

HOW TO INCREASE CUSTOMER TRUST TO PURCHASE GADGETS THROUGH E-COMMERCE PLATFORM

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ABSTRACT

With the increasing penetration of internet use in Indonesian society, there has been a change in behavior towards daily activities including shopping. Currently, online shopping activities are carried out on e-commerce platforms. On the e-commerce platform, Indonesians can find whatever they need, including gadgets. However, the activity of buying gadgets through e-commerce platforms by Indonesians is less than 28%. The lack of trust from the Indonesian people is one of the reasons Indonesian people are more comfortable buying gadgets at conventional shops. For this reason, researchers want to know the purchasing factors that have a significant impact on customer trust in buying a gadget. This study collected data by distributing questionnaires to respondents who had purchased a gadget on an Indonesian e-commerce platform at DKI Jakarta province. Total respondent data obtained in this study amounted to 156 respondents. This research uses Structural Equation Modeling (SEM) to assess the important factors of customer trust in purchasing gadgets on Indonesia e-commerce such as: seller's reputation and expertise, e-commerce's reputation, product quality, information quality and perceived guarantee. The results of this study showed e-commerce reputation, quality product and perceived guarantee has significant impact on customer trust in purchasing gadgets on Indonesia e-commerce. The study's findings should give a broad overview of the aspects that influence customer trust while purchasing gadgets on Indonesian e-commerce. And it is hoped that it can provide input to e-commerce platforms (Tokopedia, Shopee, Lazada, BliBli) and customers to pay attention to important factors in buying gadgets on Indonesia e-commerce platforms.

Keywords: *Customer, E-Commerce, Purchasing Gadgets, Structural Equation Modeling (SEM), Trust.*

1. INTRODUCTION

The penetration of technology and the internet also has an impact on Indonesian society. Based on the report "Profile Internet Users 2022" released by the [1], stated that internet users in Indonesia reached 77.02% and increased by 3.32% compared to the previous year. As many as 21.26% of internet users in Indonesia access online shopping content. This causes behavior changes of Indonesian in shopping matters. This is also supported by the COVID 2019 pandemic which has prevented people from leaving their homes and shopping activities have shifted online using e-commerce platforms [2]. Behavior change of Indonesian in shopping and the emergence of several available e-commerce platforms such as Tokopedia: Shopee: Lazada: BliBli, a prospective market that is still expanding for e-commerce platforms is Indonesia. In 2025, Indonesia, which has the fourth-largest population in the world, is expected to have a Gross Merchandise Value (GMV) of US\$ 83 billion [3].

The promising growth potential of the e-commerce market in Indonesia, making competition between e-commerce platforms undeniable. Every e-commerce platform tries to provide the best service to customers and wants to be the first choice for Indonesians when they want to shop online [4]. Services that can be provided by e-commerce platforms to customers are to provide various items needed by customers. This is because customer needs are quite varied and specific [5]. One of the customer needs is a gadget that is used to support the daily life of Indonesians. Gadgets are sophisticated tools that can bring up various kinds of news, social networks, hobbies and entertainment, such as mobile phones: laptops: tablets [6]. Purchasing gadgets through e-commerce platforms is not something new for Indonesians. A survey conducted in 2021 of 238 respondents who made transactions on e-commerce platforms showed that less than 28% of Indonesians buy gadgets through e-commerce. This percentage is certainly quite small when compared to buying food (55.1%) and home accessories (54.5%) [7]. Lack of

customer trust to make transactions on e-commerce platforms is caused by several factors. According to [8], these elements include a lack of security: absence of bodily contact: product quality: dishonest vendors. Therefore, Indonesians prefer to buy gadgets in conventional shops where customers can see and have physical contact compared to buying gadgets online on e-commerce platforms. This is reasonable considering that the gadget category has a price that is not cheap for Indonesians.

With these considerations, this study analyzes the purchasing factors in e-commerce that have a significant impact on consumer trust in purchasing gadgets on Indonesian e-commerce platforms. In this study, the literature criterion was customer trust in e-commerce platforms and related with variables used, which has been the subject of numerous investigations. [9] use the revised TAM model to determine the factors that have an influence on customer trust and satisfaction on e-commerce platforms. Another research was conducted by [10][11] using the same model to determine factors that have a significant influence on trust, loyalty and customer satisfaction in Indonesia and Saudi Arabia. Studies done in the past identified variables that significantly affect consumer trust in e-commerce platforms in general cases. The goal of this study is to identify the characteristics that influence customer trust while buying gadgets online. This seeks to offer ideas and suggestions to e-commerce businesses so that gadget sales on e-commerce platforms can grow, earn patronage, and attract new clients. In addition, this analysis is based on the relatively low volume of gadget purchases made on Indonesian e-commerce platforms in comparison to other product categories.

