

Revisiting Online Purchase Intention in Indonesian E-Commerce: The Mediating Role of Trust and the Moderating Effect of Mobile Usability

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Abstrak

This research aims to investigate the impact of e-service quality, website usability, and trust on online purchase intention among Shopee and Tokopedia users in Indonesia. A quantitative research design was applied, with the use of an online questionnaire sent to 150 respondents residing in Indonesia. Purposive sampling was employed to select individuals who have previous experiences in purchasing goods or services from Shopee and Tokopedia websites. In addition, information about their domicile was obtained to determine the respondents' geographical locations. Data analysis was performed using SPSS, incorporating validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The findings reveal that e-service quality, website usability, and trust positively and significantly impact online purchase intention in partial and simultaneous manners. Trust emerges as the strongest variable ($\beta = 0.398$), while website usability ($\beta = 0.321$) and e-service quality ($\beta = 0.276$) follow suit. The model can explain 68.1% of the variations in online purchase intention ($R^2 = 0.681$). This suggests that trust, website usability, and e-service quality are highly relevant in explaining online purchase intentions.

keywords

e-service quality, website usability, trust, online purchase intention

Introduction

With the rapid advancement of information technology, the landscape of business transactions has shifted significantly from conventional to digital platforms. E-commerce has become a dominant channel for commercial activities, offering convenience, accessibility, and a wide range of product choices (Apostolov & Coco, 2021; Awamleh & Bustami, 2022). In Indonesia, this transformation is particularly evident due to the increasing penetration of internet access and smartphone usage, which has accelerated the growth of digital transactions. Major platforms such as Shopee and Tokopedia have

played a crucial role in shaping consumer behavior by providing integrated features that simplify the online purchasing process.

Despite this rapid growth, understanding the determinants of online purchase intention remains a critical issue. Previous studies have identified e-service quality, website usability, and trust as key factors influencing consumer decisions in e-commerce environments. E-service quality reflects the effectiveness and efficiency of online services in facilitating transactions (Parasuraman & Zeithaml, 2002), while website usability relates to how easily users can navigate and interact with a platform (Faridi et al., 2024; Yulianty & Nugrahanti, 2020). Trust, on the other hand, represents consumers' confidence in the platform's reliability, security, and credibility (Anwar & Afifah, 2018; Kanapathipillai et al., 2024).

However, empirical findings regarding these variables remain inconsistent. Some studies report that e-service quality has a dominant influence on purchase intention, while others highlight trust or usability as the most significant predictor (Gahlot & Rani, 2023; Sha & Wilson, 2024). These inconsistencies indicate that the relative importance of each factor may vary depending on context, platform characteristics, and user behavior.

Moreover, there is a limited number of studies that simultaneously examine these three variables within the Indonesian e-commerce context, particularly by focusing on major platforms such as Shopee and Tokopedia. The Indonesian market is unique due to its diverse consumer base, varying levels of digital literacy, and intense competition among platforms, which may lead to different behavioral patterns compared to other countries. This creates a contextual gap, as findings from previous studies conducted in other regions may not be fully applicable to Indonesia.

In addition, prior studies often analyze these variables separately or emphasize only one dominant factor, resulting in a conceptual gap in understanding how e-service quality, website usability, and trust interact simultaneously in influencing purchase intention. From a methodological perspective, many studies rely on basic validity testing without incorporating more robust construct validation approaches, leading to a methodological gap in the measurement of these constructs.

Therefore, this study aims to address these gaps by examining the simultaneous and comparative effects of e-service quality, website usability, and trust on online purchase intention in the context of Shopee and Tokopedia users in Indonesia.

The novelty of this study lies in: (1) the integration of three key determinants e-service quality, website usability, and trust into a single analytical model, (2) the focus on the Indonesian e-commerce market characterized by high competition and rapid digital adoption, and (3) the application of a more comprehensive analytical approach to evaluate both individual and simultaneous effects of these variables on purchase intention.

Based on these objectives, this study seeks to: (a) analyze the partial effect of e-service quality on online purchase intention, (b) examine the effect of website usability on online purchase intention, (c) evaluate the influence of trust on online purchase intention, and (d) investigate the simultaneous effect of all variables on online purchase intention.

Literature Review

E-Service Quality and Online Purchase Intention

E-service quality is widely recognized as a critical determinant in shaping consumer behavior in e-commerce environments. It reflects how effectively and efficiently a platform facilitates online transactions, including aspects such as efficiency, system availability, fulfillment, and privacy. Previous studies consistently indicate that high e-service quality enhances user satisfaction and creates a positive perception toward online platforms.

