
Journal of Sustainable Economic and Business (JOSEB)

Vol. 1 No. 4 October 2024: 221-242

ISSN (Online): 3063-0207

<https://journal.arepublisher.com/index.php/joseb>

Analysis of the Decision to Use Jastip (Personal Shopper) through Trust as a Mediating Variable

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ABSTRACT

Objectives: In the digital era, the phenomenon of "jastip" or personal shopping has become a popular choice for online shopping. However, consumer trust in this service is often disrupted by cases of fraud, which in turn affects users' decisions.

Methodology: The population of this study consists of users of Jastip (Package Delivery Service) in the Jabodetabek area. The data collection method used is purposive sampling with a total of 240 respondents. Data analysis was performed using SEM-PLS.

Conclusion: The results show that Reputation and Service Quality have a positive and significant effect on Trust, while Social Media Marketing has a positive but insignificant effect on Trust, and Trust has a positive and significant effect on the Decision to Use.

Keywords: Reputation; Social Media Marketing; Service Quality; Trust; Decision to Use.

Article Doi: <https://doi.org/10.70550/joseb.v1i4.34>

How to Cite: Brahmana, S. T., & Shiratina, A. . (n.d.). Analysis of the Decision to Use Jastip (Personal Shopper) through Trust as a Mediating Variable. *Journal of Sustainable Economic and Business*, 1(4), 221-242. <https://doi.org/10.70550/joseb.v1i4.34>

Submitted: 09-09-2024

Revised: 22-09-2024

Accepted: 03-10-2024

INTRODUCTION

A survey by the Indonesian Internet Service Providers Association (APJII) revealed that internet users in Indonesia reached 215.63 million during 2022-2023, showing a 2.67% increase from the previous total of 210.03 million. This number corresponds to 78.19% of the nation's population, which stands at 275.77 million. The trend of internet penetration has consistently risen over the years, with percentages reaching 64.8% in 2018, 73.7% in 2019-2020, 77.02% in 2021-2022, and 80% in 2022-2023. Technological advancements have propelled the internet beyond merely a communication tool, fostering new phenomena in buying and selling transactions. The internet facilitates access to online shops, enabling consumers to easily view and purchase products. This underscores the pivotal role of technology in everyday life. Online shopping has now become the primary choice for many individuals in Indonesia and globally. Data from a Jakpat survey conducted in the first semester of 2019 revealed that 60.5% of respondents preferred online shopping over physical stores, coinciding with the increasing

volume and variety of transactions each year. The reasons cited by respondents for favoring online transactions include greater speed and efficiency (65.7%), numerous promotions and discounts (62.9%), competitive or even lower prices (59.3%), and flexibility in the timing of purchases (59%).

Referring to the report from WeAreSocial, the online shopping behavior of Indonesian consumers has increased significantly. The highest growth was observed in the food and personal care product category, which saw a 30% increase, followed by the toys and entertainment category at 25%, and the electronics category at 24%. One notable form of online shopping is the personal shopper service, commonly known as "jastip." Jastip has become a popular phenomenon as an unofficial service that assists individuals who need or want to purchase items but are unable to physically visit the desired location for various reasons. In Indonesia, the term jastip is well-known, especially among social media users such as those on Instagram. With smartphones, internet connectivity, and social media, jastip operations have evolved into a lucrative personal shopping business within many existing online marketplaces.

Personal shopper services, or "jastip," are services where individuals purchase goods based on customer requests, with the goal of earning profit from the price margin. This business has gained increasing popularity due to its minimal startup costs, requiring only a smartphone and internet connection. Popular products commonly purchased through jastip services include skincare, cosmetics, bags, clothing, and children's toys. Before starting, it is crucial to conduct market research to identify trending products that are hard to find in Indonesia, which can attract more customers and increase profits. This business has proven to be profitable and appealing, especially for the younger generation seeking a flexible and enjoyable way to engage in business. However, amidst the growing popularity of jastip services, a new problem has emerged in society: widespread fraud. Instances of fraud by jastip services have become prevalent. One example is the jastip provider with the Instagram account @buttonscarves_byoliv, offering Buttonscarves products, a brand that sells lifestyle items such as hijabs (scarves), shoes, bags, clothing, and accessories. This account failed to fulfill its promises, as after payment was made, the goods did not arrive within the agreed time. Another case involves a fraudulent jastip service for ColdPlay concert tickets, where the provider posted jastip offers via Twitter at relatively low prices. After the customer paid for the tickets and jastip service, the provider promised to send the e-ticket within an hour. However, the suspect did not send the e-ticket and deleted both the Twitter account and WhatsApp contact. The increasing cases of jastip fraud have prompted victims to create Instagram accounts, such as @lapor.penipuanjastip, to report the fraudulent activities.

According to (Kumbara, 2021), decision-making is a process used to take an action influenced by stimuli and several indicators, including product stability, buying habits, and the recommendation to others for repeat purchases. Consumers, when selecting a product, will choose based on their needs and personal preferences, one of which is lifestyle (Kumbara, 2021). Schiffman and Kanuk (2004) explain that a purchase decision occurs when consumers must choose from various available alternatives. Trust is a key factor in online transactions between two or more parties. Trust cannot be accepted by the seller right away, as it can only be developed over time and must be proven. A consumer gains trust from the seller during an online purchase when the consumer believes in the expertise demonstrated by the seller. Honesty is a form of consumer trust towards the seller in online purchases, with the same motivation: both parties will mutually benefit (Schiffman & Kanuk, 2004).

