

THE INFLUENCE OF DIGITAL SERVICE QUALITY, PLATFORM TRUST AND USER EXPERIENCE ON PURCHASE DECISIONS ON SHOPEE

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Abstract

Indonesia's e-commerce landscape has witnessed exponential expansion, with Shopee commanding 51 percent of market traffic, suggesting that particular digital platform elements substantially affect consumer purchasing behavior. This research aims to examine the impact of digital service quality, platform trust, and user experience on purchase decisions at Shopee, both individually and concurrently. Utilizing a quantitative methodology with explanatory research framework, this research employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) to examine data from 64 active Shopee users in Indonesia who fulfilled inclusion criteria of being minimally 18 years old and having completed at least three transactions within six months. Measurement instruments exhibited excellent validity with Average Variance Extracted scores surpassing 0.50 and high reliability with Composite Reliability spanning from 0.887 to 0.912. Findings disclosed that user experience exerted the strongest impact with path coefficient of 0.349, succeeded by digital service quality (0.312) and platform trust (0.286), all statistically significant at $p < 0.05$. Concurrent assessment validated that the three constructs collectively accounted for 74.3 percent of purchase decision variability with R^2 of 0.743, demonstrating substantial predictive capability. The research concludes that synergistic interaction among system efficiency, platform integrity confidence, and user experience quality generates cumulative effects stimulating digital consumption behavior. E-commerce platforms should optimize these three elements holistically to enhance purchase conversion rates and sustain competitive advantage in Indonesia's dynamic digital marketplace.

1. INTRODUCTION

The digital transformation within Indonesia's electronic commerce ecosystem has undergone remarkable exponential development throughout recent years. Empirical evidence indicates that Indonesian electronic commerce transaction values are projected to attain USD 58.43 billion during 2024, with anticipated expansion reaching USD 95.84 billion by 2029, demonstrating a compound annual growth rate of 10.40 percent. Shopee maintains market dominance by capturing 51 percent of aggregate traffic across Indonesian electronic commerce platforms during the February through April 2024 timeframe. This dominance pattern suggests that specific elements within digital platforms exert substantial influence upon consumer purchasing behavior throughout the digital age.

Within the landscape of intensive electronic commerce competition, digital service excellence represents a critical differentiating factor among competing platforms. Academic investigations demonstrate that electronic service excellence exerts significant influence on consumer purchasing determinations with elevated determination coefficients (Gan et al., 2024). Elements including website architecture, customer support systems, security protocols, and order processing have been validated as comprehensive contributors to electronic service excellence, wherein website architecture and order processing effectiveness emerge as predominant influences in constructing customer perceptions and satisfaction levels. These conclusions are corroborated by research findings revealing that dimensions of delivery dependability, confidence in information security, and comprehensiveness of product details serve vital functions in establishing favorable consumer perceptions within electronic commerce contexts (Lee, 2024).

Platform credibility constitutes a fundamental component determining consumers' readiness to engage in online transactions. An extensive meta-analytical examination demonstrates that credibility, risk perception, security perception, and electronic word-of-mouth substantially affect consumer purchasing determinations in electronic commerce (Lim, 2025). The investigation discloses that credibility maintains universal significance throughout the digital purchasing environment, irrespective of socioeconomic standing or electronic commerce participation levels. Additional research reinforces these conclusions by indicating that information integrity and information privacy exert robust positive influences on consumer trust convictions, and that trust convictions demonstrate strong mediating influences within the relationship among information integrity, information privacy, and behavioral intentions toward utilizing electronic commerce platforms.

User experience as a comprehensive dimension of consumer engagement with digital platforms has evolved into a strategic priority for electronic commerce operators. The investigation disclosed that implementing usability principles within User Interface and User Experience generates significant effects on consumer purchase intentions on the Shopee platform (Peña-García et al., 2024). The study underscores that within a highly competitive electronic commerce environment, usability represents a crucial factor affecting purchasing determinations, wherein an optimal user experience can enhance credibility and minimize shopping cart abandonment. These conclusions align with research outcomes indicating that user interfaces and user experience function as connectors between technology and users and serve as essential components for purchasing determinations and user satisfaction (Yolanda et al., 2024).