An initial survey was conducted to find out the variables that have the potential to impact significantly on customer trust in purchasing gadgets on Indonesia e-commerce platforms. This initial survey was conducted by observing customer reviews on various Indonesian e-commerce platforms such as Tokopedia (39.375%), Shopee (36.3375%), Lazada (15.75%) and Blibli (8.5%). The reason for selecting the e-commerce platform is based on a survey conducted by [12] regarding the e-commerce platform that customers trust the most in buying gadgets, the results of the survey show that Shopee is a trusted e-commerce platform as a place to purchase gadgets by customers with 62.9%, followed by Tokopedia (55.2%), Lazada (20.8%) and Blibli (14.7%). Of the 800 customer reviews taken from various gadget products (mobile phones, laptops, tablets) on various e-commerce platforms, it shows that as many as 36.25% of customers trust in

purchasing gadgets on Indonesia e-commerce platforms because of the product quality, as much as 23.25% because of the seller's reputation and expertise, as much as 19.5% because reputation of the e-commerce platform that customers use, as much as 15.25% due to the quality of information about products that are well described and 5.75% due to the perceived guarantee.

Based on the problems that have been described, this study is interested in analyzing the purchasing factors that impact significantly on customer trust in purchasing gadgets on Indonesia e-commerce platforms (Tokopedia, Shopee, Lazada, BliBli). In this study, the researcher proposes a model where the variables used are based on the results of a brief survey that has been described previously as variables that have an impact on customer trust in purchasing gadget products on Indonesia e-commerce platforms. The independent variables in this study are e-commerce reputation, seller reputation, seller expertise, product quality, information quality and perceived guarantee and the dependent variable is customer trust. This study uses respondents who have bought gadgets (mobile phones, laptops, tablets) on Indonesia e-commerce platforms (Tokopedia, Shopee, Lazada, BliBli) in DKI Jakarta province. In order to determine the purchase factors that have a major impact on customer trust while purchasing gadgets on Indonesian e-commerce, Structural Equation Modeling (SEM) is the analysis strategy used in this work. The SEM method is used to find the results of validity tests, reliability tests and hypothesis tests.

2. LITERATURE REVIEW

2.1 E-Commerce in Indonesia

E-commerce can be defined differently according to respective perspectives, but E-commerce can be defined as individuals or groups who carry out business online, sell goods via the internet and delivery services will be carried out offline [13][14]. The other definition of e-commerce has been published by [15], e-commerce is the utilization of media transmission systems to mechanize commerce relations and workflow. e-commerce alludes to the trading organization information, protecting commerce relations, and conducting operational exchanges through media transmission frameworks. [13] argue that the process of buying, offering, trading, or selling goods, services, and/or data through computer networks, mainly the web and intranets, was further defined as e-commerce. E-commerce refers to any financial

activity carried out online. B2B, B2G, B2C and C2C are the four categories into which e-commerce can be split [17].

Better internet penetration has made Indonesians use e-commerce platforms to shop online. Several e-commerce platforms were launched several years ago such as Tokopedia, Shopee, Lazada and BliBli. The emergence of several e-commerce platforms provides choices for Indonesians and enhances the digital economy in Indonesia [18]. Currently, more than 100 millions of Indonesians are already engaging to use e-commerce platforms to shop online, with Shopee and Tokopedia having more than 100 million active users in Q2 of 2023 with 167 million and 107 million [19]. Due to the enormous amount of e-commerce consumers, the digital economy is expected to generate US\$ 40 billion by the end of 2020, up 54% year over year from US\$ 21 billion in 2019, and US\$ 83 billion by 2025 [3][18].

2.2 Customer Trust

A common definition of customer trust is the urge to rely on an exchange partner in whom one has confidence in a sensitive situation. While trust is defined as a consumer's inclination to rely on the seller and take action when doing so makes the client vulnerable to the vendor in an online business [10]. Due to the lack of guarantees in the online environment, such as unfair pricing, inaccurate information being presented, the distribution of personal data, the ability to make purchases without authorization, and the unauthorized use of credit card information, customer trust in e-commerce is crucial [20]. Uncertainty influenced by artifacts or other people can affect customer trust and is proven to also affect consumer fear of unreliability and the risk of being deceived [21].