Jefryansyah & Muhajirin (2020) assert that trust has a positive impact on purchasing decisions, where increased levels of trust correlate with higher purchasing activity. Supporting

this notion (Hongjoyo et al., 2022) found that trust significantly and positively influences purchase decisions, both independently and collectively. According to Frank Jefkins, reputation or image represents the perception, depiction, or accurate portrayal of a company's policies, workforce, products, or services. The company's reputation, along with the quality of its services, plays a critical role in shaping purchasing decisions (Maulyan et al., 2022). The seller's reputation positively influences purchase decisions (Ambiyah et al., 2024). According to (Kotler, 2009), *explains that social media serves as a medium where consumers gather information*—whether in text, image, audio, or video formats—to connect with businesses or other users. Social media profoundly influences consumer behavior, particularly in their decision to purchase. Before the emergence of social media, consumer decisions were largely shaped by television advertisements or word-of-mouth recommendations. Research shows that social media significantly impacts purchasing decisions (Indriyani & Suri, 2020), corroborating findings that highlight its effect on consumer choices (Batee, 2019). Similarly (Batee, 2019). According to (Mustapa et al., 2022), report that their study confirms social media's role in influencing purchase decisions.

Service quality refers to the company's ability to address customer needs and expectations while ensuring timely service delivery that satisfies those expectations (Arianto, 2018). It is applicable to all service interactions customers experience within the company environment. (Kussudyarsana et al., 2021) found that service quality significantly and positively affects purchasing decisions, supporting earlier studies that emphasize the combined influence of service quality and customer trust in shaping purchasing behaviors.

Based on this foundation, the research aims to explore and evaluate how Reputation, Social Media Marketing, and Service Quality impact Usage Decisions, with Trust functioning as an intermediary factor.

LITERATURE REVIEW

Personal Shopper (Jastip)

Jastip (personal shopper) is a service offered by one party to someone who wants to purchase an item from a specific location but cannot go there themselves to buy the desired goods. In this case, the party offering the jastip service is usually visiting a place or area where certain products are widely available. Specifically, these are items that are in high demand from people in the original region, but are not available there. Essentially, jastip is a business with no capital investment because the seller can purchase the goods after receiving an order and then resell them at a higher price. Initially, jastip services were promoted informally to friends, relatives, or close family members via social media. However, today, jastip is also marketed publicly through marketplaces, social media, and other platforms (Ramadhan et al., 2023).

Purchase Decision

As described by Kotler and Armstrong, the process of making a purchase decision revolves around selecting the brand that stands out as the most appealing from a range of choices. Nonetheless, there are two critical factors that might affect the shift from the intention to buy to the actual purchasing action. These include the attitudes of people around the consumer and specific situational conditions. Hence, even strong preferences and buying intentions do not necessarily translate into actual purchases (Kotler, 2009).

Reputation

In generating consumer purchase interest as an external stakeholder, a positive reputation is crucial for sellers to gain buyer trust. When customers perceive the opinion of others that a company is known for being fair and honest, they will feel more secure in acquiring and using the company's brand (Tjahyadi, 2006). Fombrun (1996) describes a company's reputation as the comprehensive view of its historical actions and anticipated future outcomes, which is influenced by the strategies it has implemented and compared against those of its rivals.

Service quality

The concept of service quality encompasses the provision of outstanding service tailored to meet customer needs and expectations, thereby ensuring their satisfaction. It represents the expected level of excellence and the measures taken to maintain this standard to satisfy customer preferences. The evaluation of service quality is determined by analyzing the gap between what customers anticipate and the actual performance of service attributes. A positive perception of service quality arises when performance matches expectations, while a negative perception occurs if performance falls short of expectations (Sumarsid & Paryanti, 2022).

Social media marketing

Social media marketing involves utilizing digital channels to connect with consumers in a way that is both personalized and cost-efficient (Situmorang, 2011). As highlighted by Kim & Kim (2023), this approach emphasizes reciprocal communication aimed at building user empathy. Through social media, brands can address misunderstandings and stereotypes effectively, while also enhancing their perceived value by establishing spaces for meaningful interaction.

Trust

Consumer trust encompasses the perceptions and assessments consumers make about a product, its attributes, and the benefits it delivers (Rivaldo et al., 2022). In the realm of relationship marketing, trust stands as a key dimension, representing how strongly one party believes in the reliability and promises upheld by another party. It is described as a dependable commitment or assurance provided by someone, which can be relied on and verified within the context of an exchange relationship (Rotter, 1966).

The Influence of Reputation on Trust

In her study, Rahmawati's (2017) highlighted that trust is positively affected by reputation, meaning that as reputation increases, so does the level of trust. This idea is echoed in previous studies, such as the one by Riswandi (2019) which emphasized that the reputation of Personal Shoppers (Shopping Services) significantly impacts consumer trust when making purchases on online platforms. Based on these insights, the following hypothesis can be formulated:

H1: Reputation has a significant and positive influence on trust.

The Influence of Social Media Marketing on Trust

Previous research conducted by (Nawangsari & Karmayanti, 2018) indicates a significant and favorable connection between social media and trust. Therefore, the hypothesis outlined below can be put forward:

H2: Social Media has a positive and significant effect on trust.

The Influence of Service Quality on Trust

According to research conducted by (Nurakhmawati et al., 2022) consumer trust in e-commerce is enhanced by the quality of service provided by the platform. This aligns with the results of (Rafiah, 2019; Yani & Sugiyanto, 2022) who observed that electronic service quality has a positive and substantial impact on trust. Therefore, the following hypothesis may be suggested:

H3: Service Quality has a positive and significant effect on trust.