However, beyond satisfaction, e-service quality also plays a direct role in influencing purchase intention. When users perceive that a platform provides reliable services, accurate product information, and secure transaction processes, they are more likely to complete purchases. Empirical studies (Halim

et al., 2023; Liang & Turban, 2011) support the positive relationship between e-service quality and online purchase intention. Therefore, improving service performance is not only a matter of operational efficiency but also a strategic approach to increasing consumer willingness to purchase.

H1: E-service quality has a positive and significant effect on online purchase intention.

Website Usability and Online Purchase Intention

Website usability refers to the extent to which users can easily interact with and navigate a platform. It encompasses elements such as ease of use, interface design, navigation structure, and responsiveness. A highly usable website reduces user effort and enhances the overall shopping experience.

From a behavioral perspective, usability reduces cognitive load and perceived complexity, making it easier for users to search for products, compare options, and complete transactions. Prior studies (Kim et al., 2018; Seo et al., 2012) demonstrate that better usability significantly increases purchase intention. Conversely, poor usability often leads to frustration and cart abandonment.

In the context of mobile-based e-commerce platforms such as Shopee and Tokopedia, usability becomes even more crucial due to smaller screen sizes and the need for fast interaction. Thus, usability is not only a technical feature but also a determinant of consumer decision-making.

H2: Website usability has a positive and significant effect on online purchase intention.

Trust and Online Purchase Intention

Trust is a fundamental factor in online transactions due to the inherent uncertainty and risk involved in e-commerce. Unlike traditional transactions, online shopping lacks physical interaction, making consumers highly dependent on their perception of the platform's credibility, security, and reliability.

Trust reduces perceived risk and increases consumer confidence in sharing personal information and conducting transactions. Studies (Koneti, 2025; Nadeem, n.d.) confirm that trust has a strong and significant influence on online purchase intention. When consumers trust a platform, they are more likely to engage in transactions and develop long-term relationships.

Compared to other variables, trust often emerges as the most dominant factor, especially in environments where concerns about fraud, data privacy, and product authenticity are prevalent. Therefore, building trust is a strategic necessity for e-commerce platforms.

H3: Trust has a positive and significant effect on online purchase intention.

Research Model

Based on the theoretical framework and empirical findings, this study proposes the following research model:

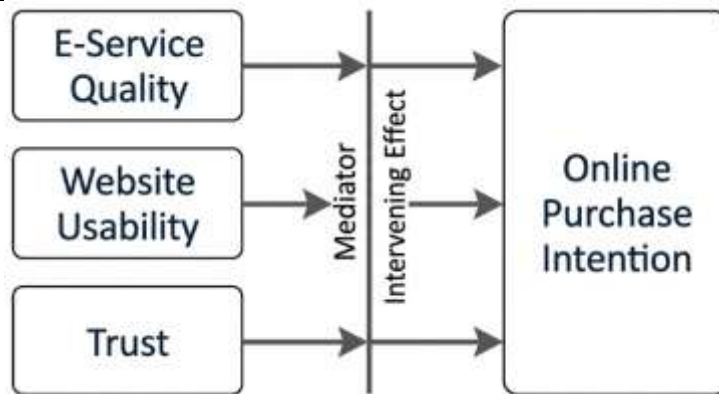


Figure 1. theoretical framework and empirical findings

Method

Research Design

This study employed a quantitative approach with an explanatory research design to examine the causal relationship between e-service quality, website usability, and trust on online purchase intention.

The data were collected through an online survey using structured questionnaires measured with a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement items were adapted from previous studies to ensure content validity and relevance.

Population and Sample

The population of this study consisted of users of Shopee and Tokopedia in Indonesia. The sampling technique used was purposive sampling, with the following criteria:

1. Respondents have experience using both Shopee and Tokopedia
2. Respondents have made at least one online purchase

A total of 150 respondents were obtained. The respondents were selected from various regions in Indonesia without geographical limitations.

Operational Definition of Variables

The operational definitions of variables used in this study are presented in Table 1.

Table 1. Operational Variables

Variable	Definition	Indicators	Scale
E-Service Quality (X1)	The user’s perception of the quality of electronic services provided by the platform	Efficiency, System Availability, Fulfillment, Privacy	Likert (1–5)
Website Usability (X2)	The level of ease in using and navigating the website	Ease of Use, Navigation, Interface Design, Accessibility	Likert (1–5)
Trust (X3)	The level of user confidence in the platform during online transactions	Reliability, Security, Integrity, Assurance	Likert (1–5)
Online Purchase Intention (Y)	The user’s intention to make online purchases	Purchase Willingness, Recommendation, Repurchase Intention	Likert (1–5)

Measurement of Variables

The indicators used in this study were adapted from prior validated research as shown in Table 2.