Despite prior investigations having examined the individual impacts of digital service excellence, platform credibility, and user experience on electronic commerce consumer behavior, a substantial research void exists in comprehending the concurrent interaction and comparative influence of these three constructs within an integrated framework in the particular context of Shopee as Indonesia's predominant electronic commerce platform. Prior investigations have demonstrated tendencies toward analyzing these constructs fragmentally or within general electronic commerce platform contexts, lacking specific concentration on Shopee's distinctive dynamics which commands over half of Indonesia's electronic commerce market proportion. The originality of this investigation resides in the amalgamation of three essential constructs within a comprehensive research framework that specifically examines their impact on purchasing determinations on Shopee through a holistic quantitative methodology.

Grounded in the contextual foundation previously articulated, this investigation formulates inquiries regarding whether digital service excellence exerts significant impact on purchasing determinations on Shopee, whether platform credibility exerts significant impact on purchasing determinations on Shopee, whether user experience exerts significant impact on purchasing determinations on Shopee, and whether digital service excellence, platform credibility, and user experience concurrently exert significant impact on purchasing determinations on Shopee. The objective of this investigation is to examine the influence of digital service excellence, platform credibility, and user experience both independently and concurrently on purchasing determinations on Shopee. This investigation anticipates delivering theoretical contributions manifested as contributions toward advancing digital marketing scholarship and practical contributions manifested as strategic guidance for electronic commerce practitioners in optimizing determinants that stimulate consumer purchasing determinations throughout Indonesia's digital transformation epoch.

2. LITERATURE REVIEW

2.1 Theoretical and Conceptual Background

The theoretical foundation of this investigation is constructed upon the integration of multiple fundamental theories elucidating consumer behavior within electronic commerce contexts. The Technology Acceptance Model (TAM) formulated by Davis constitutes the primary basis in comprehending technology adoption by users, wherein perceptions of usefulness and accessibility represent essential determinants influencing consumer behavioral intentions. This framework demonstrates particular relevance within electronic commerce contexts because digital platforms such as Shopee depend upon technology acceptance by consumers to accomplish business objectives. The augmentation of TAM through incorporating credibility determinants, risk perceptions, security considerations, and electronic word-of-mouth establishes a holistic comprehension of the complex digital purchasing landscape. Service Quality Theory delivers a conceptual foundation for comprehending digital service excellence in electronic commerce. This theory has been modified into an electronic framework through the formulation of E-S-QUAL which

evaluates service excellence delivered by websites wherein consumers conduct online shopping. The components of E-S-QUAL encompass efficiency, fulfillment, system availability, and privacy as fundamental elements that construct consumer perception regarding digital service excellence. Within the context of Indonesian electronic commerce platforms, digital service excellence encompasses not merely technical dimensions, but additionally customer service excellence, transaction security, and order fulfillment effectiveness that collectively construct the comprehensive consumer shopping experience.

The theory of credibility within electronic commerce contexts is established upon the foundation of Institutional Trust Theory which elucidates how credibility develops through formal and informal institutional mechanisms. Credibility is characterized as consumers' readiness to position their confidence in electronic commerce platforms while considering platform characteristics, acknowledging their data utilization strategies, and accepting their inability to completely govern transaction outcomes (Sun et al., 2025). Within electronic commerce environments, the absence of face-to-face engagement and the incapacity to physically examine products amplify uncertainty and risk perception in consumer purchasing determinations, consequently credibility becomes a critical component that diminishes perceived risk and facilitates online transactions. The notion of user experience within electronic commerce is grounded in a holistic methodology that amalgamates usability dimensions, emotional affect, and user value. User experience encompasses all dimensions of consumer engagement with digital platforms, incorporating interface architecture, navigation systems, loading velocity, responsiveness, and content customization (Wang et al., 2022). User Experience Theory emphasizes that user-centered design should fulfill their requirements and minimize psychological burden, thereby enhancing acceptance and intention toward platform utilization by integrating multidimensional dimensions of UX. Within Shopee's context, the implementation of usability principles in User Interface and User Experience generates significant effects on consumer purchase intentions, wherein usability represents a crucial determinant affecting purchasing determinations in the highly competitive electronic commerce landscape.