The Influence of Reputation on Usage Decision

According to previous research by (Aparicio et al., 2021) states that reputation has a positive and significant effect on usage decisions. This is supported by the study of (Tiarawati, 2021), who emphasizes the importance of reputation in guiding consumer purchasing decisions. Building on these studies, the hypothesis below is proposed:

H4: Reputation has a positive and significant effect on usage decisions.

The Influence of Social Media Marketing on Usage Decision

Research conducted by (Prasad et al., 2017) suggests that social media significantly influences decisions related to its usage in a positive manner. Similarly (Batee, 2019) Research conducted by (Prasad et al., 2017) suggests that social media significantly influences decisions related to its usage in a positive manner. Similarly:

H5: Social Media has a positive and significant effect on usage decisions.

The Influence of Service Quality on Usage Decision

According to Aulia et al. (2021) their research indicates that electronic service quality has a significant and favorable impact on usage decisions. This conclusion is further supported by Febrianti et al. (2021), who emphasize that the quality of electronic services is a key factor in determining consumer purchasing decisions in competitive e-commerce environments. From these findings, the following hypothesis is proposed:

H6: Service Quality has a positive and significant effect on usage decisions.

The Influence of Trust on Usage Decision

According to (Mahliza, 2020), trust positively impacts purchasing decisions, with higher levels of trust leading to stronger purchasing choices. In line with research (Fachrullah Muhammad & Permana Dudi, 2024) which also argues that trust has a positive and significant effect on repurchase intentions. This view is supported by previous research, such as that by (Hongjoyo et al., 2022), which shows that trust has both a significant and positive influence on purchasing decisions, whether considered separately or together. These insights contribute to the development of the following hypothesis:

H7: Trust has a positive and significant effect on usage decisions.

The Influence of Reputation on Usage Decision with Trust as a Mediating Variable

According to (Qalati et al., 2021), emphasize that there is a direct, positive relationship between reputation and trust, suggesting that an enhanced reputation results in higher trust levels. Furthermore, studies like those of (Lockey et al., 2021), confirm that trust has a

significant and positive impact on purchasing decisions, whether assessed separately or together. Therefore, the following hypothesis can be derived from these findings:

H8: Reputation has a positive and significant effect on usage decisions through trust.

The Influence of Social Media Marketing on Usage Decision with Trust as a Mediating Variable

Previous research conducted by (Pop et al., 2022) indicates that social media significantly influences usage decisions, with trust acting as a key factor. Building on this, the following hypothesis can be introduced:

H9: Social Media has a positive and significant effect on usage decisions through trust.

The Influence of Service Quality on Usage Decision with Trust as a Mediating Variable

In a study by (Utama & Waskito, 2024) it was found that trust plays a mediating role in the connection between electronic service quality and purchasing decisions. This supports the conclusions of (Febri et al., 2021), who argued that the quality of electronic services significantly impacts purchasing decisions, with trust serving as the mediator. Drawing from these research findings, the subsequent hypothesis can be proposed:

H10: Service Quality has a positive and significant effect on usage decisions through trust.

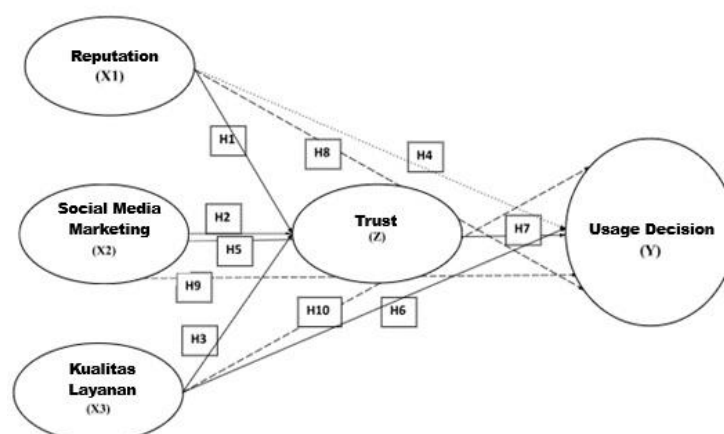


Figure 1. Research Framework

Source: Conceptual Framework by the Researcher (2023)

METHOD

This study employs a descriptive quantitative approach. The target population includes users of shopping services (tipping services) in the Greater Jakarta area (Jabodetabek), which is one of the five largest metropolitan regions and exhibits high consumer activity. To determine the sample size, the formula proposed by (Sarstedt et al., 2022) was utilized, establishing a minimum requirement of 230 respondents. A non-probability sampling technique, specifically purposive sampling, was adopted. The survey was distributed to potential participants, including the researcher's family, relatives, friends, and acquaintances, who were pre-screened to ensure they had used or were currently using online shopping services. Respondents who had never used these services were instructed not to proceed with the questionnaire. Data collection was carried out through a Google Forms-based questionnaire, disseminated electronically via social media platforms such as Instagram, WhatsApp, and TikTok. A Likert scale was

employed to measure respondents' attitudes, opinions, and perceptions (Moleong, 2005; Sugiono, 2009).