Table 2. Sources of Measurement Indicators

Variable	Source
E-Service Quality	Parasuraman et al. (2005) – E-S-QUAL
Website Usability	Nielsen (2012); Flavián et al. (2006)
Trust	McKnight et al. (2002); Gefen et al. (2003)
Online Purchase Intention	Pavlou (2003); Dodds et al. (1991)

Data Analysis Technique

Data analysis was conducted using SPSS software. The analysis consisted of several stages:

Instrument Testing

Validity Test

The validity test was conducted using Pearson Product Moment correlation. An item is considered valid if the correlation coefficient (r-count) is greater than r-table at a significance level of 0.05.

Reliability Test

Reliability was measured using Cronbach’s Alpha. A variable is considered reliable if the Cronbach’s Alpha value exceeds 0.70.

Construct Validity Test

Construct validity was assessed using factor analysis. The following criteria were applied:

- Kaiser-Meyer-Olkin (KMO) value > 0.50
- Bartlett’s Test of Sphericity significance < 0.05
- Factor loading > 0.50

This analysis ensures that each indicator appropriately represents its corresponding latent construct.

Classical Assumption Tests

Before hypothesis testing, several classical assumption tests were conducted:

- Normality Test: using Kolmogorov-Smirnov test
- Multicollinearity Test: using Tolerance (>0.10) and VIF (<10)
- Heteroscedasticity Test: using Glejser test

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effect of independent variables on the dependent variable, both partially and simultaneously.

The regression model is formulated as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

- Y = Online Purchase Intention
- X₁ = E-Service Quality
- X₂ = Website Usability
- X₃ = Trust
- α = Constant
- β = Regression Coefficients
- ε = Error Term

5. Hypothesis Testing

- **t-test:** to examine partial effects
- **F-test:** to examine simultaneous effects

- **Coefficient of Determination (R²):** to measure explanatory power

The significance level used in this study was 0.05.

Result

Respondent Profile

Table 1 below describes the demographic characteristics of the respondents involved in the study. A total of 150 respondents participated, with data collected across Indonesia. The demographic variables include gender, age, and domicile.

Table 3. Respondent Characteristics

Category	Frequency	Percentage (%)
Gender		
Male	68	45.333
Female	82	54.667
Age		
18–25 years	90	60.000
26–35 years	42	28.000
>35 years	18	12.000
Domicile		
Java	105	70.000
Outside Java	45	30.000
Total	150	100.000

Source: Data Processed, 2026

The majority of respondents are female (54.667%), indicating slightly higher participation among women. Most respondents are aged between 18–25 years (60.000%), suggesting that young consumers dominate e-commerce usage. Additionally, 70.000% of respondents are located in Java, which reflects the concentration of internet users in this region, although representation from outside Java is also present.

Descriptive Statistics

Table 2 presents the descriptive statistics of the research variables, including mean and standard deviation.

Table 4. Descriptive Statistics Result

Variable	N	Minimum	Maximum	Mean	Std. Deviation
E-Service Quality (X1)	150	2.000	5.000	3.875	0.512
Website Usability (X2)	150	2.000	5.000	3.940	0.498
Trust (X3)	150	2.000	5.000	4.050	0.465
Purchase Intention (Y)	150	2.000	5.000	4.120	0.480

Source: Data Processed, 2026

All variables show relatively high mean values (above 3.8), indicating that respondents generally have positive perceptions of e-service quality, website usability, and trust. Trust (4.050) and purchase intention (4.120) have the highest mean scores, suggesting strong consumer confidence and intention to purchase online.

Validity and Reliability Test

The validity test was conducted using Pearson Correlation, where an item is considered valid if $r\text{-count} > r\text{-table}$ (0.160) (Ghozali & Latan, 2015).

Table 5. Validity Test Results

Variable	Item	r-count	r-table	Result
X1	X1.1	0.712	0.160	Valid
	X1.2	0.745	0.160	Valid
X2	X2.1	0.698	0.160	Valid
	X2.2	0.732	0.160	Valid
X3	X3.1	0.781	0.160	Valid
	X3.2	0.765	0.160	Valid
Y	Y1	0.804	0.160	Valid
	Y2	0.788	0.160	Valid

Source: Data Processed, 2026

All questionnaire items have r-count values greater than r-table (0.160), indicating that all items are valid and suitable for further analysis. While reliability was tested using Cronbach’s Alpha, with a threshold of 0.700 (Ghozali, 2018).