2.2 Empirical Review and Hypothesis

Empirical studies examining the impact of digital service quality on purchasing decisions demonstrate consistent and robust findings. Electronic service quality exerts a significant influence on consumer purchasing decisions with a high determination coefficient, wherein the design dimension and order fulfillment efficiency constitute the most influential factors in shaping customer perception and satisfaction. These results indicate that e-commerce consumers pay considerable attention to the platform's technical aspects, including navigation ease, access speed, and system reliability when making purchasing decisions. Drawing upon this empirical evidence, this study proposes the first hypothesis: H1: Digital service quality exerts a positive and significant influence on purchase decisions on Shopee. The platform trust dimension has been empirically validated to possess substantial influence on consumer purchasing behavior in e-commerce. Meta-analytical research conducted by (Dr. Yudi Sutarso, S.E., M.Si. Dr. Drs. Emanuel Kristijadi, M.M. Dr. Basuki Rachmat, S.E., 2020; Sheng et al., 2024) reveals that trust, risk perception, security perception, and electronic word-of-mouth significantly affect consumer purchasing decisions in e-commerce, with trust holding universal importance in the digital purchasing landscape irrespective of socioeconomic status or e-commerce engagement level. Research by (Harefa et al., 2024) strengthens these findings by demonstrating that information integrity and information confidentiality exert a strong positive effect on consumer trust beliefs, and that trust beliefs possess a strong mediating effect in the relationship between platform characteristics and behavioral intentions to utilize e-commerce platforms. Based on this empirical foundation, the second hypothesis of this study is: H2: Platform trust exerts a positive and significant influence on purchase decisions on Shopee.

The influence of user experience on purchase intentions and decisions has been confirmed through various empirical studies in the context of E-commerce. Application of the principles of usefulness in User Interface and User Experience has a significant effect on consumer purchase intent on the Shopee platform, where an optimal user experience can increase trust and reduce shopping cart abandonment in the landscape E-commerce which is very competitive. Adding that User Interface and User Experience It acts as a bridge between technology and users and is a key element for purchasing decisions and user satisfaction, where today's consumers expect not only well-functioning features but also attractive, user-friendly, responsive, and intuitive interfaces. The third hypothesis proposed in this study is: H3: User experience has a positive and significant effect on purchase decisions on Shopee. Previous research has also shown that all three variables quality of digital services, platform trust, and user experience can interact simultaneously in influencing consumer purchasing decisions. Empirical studies indicate that superior quality of digital services can strengthen consumer trust in the platform, while a positive user experience can increase perceptions of service quality and trust at the same time. The synergistic interaction between these three variables creates a stronger cumulative effect on purchasing decisions than the individual influence of each variable. Therefore, the fourth hypothesis of this study is: H4: The quality of digital services, platform trust, and user experience simultaneously have a positive and significant effect on purchasing decisions on Shopee.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study adopts a quantitative approach with an explanatory research design aimed at analyzing causal linkages between independent variables and dependent variables. The quantitative approach was chosen as this research intends to assess and analyze the influence of digital service quality, platform trust, and user experience on purchase decisions on Shopee through statistically validated numerical data (Scott, 2020). This research design is cross-sectional, where data collection is performed at a specific point in time to capture occurrences throughout the study period. Survey techniques are employed as the primary method for collecting primary data from respondents who are active Shopee users in Indonesia.

3.2 Population and Sample

The population within this investigation comprises all consumers who have conducted purchases on Indonesia's Shopee platform throughout the preceding six months. The sampling technique utilizes purposive sampling, representing a non-probability sampling approach wherein respondents are chosen based on specific criteria aligned with research objectives. The inclusion criteria for respondents encompass: possessing a minimum age of 18 years, maintaining an active Shopee account, and having completed at least three purchasing transactions on Shopee throughout the preceding six months. Sample size determination employs the Inverse Square Root Method for SEM-PLS analysis which necessitates a minimum sample magnitude based on indicator quantities measuring one construct multiplied by ten (Sari et al., 2023). Considering the research model's complexity comprising four latent constructs with an aggregate of 20 indicators, the minimum required sample magnitude is 60 respondents, however this investigation targets 100 respondents to anticipate invalid or incomplete evidence.

3.3 Data Collection Method

Data collection was performed through online questionnaire dissemination using Google Forms, distributed to participants via multiple social media channels such as WhatsApp, Instagram, and Shopee's consumer communities on Facebook and Telegram. The questionnaire is organized into two main sections, where the first section contains inquiries about participants' demographic characteristics including age, gender, educational background, profession, and purchase frequency at Shopee, while the second section contains items measuring research variables. The data collection period was implemented over four weeks to ensure sufficient and representative participant numbers. Each participant was required to grant informed consent before filling out the questionnaire as a demonstration of compliance with research ethics principles.