In this study, Structural Equation Modeling (SEM) is employed, supported by Partial Least Squares (PLS), to evaluate the relationships between independent and dependent variables. SEM integrates factor analysis to connect observed variables with latent constructs and path modeling to analyze the structural links between these constructs. The research specifically investigates the interplay between reputation, social media marketing, service quality, trust, and decision-making regarding usage. The evaluation of the measurement model (outer model) involves validity assessments, including convergent validity, Average Variance Extracted (AVE), discriminant validity (utilizing cross-loadings, the Fornell-Larcker criterion, and HTMT), and reliability checks, such as composite reliability and Cronbach's alpha. Meanwhile, the structural model (inner model) examines the relationships between exogenous and endogenous variables as outlined in the conceptual framework. Hypotheses are tested using bootstrapping in SmartPLS, with statistical significance determined through the T-statistic and P-value. A relationship is deemed significant when the T-statistic exceeds 1.96 and the P-value is below 0.05, indicating a 95% confidence level (Sarstedt et al., 2022).

RESULTS AND DISCUSSION

Results

Validity Test

Convergent Validity Test

Convergent Validity can also be assessed by looking at the average variance extracted (AVE) value. AVE represents the mean of the squared loadings of indicators associated with the construct. An AVE of at least 0.50 is considered acceptable. If the AVE is 0.50 or more, it implies that the construct explains 50% or more of the variation in the indicators that make up the construct (Sarstedt et al., 2022). The AVE values for each of the variables are provided below:

Table 1. Results of Average Variance Extracted (AVE) Measurement

Variable	AVE	Description
Trust	0.588	Valid
Decision to Use	0.633	Valid
Service Quality	0.696	Valid
Reputation	0.691	Valid
Social Media Marketing	0.587	Valid

Source: Data Processed in PLS 3.3.3 Output, 2024.

Based on Table 1 above, the AVE values for all variables are greater than 0.5, so it can be concluded that all these variables are valid.

Discriminant Validity Test

To evaluate discriminant validity, researchers assess how much a construct in the structural model differs from other constructs in an empirical sense (Sarstedt et al., 2022). One primary way to assess this validity is through cross-loadings of the indicators. Discriminant validity is deemed valid if the outer loadings of the indicators on the respective construct exceed their cross-loadings (i.e., correlations) with any other constructs (Sarstedt et al., 2022). The following table displays the results of the cross-loading evaluation:

Table 2. Cross Loadings Measurement Results

Indicator	Trust	Usage Decision	Service Quality	Reputation	Social Media Marketing
<i>KC1</i>	0.875	0.438	0.390	0.512	0.380
<i>KC2</i>	0.840	0.483	0.480	0.554	0.449
<i>KC3</i>	0.556	0.407	0.371	0.521	0.335
<i>KC4</i>	0.702	0.362	0.322	0.649	0.333
<i>KC5</i>	0.774	0.478	0.437	0.459	0.428
<i>KC6</i>	0.810	0.422	0.357	0.424	0.358
<i>KL10</i>	0.469	0.568	0.792	0.471	0.718
<i>KL11</i>	0.465	0.604	0.752	0.426	0.647
<i>KL6</i>	0.461	0.586	0.840	0.469	0.601
<i>KL7</i>	0.442	0.533	0.879	0.502	0.605
<i>KL8</i>	0.347	0.549	0.851	0.429	0.607
<i>KL9</i>	0.386	0.546	0.885	0.441	0.626
<i>KP1</i>	0.453	0.764	0.503	0.452	0.555
<i>KP10</i>	0.554	0.800	0.536	0.556	0.661
<i>KP11</i>	0.495	0.797	0.597	0.547	0.642
<i>KP2</i>	0.458	0.827	0.630	0.519	0.710
<i>KP3</i>	0.503	0.869	0.605	0.526	0.686
<i>KP4</i>	0.510	0.847	0.617	0.510	0.650

<i>Indicator</i>	<i>Trust</i>	<i>Usage Decision</i>	<i>Service Quality</i>	<i>Reputation</i>	<i>Social Media Marketing</i>
<i>KP5</i>	0.475	0.809	0.545	0.517	0.621
<i>KP6</i>	0.343	0.722	0.476	0.425	0.501
<i>KP7</i>	0.402	0.762	0.443	0.405	0.499
<i>KP8</i>	0.334	0.753	0.471	0.432	0.511
<i>KP9</i>	0.390	0.787	0.482	0.448	0.566
<i>RE1</i>	0.579	0.389	0.406	0.773	0.377
<i>RE2</i>	0.588	0.468	0.427	0.831	0.443
<i>RE3</i>	0.603	0.499	0.460	0.861	0.461
<i>RE4</i>	0.510	0.399	0.391	0.710	0.406
<i>RE5</i>	0.526	0.533	0.474	0.861	0.583
<i>RE6</i>	0.554	0.549	0.501	0.886	0.573
<i>RE7</i>	0.608	0.604	0.509	0.870	0.582
<i>RE8</i>	0.599	0.606	0.474	0.845	0.552
<i>SM1</i>	0.362	0.526	0.613	0.461	0.800
<i>SM2</i>	0.409	0.595	0.611	0.495	0.841
<i>SM3</i>	0.353	0.582	0.638	0.454	0.799
<i>SM4</i>	0.334	0.397	0.419	0.400	0.556
<i>SM9</i>	0.450	0.748	0.621	0.491	0.802

Source: Data Processed in PLS 3.3.3 Output, 2024.

