence with a value ( $0.041 < 0.05$ ). According to research (Asmi & Zaini, 2023) Brand trust variables do not have a positive and significant effect on purchasing decisions.

From the results of previous researches and the data that has been presented inside, researchers are interested in researching and retesting Brand Trust Variables and Ease of Use of the Shopee Application on Consumer Purchasing Decisions in Palembang City.

## 2. LITERATURE REVIEW AND HIPOTESIS BRAND TRUST

Brand trust is the belief that customers have in the ability of a brand to deliver what it promises. Brand trust is a measure of consumer confidence in a brand, which, when confirmed, results in customer loyalty and repeat purchase decisions. The quality of the products and services provided, the positive third-party reviews the brand receives, the cost-quality ratio, both quality and

speed, the way the brand handles its business from a political or philanthropic standpoint, the way the brand treats its employees, and how secure customer data is are some of the factors that influence brand trust. Mowen and Minor define "customer trust is the overall knowledge possessed by customers and all conclusions made by customers about an object, attributes, and benefits of a product or service (Suhardi & Taufik, 2018).

### EASE OF USE

Ease of use is the ability of a system to be used easily and quickly. The ease of use variable can be measured by several indicators, such as the easy installation stage, clear and easy to understand, easy to learn, flexible, and easy to use. Ease of use is the ability of a product or service to be used easily by users. Davis (1989) defines usability as the degree to which people believe that a technology is easy to use. According to personal beliefs, ease of use depends on the fact that using the system does not require much effort. Ease of use is part of the Technology Acceptance Model (TAM). TAM is one of the theories that uses a behavioral theory approach used to analyze the adoption process of information technology (Suhardi & Taufik, 2018).

### PURCHASING DECISIONS

Kotler and Armstrong (2012) state that for consumers, buying is not just one action but consists of several interrelated actions. The purchasing decision is made by establishing the needs to be obtained by selecting and assessing some of those who compete. When a person is faced with various options to satisfy his demand, a purchasing decision is made (Kotler & Gary, 2008)

According to Kotler & Keller, there are several indicators of purchasing decisions, as follows:

1. Problem Recognition, which is the stage where consumers recognize a brand that is right for their needs.
2. Information Search, namely information about brands through various media supports consumers to find out the advantages of a brand.
3. Alternative Evaluation, which is the most suitable brand compared to other alternative brands.
4. Purchasing Decisions, namely consumer confidence in making decisions on brands.
5. Behavior after purchase, namely the positive perception of consumers after using the product with the brand purchased.

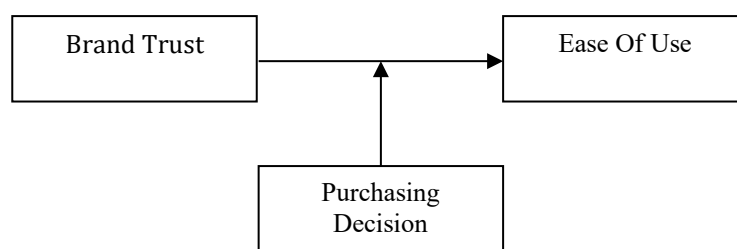


Figure 6. Research Model

### 3. RESEARCH METHODOLOGY

The study combines basic and empirical research, where researchers reviewed data and revisited issues related to how Brand Trust and Ease of Use influenced consumers' decisions to make purchases on an e-commerce called Shopee. An empirical situation is a situation based on actual events that have been encountered and learned through studies, observations, or experiments that have been conducted. is a reasonable idea that people develop as a result of their experiences. The development of cutting-edge thinking or the discovery of new theories is the goal of basic research, often called pure research or research aimed at the advancement of science. This study uses a

quantitative research approach using causality / causality research methodology to find evidence whether there is a cause-and-effect relationship between independent and bound variables. In this study, data analysis and testing of populations, samples, and sampling procedures were carried out.

Population can be defined as a set of data that identifies a phenomenon (Santoso, 2018). The population in this study is consumers who have made purchases on Shopee e-commerce.