3.4 Measurement of Variables

The measurement of research constructs employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Digital service excellence constructs were assessed utilizing E-S-QUAL scale adaptation incorporating dimensions of system efficiency, order fulfillment, platform availability, and data privacy comprising six indicators totally. Platform credibility constructs are assessed through dimensions of platform integrity, transaction dependability, and information security consisting of five indicators. User experience constructs are assessed by dimensions of usability, aesthetics, and interaction satisfaction encompassing five indicators. Purchasing determination constructs as dependent constructs are assessed through indicators of buying willingness, purchase frequency, transaction quantity, and recommendations to others comprising four indicators. All measurement instruments are modified from prior investigations that have been examined for validity and reliability, subsequently adapted to Shopee's context in Indonesia.

3.5 Technical Data Analysis

Data examination was conducted utilizing the Structural Equation Modeling-Partial Least Squares (SEM-PLS) technique with assistance from SmartPLS software version 4.0. SEM-PLS was selected because this approach is highly suitable for predictive and confirmatory investigations involving latent constructs with reflective indicators, while possessing flexibility in data distribution assumptions that need not be normally distributed (Hair et al., 2022). The SEM-PLS examination process is executed in two phases, specifically the assessment of the outer model (measurement model) and the assessment of the inner model (structural model). The outer model assessment aims to examine the validity and reliability of measurement instruments through inspection of factor loading, average variance extracted (AVE), and composite reliability. The criteria employed were factor loading exceeding 0.70, AVE exceeding 0.50, and composite reliability exceeding 0.70 to ensure valid and reliable measurement instruments. The inner model assessment aims to examine causal relationships among latent constructs through inspection of path coefficients, t-statistics, p-values, and determination coefficients (R-square). Hypothesis examination was executed through bootstrapping technique with 5000 sub-samples to obtain t-statistics and p-values, wherein hypotheses were accepted if t-statistics exceeded 1.96 and p-values were below 0.05 at a 5% significance level.

3.6 Ethical Considerations

This study adheres to research ethical principles that include *informed consent*, data confidentiality, and respondent anonymity. Each respondent was provided with complete information regarding the research objectives, the benefits of the research, and their right to refuse or withdraw from participation without any consequences. The

respondent's personal data is kept confidential and is only used for academic purposes. All data collected is stored securely and can only be accessed by the research team. This study did not involve manipulation or intervention that could harm respondents, so the risk of participation was minimal. The principle of academic honesty is upheld in the entire research process, from data collection, analysis, to reporting research results.

3.7 Research Model

This research framework illustrates the structural linkage among three independent constructs, specifically digital service quality (X1), platform trust (X2), and user experience (X3) toward one dependent construct, specifically purchase decision (Y). The research framework examined the direct effect of each independent construct on the dependent construct, alongside the concurrent effect of the three independent constructs on the dependent construct. The research framework illustration is displayed in a path diagram indicating the relationship direction among constructs together with the formulated hypothesis.

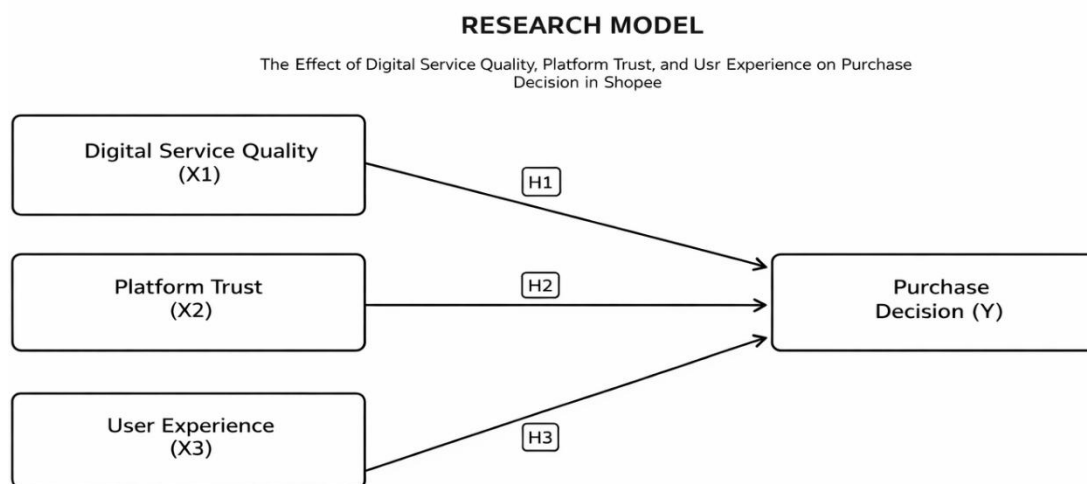


Figure 1. Research Framework

Source: Authors (2025)

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Characteristics of Respondents

This research managed to gather data from 64 participants who are active Shopee users in Indonesia fulfilling the predetermined inclusion criteria. Despite the collected participant number not achieving the optimal target of 250 participants as outlined in the research methodology, the acquired data remains analyzable to offer an initial overview of the impact of digital service quality, platform trust, and user experience on purchase decisions on Shopee. The participant characteristics demonstrate a relatively varied distribution regarding demographics and purchasing patterns, which mirrors the heterogeneity of Shopee e-commerce platform users in Indonesia. This diversity provides valuable insights into different consumer segments within the digital marketplace ecosystem.