As shown in Table 2, the outer loadings' cross-loading values for the indicators on their respective constructs exceed their cross-loadings (i.e., correlations) with other constructs, confirming that discriminant validity is not an issue. In addition to utilizing cross-loadings and AVE values, this study also performed Fornell-Larcker and heterotrait-monotrait ratio (HTMT) tests to examine discriminant validity. Each construct's AVE is compared with the squared correlations (representing shared variance) between the construct and all other constructs measured reflectively within the structural model. Discriminant validity is considered satisfactory if the shared variance across all constructs is lower than their AVE (Sarstedt et al., 2022). The results of the Fornell-Larcker criterion are as follows:

Table 3. Results of Fornell-Larcker Criterion Measurements

Variable	Trust	Usage Decision	Service Quality	Reputation	Social Media Marketing
Trust	0.767				
Usage Decision	0.569	0.795			
Service Quality	0.519	0.681	0.834		
Reputation	0.687	0.615	0.550	0.832	
Social Media Marketing	0.503	0.762	0.764	0.602	0.766

Source: Data Processed in PLS 3.3.3 Output, 2024.

Table 3 presents the Fornell-Larcker criterion, revealing that the square root of the AVE for each construct must surpass the correlation values between constructs within a model. The table above demonstrates that the square root of the AVE values exceeds the correlations between latent variables, confirming that discriminant validity is intact in the tested model.

For the final evaluation of discriminant validity, the study employed the heterotrait-monotrait (HTMT) ratio. HTMT represents the average of item correlations between different constructs relative to the geometric average of the average correlations of items measuring the same construct. If the HTMT value is too high, it signals potential discriminant validity problems. Henseler advises a threshold of 0.90 for similar constructs and a maximum of 0.85 for different constructs. A value below 0.90 suggests no discriminant validity issues (Sarstedt et al., 2022). The HTMT ratio measurement results are provided below.:

Table 4. HTMT Measurement Results

Variable	Trust	Usage Decision	Service Quality	Reputation	Social Media Marketing
Trust					
Usage Decision	0.627				
Service Quality	0.581	0.725			
Reputation	0.766	0.645	0.592		
Social Media Marketing	0.597	0.843	0.878	0.686	

Source: Data processed from the questionnaire (2024)

Based on the HTMT measurement results in Table 4, the measurement values for each variable are below 0.90, indicating that there are no issues with discriminant validity.

Reliability Test

The reliability test was carried out using measurements of composite reliability and Cronbach's alpha. A higher score points to better reliability. Reliability values between 0.6 and 0.9 are typically accepted. Scores from 0.60 to 0.70 are regarded as "acceptable for exploratory research," while those ranging from 0.70 to 0.90 are considered "satisfactory to good." However, values above 0.95 may indicate potential reliability problems. This suggests that there may be too many items, which could reduce construct validity and possibly cause problematic response patterns (such as straight-line answering), resulting in greater correlation among the error terms of the indicators (Sarstedt et al., 2022). The findings from the reliability assessment in this study are as follows:

Table 5. Results of Composite Reliability and Cronbach's Alpha Measurement

Variable	Cronbach's Alpha	Composite Reliability	Description
Trust	0.854	0.894	Reliable
Usage Decision	0.942	0.950	Reliable
Service Quality	0.912	0.932	Reliable

Reputation	0.936	0.947	Reliable
Social Media Marketing	0.819	0.875	Reliable

Source: Data processed from the questionnaire (2024)

According to the reliability test outcomes shown in Table 5, all variables display values above 0.7 and below 0.95, which leads to the conclusion that the variables in this research are dependable, with reliability levels ranging from moderate to high.

Evaluation of the Structural Model or Inner Model

The evaluation of the inner or structural model is carried out by building the model to explore the associations between exogenous and endogenous variables as specified in the conceptual framework. The aim of the inner model is to verify the relationships between variables in the model, including those between indicators and their constructs, and between the constructs themselves. Testing the structural model follows these stages:

R-Square (R²)

R-square (R²) indicates the model's forecasting strength, with its range extending from 0 to 1. Higher R² values, closer to 1, signify a more robust model. For instance, an R-square of 0.75, 0.50, and 0.25 is typically considered strong, moderate, and weak, respectively (Sarstedt et al., 2022). The results of R-square for this study are presented as follows:

Table 6. R-Square Measurement Results

Variable	R Square	Adjusted R Square
Trust	0.501	0.495
Usage Decision	0.645	0.639

Source: Data Processed in PLS 3.3.3 Output, 2024.

According to the R-square (R²) values presented in Table 6, it can be inferred that the R-square (R²) or coefficient of determination for the Usage Decision construct is classified as moderate, with a value of 0.645. This indicates that 64.5% of the Usage Decision, as the endogenous variable, is explained by the exogenous variables, while 35.5% remains unexplained. Similarly, the Trust construct is also regarded as moderate with a value of 0.501, meaning that the Trust variable is influenced by exogenous factors like Reputation, Service Quality, and Social Media Marketing, while the remaining 49.9% is attributed to other unexplained exogenous variables.

Effect Size (f²) Test

The predictive power of the second structural model is determined by assessing the effect size (f²), a metric used to quantify the influence of a predictor construct on the endogenous construct. Effect size is categorized as small, medium, or large. A value ranging from 0.02 to 0.15 is considered small, from 0.15 to 0.35 is regarded as medium, and any value exceeding 0.35 is interpreted as a large effect (Sarstedt et al., 2022). Below are the results obtained from the effect size (f²) measurement:

Table 7. f-Square Measurement Results

Relationship between Variables	f-square	Criteria
Service Quality to Trust	0.032	Small
Reputation to Trust	0.410	Large
Social Media Marketing to Trust	0.000	Small
Trust to Usage Decision	0.033	Small
Service Quality to Usage Decision	0.028	Small
Reputation to Usage Decision	0.021	Small
Social Media Marketing to Usage Decision	0.245	Sedang

Source: Data Processed in PLS 3.3.3 Output, 2024.