A sample can be defined as a set of data taken or selected from a population (Santoso, 2018). In this study, the sample size used reached 100 respondents.

In this study, the sampling technique using the non-probability method means that it does not provide equal opportunities for population members to be selected as samples with a purposive sampling approach, namely sampling based on certain considerations from researchers so that the sample is only representative for the population studied (Johar Arifin, 2017), with the following criteria,

1. Has the Shopee App
2. Respondents with a minimum age of 17 years.
3. Respondents have made purchases on the Shopee App at least 2 times.

### Analysis Techniques

Questionnaire comes from Latin, namely Questionnaire, which means a series of questions related to a particular topic given to a group of individuals with the intention of obtaining data (Prof. Dr. A. Muri Yusuf M.Pd, 2014). In this study, the data collection technique used questionnaires. The research questionnaire link was sent online through the Shopee community and Shopee app users on WhatsApp, and Instagram. Researchers use the Likert scale as a measuring instrument with 5 assessments as follows,

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

## 4. RESULTS AND DISCUSSION

### Validity Test

To measure the validity or absence of a data used pearson correlation method. The data validity test is carried out by comparing r count with r table, if r count > r table, then the data can be declared valid.

**Table 1. Research Results**

Variabel	Indikator	r-hitung	r-tabel	Description
<i>Brand Trust</i>	BT1	0,808	0,1966	VALID
	BT2	0,853	0,1966	VALID
	BT3	0,837	0,1966	VALID
	BT4	0,837	0,1966	VALID
	BT5	0,855	0,1966	VALID
<i>Ease Of Use</i>	EOU1	0,817	0,1966	VALID
	EOU2	0,833	0,1966	VALID
	EOU3	0,835	0,1966	VALID
	EOU4	0,843	0,1966	VALID
	EOU5	0,851	0,1966	VALID
<i>Purchasing Decisions</i>	KP1	0,844	0,1966	VALID
	KP2	0,814	0,1966	VALID
	KP3	0,835	0,1966	VALID
	KP4	0,765	0,1966	VALID
	KP5	0,811	0,1966	VALID
	KP6	0,800	0,1966	VALID

Source: Primary data processed, 2024

Based on the results of the validity test calculation, the three variables in the form of Brand Trust, Ease Of Use and Purchasing Decisions are declared valid because the results of r count > r table.

### Reliability Test

This reliability test is needed to measure a questionnaire. Researchers test Reliability using Cronbach Alpha to find reliability. Assertion is considered credible if the Cronbach Alpha coefficient is greater than 0.0, and vice versa.

**Table 2. Reliability Test**

Variabel	Cronbach's Alpha	Cronbach's Alpha Standard	Description
<i>Brand Trust</i>	0,893	0,7	<b>Reliabel</b>
<i>Ease Of Use</i>	0,891	0,7	<b>Reliabel</b>
<i>Purchasing Decisions</i>	0,896	0,7	<b>Reliabel</b>

Source: Primary data processed, 2024

The table above shows that all statements from the Brand Trust, Ease Of Use, and Purchase Decision variables are reliable because the Cronbach's Alpha value is greater than 0.7.

### Classical Assumption Test

#### Normality Test

The Normality test is carried out to determine whether the residuals are normally distributed or not using the Kolmogorov-Smirnov (K-S) formula. From this hypothesis, if the significant value > 0.05 then Ho is accepted, meaning that the residuals are normally distributed and vice versa.

**Table 3. Normality Test**

	Unstandardized Residual	Description
Asymp. Sig. (2-tailed)	0,117	Normal

Source: Primary data processed, 2024

Judging from the table above, it shows that  $0.117 > 0.05$ , which means that the data is normally distributed.

#### Multicollinearity Test

This test seeks to determine whether the relationship between the independent variables found by regression is valid. The regression model is effective if it has no relationship between the independent variables. Both tolerance values and VIF values can be used to determine whether multicollinearity is present or absent. If the tolerance value is more than 0.10 and the VIF is less than 10, multicollinearity does not exist.