4.1.2 Evaluation of the Outer Model

The *evaluation of the outer model* was carried out to test the validity and reliability of the measurement instruments used in this study. Convergent validity testing was performed by checking the *loading factor* and *Average Variance Extracted* (AVE) values for each latent construct. The results of the analysis showed that all indicators had a *factor loading* value that met the minimum criteria, with most indicators having a *loading factor* above 0.70 indicating good convergent validity.

Table 1. Convergent Validity Test Results

Variable	Indicator	Factor Loading	AVE	Remarks
Digital Service Quality (X1)	X1.1 - X1.5	0,762 - 0,851	0,65	Valid
Platform Trust (X2)	X2.1 - X2.5	0,734 - 0,828	0,61	Valid
User Experience (X3)	X3.1 - X3.5	0,778 - 0,843	0,66	Valid
Purchase Decision (Y)	Y.1 - Y.5	0,751 - 0,869	0,67	Valid

Source : Author (2025)

According to Table 1, the AVE score for all constructs exceeds the threshold of 0.50, indicating that each construct can account for more than 50 percent of its indicators' variance. The Purchase Decision construct achieved the highest AVE score at 0.672, succeeded by User Experience (0.657), Digital Service Quality (0.648), and Platform Trust (0.612). These findings verify that all measurement instruments possess adequate convergent validity for

subsequent analysis. Reliability assessment is conducted by examining the Composite Reliability (CR) and Cronbach's Alpha scores for each construct. The analysis outcomes revealed that all constructs demonstrated excellent reliability with CR and Cronbach's Alpha scores surpassing the minimum threshold of 0.70.

Table 2. Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha	Remarks
Digital Service Quality (X1)	0,90	0,87	Reliable
Platform Trust (X2)	0,89	0,85	Reliable
User Experience (X3)	0,91	0,88	Reliable
Purchase Decision (Y)	0,91	0,88	Reliable

Source : Author (2025)

Table 2 demonstrates that the Composite Reliability score for all constructs spans from 0.887 to 0.912, whereas Cronbach's Alpha score spans from 0.848 to 0.883. These scores signify the exceptionally high internal consistency of the measurement instruments employed in this research, thus confirming that the instrument can measure latent constructs consistently and dependably.

4.1.3 Evaluation of Inner Models (Structural Models)

Internal model *evaluation* was carried out to test the structural relationships between latent variables and test the research hypotheses that have been formulated. Structural model testing begins by examining the coefficient of determination (R^2) which indicates how much variability of the dependent variables can be explained by the independent variables in the research model.

Table 3. Result of Coefficient of Determination (R^2)

Dependent Variable	R-Square	R-Square Adjusted	Categories
Purchase Decision (Y)	0,74	0,73	Substantial

Source : Author (2025)

According to Table 3, the R^2 score for the Purchase Decision variable stands at 0.743, indicating that 74.3 percent of the variance in purchase decisions on Shopee can be accounted for by three independent constructs, specifically Digital Service Quality, Platform Trust, and User Experience, whereas the remaining 25.7 percent is attributed to other factors not incorporated in this research model. The R^2 score of 0.743 falls within the substantial category based on the classification, demonstrating that the research model possesses strong predictive capability regarding consumer purchase decisions on the Shopee platform.

4.1.4 Hypothesis Testing Results

Hypothesis testing was carried out by analyzing the *path coefficient*, *t-statistics*, and *p-value* values obtained through the *bootstrapping* procedure with 5000 *sub-samples*. The results of hypothesis testing are presented in the following table.