Q-Square (Q²)

The Q-Square (Q²) test serves to measure the predictive relevance achieved through blindfolding in SEM-PLS. If the Q² value is above 0, it reflects meaningful predictive results, whereas if it is below 0, it suggests weak predictive ability. A Q² value exceeding 0.25 is considered to demonstrate moderate predictive relevance, and if it surpasses 0.50, the model's predictive relevance is regarded as substantial (Sarstedt et al., 2022). The results from the Q-Square measurement are shown below:

Table 8. Q-Square Measurement Results

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Trust	1440.000	1043.427	0.275
Usage Decision	2640.000	1591.179	0.397
Service Quality	1440.000	1440.000	
Reputation	1920.000	1920.000	
Social Media Marketing	1200.000	1200.000	

Source: Data Processed in PLS 3.3.3 Output, 2024.

According to the results in Table 8, the Q² values fall between 0.25 and 0.50, which implies that the model has an average degree of predictive accuracy..

Model Fit Test (Fit Model)

To assess the model fit, the SRMR (Standardized Root Mean Squared Residual) is used, where an SRMR value below 0.08 indicates an optimal fit for the model (Sarstedt et al., 2022). The SRMR measurement outcomes are shown as follows:

Table 9. Model Fit Measurement Results

Parameter	Saturated Model	Estimated Model
SRMR	0.074	0.074
NFI	0.743	0.743

Source: Data Processed in PLS 3.3.3 Output, 2024.

According to the data presented in Table 9, the SRMR (Standardized Root Mean Squared Residual) value of 0.074, being under the threshold of 0.08, reflects a well-fitting model. Furthermore, the NFI value of 0.743, which is higher than 0.5, further supports the conclusion of a strong model fit.

Path Coefficients (β)

Path coefficients are employed to analyze the relationship between variables, determining if the association is either positive or negative. These coefficients range from -1 to +1. A value near +1 reflects a strong positive correlation, whereas a value closer to -1 indicates a strong negative correlation. When the path coefficient is near 0, it implies a weaker connection between the variables (Sarstedt et al., 2022). The obtained path coefficients from the test are as follows:

Table 10. Path Coefficients (β) Measurement Results

Code	Relationship Between Variables	T Statistics	P Values	Result
H1	Reputation -> Trust	9.626	0.000	Accepted
H2	Social Media Marketing -> Trust	0.031	0.975	Rejected
H3	Service Quality -> Trust	2.213	0.027	Accepted
H4	Reputation -> Usage Decision	1.946	0.052	Rejected
H5	Social Media Marketing -> Usage Decision	6.679	0.000	Accepted
H6	Service Quality -> Usage Decision	1.919	0.055	Rejected
H7	Trust -> Usage Decision	2.623	0.009	Accepted

Source: Data Processed in PLS 3.3.3 Output, 2024.

Based on the data analysis results in Table 10 above, the T-Statistics test results indicate that three hypotheses were rejected and four hypotheses were accepted.

Hypothesis Testing and Mediation Testing

Hypothesis testing and modeling were carried out utilizing the bootstrapping technique in SmartPLS. The bootstrapping procedure is used to estimate the standard error of the coefficients to assess their statistical significance without assuming any particular distribution (Sarstedt et al., 2022). The relationship between variables is considered significant if the T-statistic is higher than the t-table value. In this research, a 95% confidence level was chosen, making the t-table value 1.96. Therefore, a T-statistic value exceeding 1.96 is considered to produce a significant result. In addition to the T-statistic, the p-value is also taken into account, indicating the probability of rejecting the null hypothesis. This study sets the significance level at 5%, meaning a p-value below 0.05 signals a significant relationship (Sarstedt et al., 2022). The model generated from the bootstrapping analysis in SmartPLS is as follows:

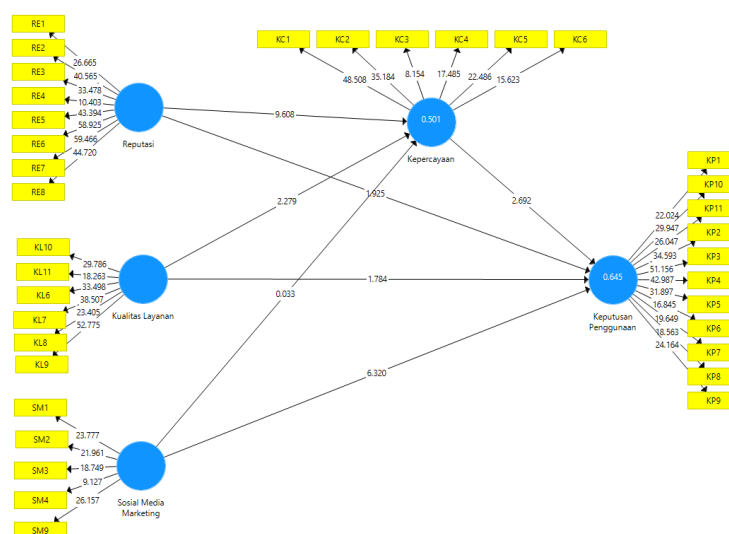


Figure 2. Bootstrapping Model from Hypothesis Testing
Source: Data processed from the questionnaire (2023)