Therefore, to increase assurance in an online environment that has no certainty, e-commerce platforms are required to increase security to increase customer trust. Internet security and transaction security are two types of security in e-commerce that are very important. The former focuses on an e-commerce solution's network, system, and application components, while the latter takes care of the conditions for secure e-commerce transactions [9][20].

2.3 E-Commerce Reputation

E-commerce reputation can help customers in deciding to use e-commerce. This is because in an e-commerce environment there is no physical touch and presence, so there is "uncertainty" in the

transactions [22]. As a result, choosing who to trust and conduct business with becomes increasingly challenging. This demonstrates how crucial a solid reputation is for an e-commerce platform in order to conduct transactions on an e-commerce platform. [23].

Several factors can affect the reputation of an e-commerce, one of which is the track record. The reputation of e-commerce is undoubtedly impacted by the success or failure of the industry [24]. In addition, the social responsibility carried out by e-commerce platforms towards customers and society can also affect the reputation of e-commerce platforms [25]. Researchers recognize that the reputation of an e-commerce platform is an intangible and very important asset, where reputation requires long-term investment, effort and attention to customers [26].

Therefore, e-commerce tries to get a good reputation and is widely recognized by the public. Because reputation reflects the overall evaluation and image created. Having a good reputation is certainly beneficial for an e-commerce platform, because it can attract customers with interesting promos and avoid potential losses that arise in order to generate customer trust in the e-commerce platform [9][27]. The researcher draws the following hypothesis in light of this investigation:

H1: E-commerce reputation has a significant impact on customer trust in purchasing gadgets in e-commerce platforms.

2.4 Seller Reputation

The seller's reputation can be judged by how many transactions they make, in other words, how many items are sold, how many ratings the seller gets from buyers and the number of positive reviews they get from buyers [28]. Sellers on e-commerce platforms must continually do things that customers may enjoy in order to build a positive reputation because it takes time to do so. [29]. This raises positive reviews from buyers, thus showing that the e-commerce platform has proven credibility [30]. Reputation can also be obtained from the level of sellers on each e-commerce platform, sellers can get a certain level through the number of products sold and reviews given by buyers. Even potential buyers see the level of sellers as one indicator of where to shop. This shows the importance of the seller's reputation to customers [31]. The researcher draws the following hypothesis in light of this investigation:

H2: Seller reputation has a significant impact on customer trust in purchasing gadgets in e-commerce platforms.

2.5 Seller Expertise

According to [32], human expertise refers to recognized knowledge, experience and domain-specific problem solving as a core element of expertise. Human expertise can also be understood as behavior that is shown in a particular area and/or related domains in the form of discrete acts that are consistently carried out, are most effectively implemented, and are most efficient in their implementation.

In an e-commerce environment, seller expertise has a role to play in customer trust and the e-commerce platform itself. According to [33], one of the components considered to gain customer trust is competency trust. Competency trust in online transactions is based on the seller's abilities to operate efficiently on the e-commerce platform. [31] also argue that seller expertise has an important role in building customer trust. Sellers who can show their expertise to buyers can increase credibility, reduce uncertainty and increase buyer trust.

The seller's expertise can be assessed by the buyer through words or written statements from the seller [31][34] including in how sellers write product descriptions and seller responses to buyer reviews on e-commerce platforms. Buyers can doubt the seller because of the seller's lack of expertise or knowledge of the product. This can be seen from the descriptions of the products offered that have information that is considered lacking by buyers. Therefore, buyers can assess sellers through their level of expertise [9][35]. The researcher draws the following hypothesis in light of this investigation:

H3: Seller expertise has a significant impact on customer trust in purchasing gadgets in e-commerce platforms.

2.6 Product Quality

According to [36], the definition of product quality as viewed by consumers is the customer's evaluation of the product's superiority or level of superiority as evidenced by the way the product was received. A similar opinion was also expressed by [37], perceived quality can be defined as an assessment obtained by buyers of the quality of a product. A survey was conducted by [38] of e-commerce customers in Vietnam in 2017, and 57% of respondents expressed concern about product

quality. This is because e-commerce customers in Vietnam often get product conditions that do not match the offers from sellers on e-commerce platforms. Therefore, buyers prefer to ask the seller directly about the condition of the product they want to buy. Therefore, currently sellers on e-commerce platforms use an attractive and friendly design so that buyers can assess the condition of the product [39].