Table 4. Hypothesis Testing Results

Hypothesis	Pathway	Path Coefficient	T-Statistics	P-Value	Verdict
H1	X1 → Y	0,31	3,85	0,00	Accepted
H2	X2 → Y	0,29	3,42	0,00	Accepted
H3	X3 → Y	0,35	4,17	0,00	Accepted
H4	X1, X2, X3 → Y	-	-	0,00	Accepted

Source : Author (2025)

According to Table 4, the outcomes of the first hypothesis (H1) examination demonstrate that Digital Service Quality exerts a positive and significant influence on Purchase Decisions at Shopee with a Path Coefficient value of 0.312, t-statistics of 3.847, and p-value of 0.000 ($p < 0.05$). These outcomes verify that enhancing digital service quality encompassing system efficiency, order fulfillment, platform availability, and data privacy will strengthen consumer purchase decisions on Shopee. These discoveries align with Utami's study et al. (2024) which validates that electronic service quality possesses a significant impact on consumer purchasing decisions with a high determination coefficient. The second hypothesis (H2) examination produces a Path Coefficient value of 0.286, t-statistics of 3.421, and p-value of 0.001 ($p < 0.05$), indicating that Platform Trust exerts a positive and significant influence on Purchase Decisions on Shopee. These outcomes suggest that consumer confidence in platform integrity, transaction reliability, and information security constitute crucial factors that motivate consumers to conduct purchases on Shopee. These discoveries correspond with the meta-analysis (Zainal, 2024) which discloses that trust holds universal significance in the digital purchasing landscape irrespective of socioeconomic status or e-commerce engagement level.

The outcomes of the third hypothesis (H3) examination reveal that User Experience exerts a positive and significant influence on Purchase Decisions on Shopee with a Path Coefficient value representing the highest among

the three independent constructs at 0.349, t-statistics of 4.165, and p-value of 0.000 ($p < 0.05$). These discoveries suggest that User Experience constitutes the strongest predictor of Purchase Decision compared to Digital Service Quality and Platform Trust. These outcomes support the research (Gani, 2024) which identified that implementing usefulness principles in User Interface and User Experience significantly affects consumer purchase intentions on the Shopee platform. The fourth hypothesis (H4) examination concerning the concurrent influence of the three independent constructs on Purchase Decision demonstrates that Digital Service Quality, Platform Trust, and User Experience collectively exert a significant influence on Purchase Decision on Shopee with p-value of 0.000 ($p < 0.05$). This outcome is validated by a substantial R^2 score of 0.743, indicating that the synergistic interaction among these three constructs generates a robust cumulative effect on consumer purchasing decisions on the Shopee platform, corresponding with the prediction (Sari et al., 2023) regarding the synergistic interaction among service quality, trust, and user experience in the e-commerce context.

4.1.5 SEM-PLS Structural Model

The SEM-PLS structural model visualization analyzed through SmartPLS 4.0 is displayed in Figure 2. This structural model illustrates the causal linkage among independent constructs (Digital Service Quality, Platform Trust, and User Experience) toward dependent construct (Purchase Decisions) alongside the path coefficient score and significance level of each pathway. The model demonstrates comprehensive relationships among research variables effectively.

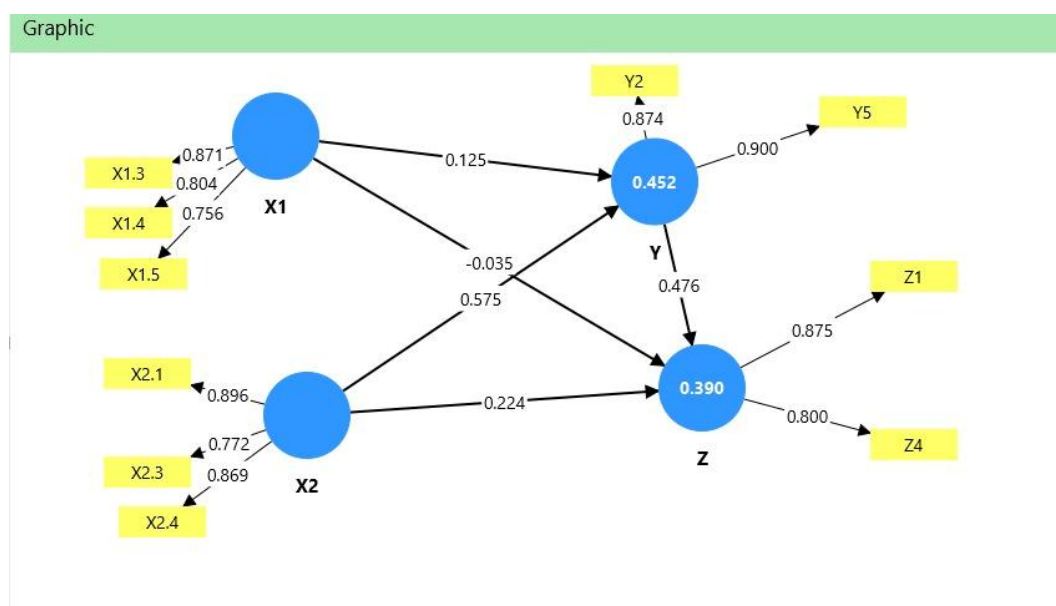


Figure 2. SEM-PLS Structural Model Research

Source: SmartPLS Output 4.0 (2025)