**Table 4. Multicollinearity Test**

Variabel	Collinearity Statistics	
	Tolerance	VIF
Brand Trust	0,273	3,664
Ease Of Use	0,273	3,664

Source: Primary data processed, 2024

Based on the results above, it can be seen that the Brand Trust and Ease Of Use variables are free from multicollinearity tests because the results of the tolerance of the two variables > 0.1 and VIF < 10.

#### Heteroscedasticity Test

This test seeks to determine the inequality between the variance of one residual observation and a fixed observation. regression model that is suitable if heteroscedasticity does not exist. The Glejser test is one method for determining the presence or absence of heteroscedasticity. There is no heteroscedasticity if the test result is significant > 0.05, and vice versa.

**Table 5. Heteroscedasticity Test**

Variabel	Sig.	Description
Brand Trust	0,250	No Heteroscedasticity
Ease Of Use	0,506	No Heteroscedasticity

Source: Primary data processed, 2024

This heteroscedasticity test uses the Glesjer method where the sig value of the two variables is obtained Brand Trust of 0.250 and Ease Of Use of 0.506 where both are significantly greater than 0.05 which indicates that there is no heteroscedasticity.

### Multiple Linear Regression Analysis

This regression analysis aims to test the influence model and independent variables on the independent variable. In addition, this analysis is used to show the relationship between the independent variable and the dependent variable.

**Table 6. Multiple Linear Regression Analysis**

Model	Unstandarized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	<b>(Constant)</b>	2,557	1,018		
Brand Trust	0,819	0,092	0,727	8,883	0,000
Ease Of Use	0,235	0,095	0,204	2,490	0,014

Source: Primary data processed, 2024

Based on the table, the equation of multiple linear regression in this study can be obtained as follows:

$$Y = 2,557 + 0,819 BT + 0,235 EOU + e$$

In the above equation, it can be concluded that:

1. The constant is 2.557. This means that the variables Brand Trust, Ease Of Use are constant, it will increase the Shopee Purchasing Decision in Palembang City by 2.557.
2. The coefficient value on the Brand Trust (BT) variable is 0.819, which means that if the brand trust variable increases by 1, it will increase the Shopee purchasing decision in Palembang City by 0.819 or 81.9%.
3. The coefficient value on the Ease Of Use (EOU) variable is 0.235, which means that if the Ease Of Use variable increases by 1, it will increase the Shopee purchasing decision in Palembang City by 0.235 or 23.5%.

### Hypothesis Test

#### Partial test (t test)

The t test (Statistical) or partial test is used to explain the relationship of each independent variable to each dependent variable must be understood separately from each other. Here are the criteria applied throughout the paper: If the significant value < 0.05 then Ho, is rejected. If the significant value > 0.05 then Ho. Accepted.

**Table 7. t test**

Model	Unstandarized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	<b>(Constant)</b>	2,557	1,018		
Brand Trust	0,819	0,092	0,727	8,883	0,000
Ease Of Use	0,235	0,095	0,204	2,490	0,014

Source: Primary data processed, 2024

Based on the data table above, it can be concluded that H1 and H2 are accepted because the significance value of the Brand Trust variable < 0.05, t table < t count, then Ho is rejected and H1 is accepted, which means that Brand Trust has a positive influence on Purchasing Decisions in the Shopee application. And the significance value of the Ease Pf Use variable < 0.05, t table < t count, then Ho is rejected and H2 is accepted, which means that Ease Of Use has a positive influence on Purchasing Decisions in the Shopee application.



### F Statistical Test

The F test was conducted to see the effect between the independent variables on the dependent variable. The level used is 0.5 or 5%, if the significant value of  $F < 0.05$ , it means that the independent variables simultaneously affect the dependent variable or vice versa, if the significant value of  $F > 0.05$ , it means that the independent variables simultaneously have no effect on the dependent variable.