According to [40], the seller's reputation shows promising quality and sometimes sellers who have a good reputation or level demand higher product prices as a guarantee of the quality they provide. In addition to product conditions and seller reputation have an influence on product quality. Customers assume that supply and demand will naturally order things on a price scale, thus they use price as a gauge of quality. This demonstrates that consumers' perceptions of product quality and pricing are positively correlated. [41]. The researcher draws the following hypothesis in light of this investigation:

H4: Product quality has a significant impact on customer trust in purchasing gadgets in e-commerce platforms.

2.7 Information Quality

Information quality is the opinion consumers have about the caliber of the content provided by a service. Both content on e-commerce platforms or marketing media such as social media. The quality of information presented on e-commerce platforms can also impact customer perceptions of these platforms [42][43]. Due to the absence of tactile touch, information quality plays a crucial part in influencing a customer's decision to purchase a product. Several studies also claim that customer trust is positively impacted by the information's quality [10]. The information presented by the seller on the e-commerce platform must be accurate and complete explaining the product, relevant and useful. The quality of information can help buyers to determine current decisions or decisions in the future in buying a product. This shows that the quality of information on e-commerce platforms can determine customer choices [44]. The researcher draws the following hypothesis in light of this investigation:

H5: Information quality has a significant impact on customer trust in purchasing gadgets in e-commerce platforms.

2.8 Perceived Guarantee

Guarantees from the seller can reduce the risk perceived by the buyer and is one of the effective marketing methods and increase sales. To lower the buyer's perceived security concerns, certain e-commerce platforms integrate quality of service, after-sales service, and guarantee reimbursement [45]. Customers are more likely to trust them if the guarantee they receive matches both the product description on the e-commerce website and the description of the actual product. Other guarantees offered by e-commerce platforms and sellers are delivery guarantees and security and privacy guarantees. Guaranteed delivery can lower clients' online buying risk and improve their propensity to make purchases. Security and privacy guarantees are also a parameter of whether the buyer's personal data is guaranteed security on the e-commerce platform [46][47]. The researcher draws the following hypothesis in light of this investigation:

H6: Perceived guarantee has a significant impact on customer trust in purchasing gadgets in e-commerce platforms.

3. METHODOLOGY

3.1 Research Model

The relationship between the dependent variable and the independent factors, which were represented by consumer trust, was investigated by the research model used in this study. This study model demonstrates if the dependent variable in the process of buying gadgets on an e-commerce platform affects the independent factors. Therefore, Figure 1 can be used to describe the study model.

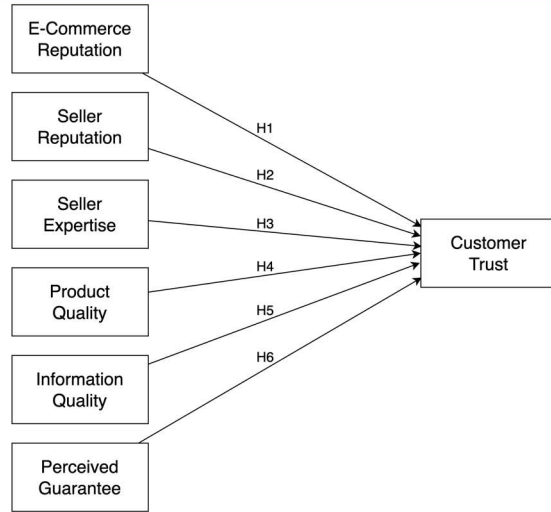


Figure 1: Research Model

After describing the research model which can be seen in Figure 1, the indicators in the research variables and reference sources can be seen in Table 1.