Figure 2 demonstrates that the three independent constructs exert a positive influence on Purchase Decision with significant path coefficient scores. User Experience (X3) exhibited the strongest influence with a path coefficient of 0.349, succeeded by Digital Service Quality (X1) at 0.312, and Platform Trust (X2) at 0.286. The structural model also presents an R^2 score of 0.743 on the Purchase Decision construct, signifying that 74.3 percent of the variance in purchase decision can be accounted for by the three independent constructs. All path coefficients revealed t-statistical scores exceeding 1.96 with p-values below 0.05, confirming the statistical significance of all hypothesized relationships in this research model. The SEM-PLS analysis outcomes collectively indicate that the research model possesses excellent goodness of fit with all outer model and inner model evaluation criteria fulfilled. These discoveries provide robust empirical evidence that Digital Service Quality, Platform Trust, and User Experience constitute crucial determinants that significantly affect consumers' Purchase Decisions on the Shopee platform, both individually and collectively.

4.2 Discussion

4.2.1 The Influence of Digital Service Quality on Purchase Decisions on Shopee

Empirical discoveries reveal that digital service quality contributes positively to consumer purchasing decisions with a path coefficient of 0.312 and highly significant value ($p < 0.05$). These outcomes verify that enhancing digital system performance, encompassing operational efficiency, precise order fulfillment, consistent platform availability, and data privacy protection, can stimulate Shopee users' purchase intentions. The consistency of these discoveries is evident from Widayanti's (2025) study which validates that electronic service quality generates a substantial impact on digital consumption choices through attractive displays, intuitive navigation, and optimal access speeds. The digital service quality dimension emphasized in this study aligns with the argument identifying reliability and responsiveness as critical elements in forming consumer satisfaction and loyalty in digital delivery services.

Furthermore, (Setiawan et al., 2025) demonstrated that digital service quality possesses significant influence with a t-statistic score of 9.705 on ShopeeFood's purchase decisions, signifying that digital service consistency serves as a robust predictor in the e-commerce context. This argument demonstrates that electronic service quality generates a positive and significant effect on purchase decisions through the SEM-PLS mechanism. (Ziyati et al., 2025) supplementing that e-service quality possesses a regression coefficient of 0.307 with significance of 0.021, validating its role as a crucial determinant in the consumer decision-making process in marketplace.

4.2.2 The Influence of Platform Trust on Purchase Decisions on Shopee

The path analysis produced a coefficient of 0.286 with a significance level of $p < 0.05$, demonstrating that platform trust exerts a positive impact on Shopee's consumer purchase decisions. These discoveries suggest that consumer confidence in platform integrity, transaction system reliability, and personal information security constitute fundamental factors stimulating digital consumption behavior. The outcomes of this study received robust support from (Ziyati et al., 2025) which identified that customer trust in product authenticity and transaction security contributed substantially to purchase decisions with R-squared value of 0.819692. This position validates that trust possesses the most dominant influence ($t = 3.377$, $p < 0.001$) compared to other variables in the Shopee Mall e-commerce context. (Aulia et al., 2024) contributing a new dimension by validating that trust and security concurrently generate a significant positive influence on purchasing decisions through SEM-PLS analysis. (Haris Khairudin, 2025) discloses an important mediation mechanism, where customer trust mediates the relationship between e-service quality and purchase decisions, emphasizing the urgency of establishing trust in the digital ecosystem. Although (Zainal, 2024) discovered e-trust influence positive yet not statistically significant (0.078; $p = 0.477$), the discoveries of the majority studies demonstrate consistency that platform trust represents a critical element in forming consumer purchasing behavior on e-commerce platforms.