Table 11. Hypothesis Testing Measurement Results

Code	Relationship Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	Reputation -> Trust	0.576	0.577	0.060	9.626	0.000
H2	Social Media Marketing -> Trust	0.003	0.009	0.084	0.031	0.975
H3	Service Quality -> Trust	0.200	0.194	0.091	2.213	0.027
H4	Reputation -> Usage Decision	0.129	0.125	0.066	1.946	0.052
H5	Social Media Marketing -> Usage Decision	0.486	0.484	0.073	6.679	0.000
H6	Service Quality -> Usage Decision	0.159	0.168	0.083	1.919	0.055
H7	Trust -> Usage Decision	0.153	0.151	0.058	2.623	0.009
H8	Reputation -> Trust -> Usage Decision	0.088	0.088	0.036	2.429	0.015
H9	Social Media Marketing -> Trust -> Usage Decision	0.000	0.001	0.014	0.030	0.976

	Service Quality ->						
H10	Trust ->	Usage	0.031	0.029	0.018	1.716	0.087
	Decision						

Source: Data processed from the questionnaire (2024)

As seen in Table 11, five hypotheses are considered valid since their T-Statistics are greater than the critical value of 1.96, while the remaining five hypotheses are dismissed due to their T-Statistics falling below this value:

1. The effect of reputation on trust when using Jastip (H1) is demonstrated by an original sample value of 0.576, with a T-Statistics value of 9.626, which is larger than the t-table value of 1.96.
2. The effect of service quality on trust in Jastip usage (H3) is reflected in an original sample value of 0.200, with a T-Statistics value of 2.213, exceeding the t-table value of 1.96..
3. The impact of social media marketing on the choice to use Jastip (H5) is shown by an original sample value of 0.486, with a T-Statistics value of 6.679, which is above the t-table value of 1.96.
4. Trust's influence on the decision to use Jastip (H7) is represented by an original sample value of 0.153, with a T-Statistics value of 2.623, surpassing the t-table value of 1.96.
5. Reputation's role in the decision to use Jastip, mediated by trust (H8), is shown with an original sample value of 0.088, and a T-Statistics value of 2.429, which exceeds the t-table value of 1.96.

Meanwhile, the hypotheses that are rejected are as follows:

1. The effect of Social Media Marketing on Trust in Jastip usage (H2) is demonstrated by an initial sample value of 0.003, while the T-Statistics value of 0.031 is below the t-table value of 1.96.
2. Reputation's influence on the choice to use Jastip (H4) is shown with an original sample value of 0.129, and a T-Statistics value of 1.946, which remains smaller than the t-table threshold of 1.96.
3. The effect of Service Quality on the decision to use Jastip (H6) reveals an original sample value of 0.159, and the T-Statistics value of 0.055, which is less than the t-table value of 1.96.
4. The impact of Social Media Marketing on the decision to use Jastip, as mediated by Trust (H9), is recorded with an original sample value of 0.000, and a T-Statistics value of 0.030, which is smaller than the t-table value of 1.96.
5. Service Quality's effect on the decision to use Jastip, mediated by Trust (H10), is indicated by an original sample value of 0.031, with a T-Statistics value of 1.716, which is still smaller than the t-table value of 1.96.

Discussion

1. The Influence of Reputation on Trust in the Use of Jastip

The hypothesis testing reveals that Reputation has a significant positive impact on Trust in Jastip's use. This means that Jastip's strong reputation has effectively fostered consumer

confidence in its services. The findings underscore the positive impact of Jastip's efforts to improve its reputation. This result is consistent with previous research, such as Tjahyadi (2006), which demonstrated that reputation plays a crucial role in building trust. In the context of online shopping, consumers often check the reputation of a shop before making purchases, especially when buying cosmetics on Instagram. They tend to avoid shops with poor reputations. Moreover, (Tjahyadi, 2006), which demonstrated that reputation plays a crucial role in building trust. In the context of online shopping, consumers often check the reputation of a shop before making purchases, especially when buying cosmetics on Instagram. They tend to avoid shops with poor reputations. Moreover Riswandi (2019) study also supports this view, highlighting that a seller's (Personal Shopper) reputation significantly boosts consumer trust. A better reputation leads to higher trust levels among consumers, emphasizing the importance of reputation in shaping trust during online transactions.

2. The Influence of Social Media Marketing on Trust in the Use of Jastip

The hypothesis testing outcomes reveal that Social Media Marketing has a positive yet insignificant impact on trust in using Jastip, implying that it has not effectively fostered consumer trust. This could be due to the high frequency of scams on social media platforms. Additionally, social media often contains a mix of content, including misleading information and false reviews, which may lead consumers to question the authenticity of what they see. These findings differ from the study by (Suryadiningrat et al., 2022), which highlights that consumer trust is crucial for a product or brand and suggests that social media is an effective tool for building that trust. According to their research, social media can boost consumer trust. Moreover, a 2014 survey by E Marketer revealed that companies promoting their brands on social media tend to generate higher consumer purchasing interest.

3. The Influence of Service Quality on Trust in the Use of Jastip

Based on the hypothesis testing results, it is stated that Service Quality has a positive and significant effect on Trust in the Use of Jastip. This indicates that the Service Quality provided by Jastip has successfully built consumer trust in the service. These results demonstrate that the efforts made by Jastip to improve its service quality are highly effective. This finding aligns with the research conducted by (Riswandi, 2019). It shows that the service quality provided by Personal Shoppers (Jasa Titip) is an important factor in enhancing consumer trust. As mentioned, service quality is a focus aimed at meeting customer needs and desires, as well as ensuring the accuracy of delivery to meet customer expectations.