Table 1: Research Variables and Indicators

Variables	Indicators	References
E-Commerce Reputation	Having reputation	[9], [22], [25], [26], [27], [48]
	The importance of e-commerce reputation	
	Recognition of reputation	
	E-commerce image	
	Social responsibility	
	E-commerce track record	
Seller Reputation	Customer ratings	[9], [28], [29], [30], [31], [48]
	Customer reviews	
	Seller rates	
	Credibility	

	The importance of seller reputation		Trust	Ability in the quality of information	[9], [47], [53]
Seller Expertise	Content of the product description	[9], [31], [34], [35]		Ability in the quality of product	
	Seller response to reviews			Customer trust in e-commerce platforms	
	Seller knowledge				
	Products offered				
Product Quality	The condition of the product received by the customer	[39], [41], [49]			
	The condition of the product sent by the seller				
	Relevance to product price				
	Relevance to seller rates				
	The importance of product quality				
Information Quality	Quality of content on e-commerce platforms	[10], [11], [43], [44], [50]			
	Quality of content on social media				
	Information product				
	Information accuracy				
	Complete information				
	The importance of information quality				
Perceived Guarantee	Conformity with the product description	[26], [45], [46], [47], [51], [52]			
	Conformity with the description on the product				
	Delivery guarantee				
	Guarantee of security and privacy				
Customer	Security				

3.2 Sample and Data Collection Method

Distributing surveys to respondents who have previously purchased a device through an online retailer is the method utilized to collect data. This study uses the Slovin formula in determining the sample taken from the total number of completed questionnaires. With a margin of error of 10%, the minimum sample obtained is 100 samples. The distribution of questionnaires to the target audience of customers who had purchased gadgets (such as mobile phones, computers, and tablets) by e-commerce platforms in the province of DKI Jakarta served as the study's method of data collecting. The questions presented to respondents are in accordance with the variable external indicators in Table 1 using an online survey platform. The respondents' responses were gathered using a five-point Likert scale, ranging from strongly disagree with value "1" to strongly agree with value "5". Scale dependability analysis for the survey is also completed by calculating Cronbach's alpha.

3.3 Data Analysis Method

In order to analyze the data, this paper used the structural equation modeling (SEM) method. Utilizing statistical model construction and testing using SEM often takes the form of causal models [54]. Factor analysis and multiple regression analysis are combined in Structural Equation Modeling (SEM), which can be used independently only in confirmatory factor analysis or only in regression analysis [55]. Included in SEM is validity test, reliability test and factor analysis. SEM is used because it possesses qualities that make it an analytical tool for confirmation rather than explanation. Although SEM analysis frequently also contains features used to explain, in this study we utilize SEM to assess the validity of a particular model rather than to assess its suitability.

4. RESULT AND DISCUSSION

Table 2: Respondent's Profile

4.1 Respondent's Profile

Questionnaires were distributed to 156 respondents in the period February - April 2023 in DKI Jakarta province. The respondents to this survey were those who have bought gadgets from Indonesian e-commerce sites like Tokopedia, Lazada, Shopee and BliBli. The surveys were distributed through social media, forums, and emails. Based on the questionnaires collected from the respondents, the profiles of respondents were obtained based on age, gender, e-commerce platforms that customers actively use and e-commerce platforms that customers use to buy gadgets. As presented in Table 2, the respondent's profile consisted of female (53.2%) with 83 respondents and male (46.8%) with 73 respondents. In terms of age, the profile of respondents based on age is divided into three groups, namely the age range of 17-25 years, 26-35 years and over 35 years. There were 50 respondents with a percentage of 32.1% who were aged 17-25 years, 72 respondents with a percentage of 46.2% who were aged 26-35 years and 34 respondents with a percentage of 21.8% who were over 35 years old. This shows that more transactions for purchasing gadgets online on e-commerce platforms are carried out by the younger generation who tend to be more familiar with transaction activities on e-commerce platforms. Customers actively use Shopee as an e-commerce platform with a percentage of 46.1% or as much as 75 respondents of the total sample of respondents. As many as 58 or 37.2% of customers use Tokopedia as their main e-commerce platform. Lazada is the e-commerce platform that is actively used by third-order customers with 12 customers or 7.7% of the total sample. 11 respondents or 7.1% of customers use BliBli as the main e-commerce platform. While, customers use Shopee as an e-commerce platform to buy gadgets with a percentage of 46.2% or as much as 72 of the total sample of respondents. As many as 62 or 39.7% of customers use Tokopedia as an e-commerce platform to buy gadgets. BliBli is the third e-commerce platform used to buy gadgets with 12 customers or 7.7% of the total sample. 10 customers or 6.4% of customers use Lazada as an e-commerce platform used to buy gadgets.