**Table 8. F test**

Variabel	f-test	Sig.
Brand Trust dan Ease Of Use	225,032	0,000

Source: Primary data processed, 2024

Based on the data above, it can be concluded that the independent variable simultaneously affects the dependent variable because the significance of F count  $< 0.05$ .

### Coefficient of Determination (R)

By examining the magnitude of the overall coefficient of determination ( $R^2$ ), we can determine how much the independent and related variables contribute to the multiple linear model. It can be said that the model better describes the relationship between the independent and related variables if ( $R^2$ ) is close to 1 (one).

**Table 7. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,907	0,823	0,819	2,116

Source: Primary data processed, 2024

Based on the results of the table above, it can be concluded that the ability of the Brand Trust and Ease Of Use variables to carry out purchasing decision variables is 81.9% and the remaining 18.1% is explained by other variables outside the research model.

### Discussion

#### The Effect of Brand Trust on Purchasing Decisions

Brand Trust can be defined as user trust in a particular brand or product. In the context of TAM, this brand trust variable can affect user perceptions of the benefits and Ease Of Use of an information system where the higher the level of user trust in a brand or product, the more people will accept the information system. From the research results previously described, it can be seen that the research hypothesis H1 which states that brand trust affects consumer purchasing decisions, has positive results where this brand trust affects purchasing decisions, which means that the greater the trust that is owned, the more often consumers make purchases at the shopee market place. These results are in line with research conducted by (Pratama et al., 2023), (Hongjoyo et al., 2020) and (Abdullah et al., 2022) which state that brand trust has a significant effect on purchasing decisions. And contrary to the results of research conducted by (Asmi & Zaini, 2023), (Hariandja & Suryanto, 2021), and (Raza et al., 2021) which state that the brand trust variable has no positive and significant effect on purchasing decisions.

#### The Effect of Ease Of Use on Purchasing Decisions

Ease Of Use can be defined as the extent to which an information system is easy to use by users. In the context of TAM, Ease Of Use can affect user perceptions of the benefits of an information system where the more someone can see the benefits and Ease Of Use, the more people will be able to accept the information system. The research hypothesis H2 which states that Ease Of Use affects consumer purchasing decisions, has positive results where Ease Of Use influences purchasing decisions, which means that the easier the application is used, the more often consumers will make purchases at the Shopee market place. These results are in line with the results of research conducted (Wijaya & Warnadi, 2019), (Gunawan et al., 2019), and (Badir & Andjarwati, 2020) which state that Ease Of Use has a positive and significant effect on purchasing decisions at Shopee. and contrary to the results of research (Purnamasari et al., 2021), which states that the perceived ease of use variable is proven to have an effect with a negative direction of influence with a value of  $(0.041 < 0.05)$ .

#### 4. Limitations and Future Research Agenda

Based on the researcher's personal experience in this research process, there are several limitations experienced and can be a factor to consider for future researchers in improving their research. These limitations include the following: This research only uses quantitative methods. This research data is generated only through questionnaire answers from respondents, so that the conclusions drawn are only based on data concluded using questionnaire instruments. This study only uses independent variables and dependent variables without any mediating variables.

From some of the limitations of the existing research, the researchers proposed the following suggestions: Future research can take a mix method, namely quantitative and qualitative, qualitative data collection techniques that can be used are interview methods, observation, case studies, document analysis, and participant observation to obtain research data with the aim of strengthening research conclusions. Future research can add mediating variables to strengthen the explanation of the relationship between the independent variables and the dependent variables used. In this study, future researchers can use the Perceived Value variable. Perceived Value is the customer's perception of the value of the product or service provided by the company. This Perceived Value can mediate the relationship between the Brand Trust variable and the Ease Of Use variable on Purchasing Decisions.

#### 5. CONCLUSIONS

Based on the results of the analysis and discussion previously described, the conclusions drawn in accordance with the objectives of this study are as follows: This study shows that brand trust has a positive and significant influence on consumer purchasing decisions on the Shopee application. This study proves that Ease of Use has a positive and significant influence on consumer purchasing decisions in the Shopee application.

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