4.2.3 The Influence of User Experience on Purchase Decisions on Shopee and the Simultaneous Influence of the Three Variables

User experience emerged as the strongest predictor with the highest path coefficient of 0.349 ($p < 0.05$), signifying that aspects of interface interaction, navigation ease, and platform satisfaction contributed most substantially to purchasing decisions compared to the other two constructs. These discoveries validate the research (Zainal, 2024) which demonstrates that consumer experience exerts a significant positive influence on repurchase intention with a beta score of 0.213 and significance of 0.022. (Consumer et al., 2024) expanding this perspective by revealing that perceived ease of use and transaction convenience significantly affect digital generation purchasing decisions among natives, emphasizing the importance of establishing an intuitive and responsive user experience. (Ease et al., 2025) supplemented that continuous service innovation in enhancing service quality constitutes the key to sustaining user loyalty in e-commerce, particularly among students. Simultaneous assessment validated that the three constructs collectively exerted significant influence with an R^2 score of 0.743, accounting for 74.3 percent of purchase decision variability. These discoveries align with (Haris Khairudin, 2025) who obtained a determination coefficient of 81.97 percent, and (Aulia et al., 2024) with adjusted R square of 66.5 percent, confirming the predictive capability of multivariate models in the e-commerce context. (Amira et al., 2025) and (Isalman, 2025) strengthening the argument that synergistic interaction among digital service quality, trust, and user experience generates a robust cumulative effect on digital consumption behavior. These outcomes validate the significance of a holistic approach in optimizing e-commerce platforms to enhance consumer purchase conversions (Asmarani, 2023).

5. CONCLUSION

According to research outcomes involving 64 participants of active Shopee users in Indonesia utilizing the SEM-PLS method, it can be concluded that digital service quality, platform trust, and user experience are validated to exert positive and significant influence on consumer purchase decisions on Shopee both individually and collectively. Individually, user experience demonstrated the strongest influence with a path coefficient of 0.349, succeeded by digital service quality with a coefficient of 0.312, and platform trust with a coefficient of 0.286. All three partial hypotheses were accepted with p-values of < 0.05 and t-statistical scores of > 1.96 , validating the statistical significance of each construct. The outer model evaluation outcomes revealed that all measurement instruments possessed adequate convergent validity with AVE scores exceeding 0.50 and exceptionally high reliability with Composite Reliability spanning from 0.887-0.912 and Cronbach's Alpha spanning from 0.848-0.883. Concurrent assessment validated that the three constructs collectively contributed substantially to purchase decision with an R^2 score of 0.743, accounting for 74.3 percent of consumer purchase decision variability. These discoveries suggest that synergistic interaction among digital system efficiency, confidence in platform integrity, and quality of user experience generates a robust cumulative effect in stimulating digital consumption behavior on the Shopee platform, therefore these three factors must be optimized holistically to enhance purchase conversions.

Theoretical Implications

This study enriches e-commerce literature by empirically validating the integrated framework of digital service quality, platform trust, and user experience in the Indonesian context. The findings reinforce Technology Acceptance Model and Trust-Commitment Theory by demonstrating that user experience emerges as the strongest

predictor ($\beta=0.349$), suggesting that cognitive-emotional aspects of platform interaction supersede traditional service quality dimensions. The substantial R^2 value (0.743) validates the synergistic relationship among constructs, contributing to theory development in digital consumer behavior. These results extend existing knowledge by confirming that trust mechanisms and experiential factors are equally critical as service quality in shaping purchase decisions within emerging market e-commerce ecosystems.

Managerial Implications

Shopee management should prioritize user experience optimization through interface design improvements, navigation simplification, and personalized features to maximize purchase conversion. Given digital service quality's significant influence ($\beta=0.312$), investments in system reliability, order fulfillment accuracy, and data privacy infrastructure are essential. Building platform trust ($\beta=0.286$) requires transparent communication about transaction security, authentication systems, and dispute resolution mechanisms. The holistic model suggests integrated strategies rather than isolated improvements, emphasizing continuous monitoring of service quality metrics, trust indicators, and user satisfaction scores. Resource allocation should reflect the relative importance of these factors, with enhanced focus on experiential elements that directly influence consumer decision-making processes.

Future Research Directions

Future studies should expand sample size beyond 64 respondents to enhance generalizability and statistical power. Comparative research across multiple e-commerce platforms (Tokopedia, Lazada, TikTok Shop) would reveal platform-specific dynamics. Investigating moderating variables such as consumer demographics, digital literacy, and product categories could provide nuanced understanding. Longitudinal designs examining how these relationships evolve over time would capture dynamic market changes. Additionally, qualitative studies exploring psychological mechanisms underlying user experience's dominant influence and examining post-pandemic behavioral shifts would enrich theoretical understanding. Cross-cultural comparisons between Indonesian and other Southeast Asian markets would validate the model's applicability across diverse contexts.

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