Variable	Respondent's Profile	
	Component	Percentage
Gender	Male	46.8%
	Female	53.2%
Age	17-25 years	32.1%
	26-35 years	46.2%
	>35 years	21.8%
E-commerce platforms that customers actively use	Tokopedia	37.2%
	Shopee	46.1%
	Lazada	7.1%
	BliBli	7.7%
E-commerce platforms that customers use to buy gadgets	Tokopedia	39.7%
	Shopee	46.2%
	Lazada	6.4%
	BliBli	7.7%

4.2 Validity Test

The validity test in this study used a convergence validity test to determine whether the variables used were valid or not. The convergence validity test process in this study uses SmartPLS by knowing the loading factors and AVE values. The AVE value must be greater than 0.5 and the loading factors' value must be greater than 0.7 [56].

Table 3: The Result of Convergence Validity Test

Variables	Indicators	Loading Factors	AVE	Status
E-Commerce Reputation	ER1	0.784	0.658	Valid
	ER2	0.883		
	ER3	0.898		

	RE4	0.904		
	ER5	0.765		
	ER6	0.719		
Seller Reputation	SR1	0.897	0.82	Valid
	SR2	0.918		
	SR3	0.931		
	SR4	0.709		
	SR5	0.738		
Seller Expertise	SE1	0.904	0.696	Valid
	SE2	0.887		
	SE3	0.906		
	SE4	0.925		
Product Quality	PQ1	0.871	0.74	Valid
	PQ2	0.847		
	PQ3	0.744		
	PQ4	0.751		
	PQ5	0.728		
Information Quality	IQ1	0.893	0.625	Valid
	IQ2	0.889		
	IQ3	0.895		
	IQ4	0.725		
	IQ5	0.879		
	IQ6	0.869		
Perceived Guarantee	PG1	0.82	0.686	Valid
	PG2	0.792		
	PG3	0.85		
	PG4	0.782		
Customer Trust	CT1	0.75	0.712	Valid
	CT2	0.87		

	CT3	0.859		
	CT4	0.853		

It can be seen in Table 3 that the results of the loading factors for each indicator have a value of more than 0.7. So that there are no indicators that have to be removed. Additionally, each hidden variable has an AVE value greater than 0.5. Therefore, each latent variable included in this investigation has been determined to be valid.

4.3 Reliability Test

The reliability test has the objective of measuring the stability or consistency of statements arranged in a questionnaire. If the construct reliability value is greater than 0.7 and the Cronbach's Alpha value is greater than 0.6, a statement compiled in a questionnaire is deemed reliable [57].

Table 4: Result of Reliability Test

Variabel	Cronbach's Alpha	Construct Reliability	Status
E-Commerce Reputation	0.829	0.929	Reliable
Seller Reputation	0.927	0.924	Reliable
Seller Expertise	0.853	0.948	Reliable
Product Quality	0.93	0.892	Reliable
Information Quality	0.848	0.945	Reliable
Perceived Guarantee	0.907	0.855	Reliable
Customer Trust	0.897	0.901	Reliable

Based on Table 4, it can be seen that the latent variable Cronbach's Alpha value used in this study has a value of more than 0.6 and a construct reliability value of more than 0.7. So it can be said that the indicators used in the questionnaire are reliable or trustworthy as a variable measuring tool.

4.4 Hypothesis Test

By evaluating the impact of the exogenous latent variables on the proposed hypothesis, hypothesis testing aims to determine if a proposed hypothesis may be accepted or rejected. The results of hypothesis testing are generated using Smart-PLS. The results of the hypothesis test can be seen in Figure 2, showing the results of the path coefficient and p-value.