4. The Influence of Reputation on the Decision to Use Jastip

The hypothesis testing results indicate that Reputation has a positive, yet insignificant, effect on the Decision to Use Jastip. This means that Jastip's reputation has not effectively persuaded consumers to opt for a particular Jastip service when making purchasing decisions. Prior to purchasing from an online store, consumers typically assess the store's reputation. They search for credible feedback from past buyers to ensure the authenticity of the products, confirm there is no fraud, and that the service is friendly. Moreover, the clarity and completeness of contact information provided by the store also impact the consumer's decision to purchase cosmetics that match their needs. These findings contradict (Tiarawati, 2021), research, which found a significant impact of a seller's reputation on purchase decisions. In that study, a stronger reputation was linked to higher purchasing decisions, as reputation is an influential factor in

consumer behavior. Additionally, these findings are not consistent with (Tjahyadi, 2006), research, which suggested that a seller's reputation significantly affects purchase decisions.

5. The Influence of Social Media Marketing on the Decision to Use Jastip

The results of the hypothesis testing indicate that Social Media Marketing has a significant and positive effect on the Decision to Use Jastip. This finding suggests that Social Media Marketing is effective in encouraging consumers to make purchasing decisions. The information shared on social media about a product can inspire consumers to opt for Jastip. This outcome is consistent with previous research, such as the study by Dewi et al. (2021), which found a similar positive and significant impact of social media marketing on purchasing decisions. Social media marketing involves using platforms like social media to promote a product, service, brand, or cause, aiming to engage with users. Through social media marketing, businesses can expand their reach to a wider audience, including potential customers far from their location, which can influence their purchasing decisions.

6. The Influence of Service Quality on the Decision to Use Jastip

The hypothesis testing results indicate that while Service Quality has a positive impact on the Decision to Use Jastip, this influence is not statistically significant. This implies that Service Quality does not significantly motivate consumers to make purchases. A possible explanation for this could be that providing exceptional service is now considered a basic requirement for platforms and is widely practiced by numerous online vendors. This conclusion is in line with the study by Wijaya et al. (2022), where their findings also showed that service quality had no significant effect on the decision to use.

7. The Influence of Trust on the Decision to Use Jastip

The hypothesis testing results indicate that Trust significantly and positively affects the Decision to Use Jastip. This suggests that trust among consumers is a key factor in speeding up their decision-making process. This finding is in line with the research conducted by (Tjakraatmadja, 2019), where it was observed that trust significantly impacts purchasing choices. When consumers have faith in an Instagram-based online store, they are more likely to proceed with a purchase. With trustworthy shops, consumers don't need to hesitate, as the smooth transaction process, product quality, and excellent service reinforce their confidence. Trust makes it easier for consumers to share personal information, buy products, and recommend the store, which is essential for fostering the growth of e-commerce.

8. The Influence of Reputation on the Decision to Use Jastip Mediated by Trust

The hypothesis testing results indicate that Reputation has a substantial and positive impact on the Decision to Use Jastip, with Trust acting as a full mediator. This suggests that Trust entirely mediates the relationship between Reputation and the decision to make a purchase. This conclusion aligns with the findings of (Riswandi, 2019), which demonstrated that Trust serves as a mediating factor between the seller's reputation and the purchase decision, validating the indirect influence of reputation on the decision-making process.

9. The Influence of Social Media Marketing on the Decision to Use Jastip Mediated by Trust

According to the hypothesis testing outcomes, social media exerts a positive yet insignificant influence on the choice to use Jastip, with trust serving as a mediator. This finding

suggests that trust does not mediate the link between social media and the purchase decision. This result differs from the research by (Hidayat et al., 2023), which found that social media had a positive and significant impact on purchase decisions mediated by trust.

10. The Effect of Service Quality on the Decision to Use Personal Shopper Services (Jastip) Mediated by Trust

The hypothesis testing results indicate that while Service Quality positively influences the Decision to Use Jastip, its impact is not significant when mediated by Trust. This finding suggests that Trust does not mediate the relationship between Service Quality and the Decision to Use Jastip. This outcome differs from the findings of (Riswandi, 2019). Data analysis indicates that the indirect effect of Service Quality on the Decision to Purchase, through Trust, is significant. This study validates that Trust serves as a mediator in the relationship between Service Quality and the Decision to Purchase.

CONCLUSION

The study's findings reveal that reputation has a significant and positive influence on consumer trust in personal shopper services (jastip), indicating that a favorable reputation can strengthen consumer trust. However, social media marketing only has a slight positive impact on trust, which is statistically insignificant, suggesting that marketing through social media does not significantly alter consumer trust. On the other hand, service quality has a clear positive and significant effect on trust, meaning that better service quality increases trust in the service. While reputation does have a positive effect on the decision to use jastip, this effect is not statistically significant, and service quality does not play a significant role in the decision to use jastip either.

Moreover, consumer trust is found to significantly and positively influence the decision to use jastip, with trust leading consumers to make quicker decisions about using the service. Reputation influences the decision to use jastip through trust as a mediating variable, while social media marketing and service quality do not show any significant influence on the decision to use jastip through trust. This suggests that even though social media and service quality may influence trust, they are not strong enough to mediate the consumer's decision to opt for jastip.

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