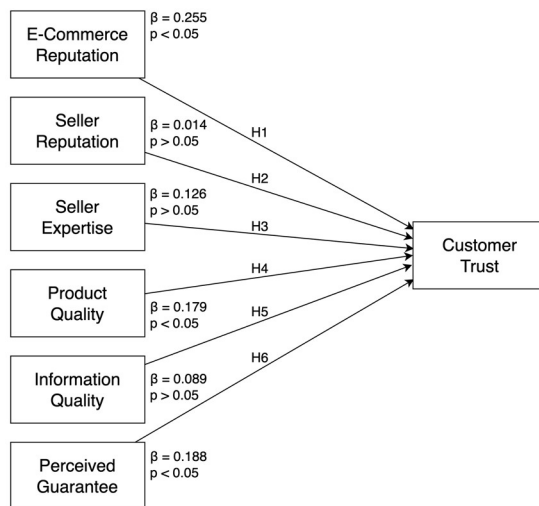


Figure 2: Smart-PLS Analysis of The Research Model

Three of the model's six postulated paths are statistically significant at the level of $p < 0.05$, based on the study of individual path coefficients. At the level of $p > 0.05$, the remaining three pathways are statistically significant. E-commerce reputation has the most significant impact on customer trust in purchasing gadgets in Indonesia e-commerce ($\beta = 0.255$; $p < 0.05$), hence presenting evidence in favor of hypothesis H1. Meanwhile on the seller side, seller reputation ($\beta = 0.014$; $p > 0.05$) and seller expertise ($\beta = 0.126$; $p > 0.05$) doesn't have a significant impact on customer trust in purchasing gadgets in Indonesia e-commerce, that means hypothesis H2 and H3 are not supported. And on the quality side, product quality ($\beta = 0.179$; $p < 0.05$) has the significant impact and information quality ($\beta = 0.089$; $p > 0.05$) doesn't have significant impact on customer trust in purchasing gadgets in Indonesia e-commerce, these results show that hypothesis H4 is supported and hypothesis H5 is not supported. Perceived guarantee has the significant impact on customer trust in purchasing gadgets in Indonesia e-commerce ($\beta = 0.188$; $p < 0.05$), hence presenting evidence in favor of hypothesis H6. Beside the hypothesis test result, It's also crucial to take into

account the proportion of the dependent variable that each prediction variable explains. By multiplying the correlation coefficient's value by the coefficient of the coefficient of determination, this percentage may be computed. The customer trust variable's variability is explained by 10.38% by the e-commerce reputation variable. After that, the seller's reputation and level of skill account for 0.34% and 3.64%, respectively, of the variation in the variable customer trust. Next, 7.52% and 2.84% of the variation in consumer trust is explained by the quality of the product and the information, respectively. Last but not least, perceived promise accounts for 6.86% of the variation in the variable consumer trust.

4.5 Discussion and Implication

The study's findings show that many survey questions and all factors considered when deciding which online gadgets to buy are appropriate and connected to consumer trust. Customer trust in buying gadgets in Indonesian e-commerce is significantly impacted by e-commerce reputation, product quality, and perceived guarantee. Although information quality, seller knowledge, and seller reputation don't significantly affect customer trust when buying gadgets in Indonesian e-commerce.

The study's findings suggest that customer trust in purchasing gadgets on e-commerce platforms is significantly impacted by e-commerce reputation. Therefore, e-commerce platforms (Tokopedia, Shopee, BliBli and Lazada) are recommended to maintain their reputation so they can be trusted by customers, especially customers with an age range of 17 to 35 years. Companies can invest to build and maintain a reputation by enhancing a good image for customers, maintaining and increasing social responsibility and creating a good track record of an e-commerce platform. Allocating resources to manage and improve e-commerce reputation can result in increased trust from customers to buy gadgets on e-commerce platforms. This can be seen from the profiles of the respondents represented in Table 2, Tokopedia and Shopee is the main choice e-commerce platform for purchasing gadgets. These outcomes are in line with studies done by [26], where the perceived reputation of customers in China, the United States and Singapore has a significant impact on customer trust. Where reputation can be obtained through advertising and publication so that it is known by the wider community. The results of this investigation are similar to those of investigations by [9], where e-

commerce reputation has a significant impact on customer trust in Indonesia.

The study's later findings show that customers' trust in purchasing gadgets on the internet is not significantly impacted by the seller's standing and proficiency on that platform. The results of research on the seller's reputation variable are inversely proportional to research conducted by [9][29], where the seller's reputation has a significant impact on e-commerce customer trust in Indonesia. However, these results have similarities with research conducted by [31], where the seller's reputation did not have a significant impact on customer trust. While, the results regarding the seller's expertise variable do not match with the results of research conducted by [9], where the study revealed that seller's expertise has a significant impact on customer trust. Likewise with the research conducted by [31], where customer expertise also has a significant impact on customer trust.

Further research has shown that the quality of the product has a significant impact on customer trust when buying gadgets on e-commerce platforms. On the other hand, customers' trust in purchasing gadgets via e-commerce platforms is not much impacted by the quality of the information. These findings provide recommendations to e-commerce platforms (Tokopedia, Shopee, BliBli and Lazada) to focus on improving product quality. The significant impact of product quality on customer trust means that companies must ensure high quality products are available on their e-commerce platforms. This can be done by communicating with sellers and ensuring that the products they sell are of good quality. E-commerce platforms must also ensure that the products that customers receive are also in good condition. Another suggestion is to make sure that the product's quality is directly inversely related to the money paid and the status of the seller. The results of research on product quality variables have similarities with the results of research by [39], where product quality perceived by customers has a significant impact on intention to buy. According to [58] explained that customer trust is the foundation for customers to have the intention to buy a product on an e-commerce platform. According to research done by [39], it may be deduced indirectly that product quality significantly affects customer trust, especially customers with an age range of 17 to 35 years. The findings of research on the factor of information quality are consistent with studies made by [11], where in this study, the accuracy of the information did not significantly affect Saudi Arabian consumers' trust in e-commerce platforms. This suggests that in Saudi Arabia,

consumer confidence in e-commerce platforms affects the quality of the user interface more so than the quality of the information.

The final findings of this study indicate that perceived guarantee has an impact on customer trust in buying gadgets on e-commerce platforms. With these findings, recommendations that can be given to e-commerce platforms (Tokopedia, Shopee, BliBli and Lazada) are to pay more attention to the conformity of the guarantees that buyers get between the descriptions contained on the e-commerce platforms and the information contained on the products. Another recommendation that can be given is for the company to ensure delivery guarantees, security and privacy are properly provided to customers. This can increase customer trust in buying gadgets on e-commerce platforms, especially customers with an age range of 17 to 35 years. These results have similarities with research conducted by [26], where the guarantee system implemented by e-commerce platforms has a significant impact on customer trust. These outcomes are in line with studies done by [51], where the guarantee offered by the seller to the buyer has a significant impact on customer trust.

5. CONCLUSION

In this study, determining the dependent variables in this study based on the review survey in the e-commerce platform. The method used to obtain the dependent variable is difficult to validate, so it is believed that there is a better way to determine the dependent variable. The researchers conducted an analysis of purchasing factors on customer trust in purchasing gadgets on e-commerce platforms. 156 respondents who had purchased gadgets on the e-commerce platform were obtained by distributing questionnaires and collecting data. The Structural Equation Model (SEM) is the method of data analysis employed. The results of the questionnaire conducted are valid and reliable. The study's findings demonstrate that customer trust in purchasing gadgets on e-commerce platforms is significantly influenced by the reputation of the e-commerce, the quality of the product, and the perception of a guarantee. The customer's confidence in purchasing devices on e-commerce platforms, however, is not much impacted by the seller's reputation, expertise, or information quality.

The implications found can be a means of developing business strategies so that customers can buy more gadgets on e-commerce platforms with a strong foundation of trust. Customers are aware of the significance of e-commerce reputation before

making a gadget buy; a poor customer image can negatively affect the business and decrease customer trust in the e-commerce platform. In addition, a key factor in determining whether buyers would trust an e-commerce platform is the quality of the products they receive. Customers who are unhappy with the product's quality may leave negative reviews for the seller and e-commerce. This has an impact on other potential customers, influencing their choices over which products to buy. Making sure that the guarantee the customer receives is what was stated on the e-commerce platform is the final crucial step. Because it is believed that e-commerce is breaching the promises made to customers, inappropriate guarantees might decrease the trust that customers have in e-commerce platforms. On the other hand, if customers can actually feel the e-commerce platform's promise, then customer trust in the e-commerce platform would rise.

Companies are anticipated to pay greater attention to purchase criteria, such as e-commerce reputation, product quality, and guarantee perceived by customers, that have a big impact on customer trust in acquiring gadgets on e-commerce platforms. These factors can be a determining factor for customers to want to purchase gadgets on e-commerce platforms.

6. LIMITATION AND FUTURE RESEARCH

There are undoubtedly significant limitations to this study, which will likely be improved in subsequent studies. This study is limited to three types of gadgets namely mobile phones, tablets and laptops that have been purchased by customers on e-commerce platforms. Another limitation of this study is using six purchase factors to test whether these factors have a significant effect on customer confidence in buying gadgets on e-commerce platforms. For future research, the researchers can add other types of gadgets such as smart devices and game consoles. Another suggestion for future research is to expand the area of data collection, not only in the province of DKI Jakarta but to try the Jabodetabek area. The final recommendation is to take into account employing additional factors, such as perceived promotions, perceived convenience, perceived usability, and perceived security, which have the potential to have a substantial impact on consumer trust in buying gadgets on Indonesian e-commerce platforms. It is intended that the recommendations would help identify the purchase criteria that have a major impact on customers' trust while buying gadgets on Indonesian e-commerce platforms.

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