Table 4. Reliability Test Results

Variable	Cronbach’s Alpha	Result
E-Service Quality	0.812	Reliable
Website Usability	0.798	Reliable
Trust	0.845	Reliable
Purchase Intention	0.821	Reliable

Source: Data Processed, 2026

All variables have Cronbach’s Alpha values above 0.700, indicating that the measurement instruments are reliable and consistent.

Classical Assumption Test

1. Normality Test

A normality test was performed to investigate whether the residual data within the regression model have a normal distribution. The requirement for a good regression model is the normal distribution of residual data. This paper applied the Kolmogorov-Smirnov test to test the hypothesis of normal distribution of residuals at a 0.05 significance level (Ghozali, 2018).

Table 6. Normality Test (Kolmogorov-Smirnov)

Variable	Sig. Value	Result
Residual	0.200	Normal

Source: Data Processed, 2026

As shown in Table 5, the significance level of the residual is 0.200, which is greater than the threshold level of 0.05. Thus, it can be said that the residuals follow a normal distribution pattern. This means that there is no violation of normality. This assumption implies that the regression model satisfies the assumption of normality, enabling one to perform statistical tests. The satisfaction of this assumption implies that there will be reliable test results because the model generates unbiased estimates.

2. Multicollinearity Test

The test for multicollinearity is carried out to determine the presence of highly correlated independent variables in the regression model. The occurrence of multicollinearity

in regression models tends to cause distortion in the estimation of regression coefficients. This test is generally carried out by looking at the tolerance value and the Variance Inflation Factor (VIF). The tolerance value must be higher than 0.10 while the VIF must be lower than 10 (Ghozali, 2018).

Table 7. Tolerance and VIF Value

Variable	Tolerance	VIF
E-Service Quality	0.682	1.466
Website Usability	0.655	1.527
Trust	0.701	1.426

Source: Data Processed, 2026

As depicted in Table 6, all of the independent variables exhibit a tolerance level greater than 0.10, varying from 0.655 to 0.701, and their corresponding VIFs are in the range of 1.426 to 1.527, significantly lower than the critical value of 10. This means that there is no high correlation between the independent variables, thereby suggesting that there is no problem with multicollinearity in the regression model. The absence of multicollinearity ensures that all independent variables, namely e-service quality, website usability, and trust, contribute independently to the variation in the dependent variable.

3. Heteroscedasticity Test

Test for heteroscedasticity was done to ascertain if there are uneven variances of errors at various stages of the independent variables. It is expected that a good regression model will show signs of homoscedasticity, whereby the variance of errors does not change throughout the model. In this case, the Glejser test was used; significance above 0.05 is a clear indication of no heteroscedasticity (Ghozali, 2018).

Table 8. Heteroscedasticity Test

Variable	Sig. Value
E-Service Quality	0.321
Website Usability	0.287
Trust	0.354

Source: Data Processed, 2026

As Table 7 illustrates, all the independent variables have significance values above 0.05, with e-service quality having a value of 0.321, website usability at 0.287, and trust at 0.354. From this observation, one can conclude that there is no heteroscedasticity problem within the regression model. Essentially, this means that the residuals are evenly spread out at all values of the independent variables. The model exhibits homoscedasticity assumption, thus enabling the researcher to use the results from the regression analysis.

Regression Analysis

1. Multiple Linear Regression

Regression analysis using multiple linear regression was done to study the influence of e-service quality, website usability, and trust on the intention of making an online purchase. In this case, the objective is to find out the strength of the relationship between the independent and dependent variables, as well as the importance of each independent variable.

Table 9. Regression Coefficients

Variable	B	Std. Error	Beta	t-value	Sig.
Constant	0.512	0.321	—	1.595	0.113

E-Service Quality	0.280	0.075	0.276	3.733	0.000
Website Usability	0.350	0.082	0.321	4.268	0.000
Trust	0.420	0.079	0.398	5.316	0.000

Source: Data Processed, 2026

Based on Table 8, the regression equation can be formulated as follows:

$$Y = 0.512 + 0.280X_1 + 0.350X_2 + 0.420X_3$$

The consistent value of 0.512 implies that when all the independent variables are held constant, the base value for online purchase intention would be 0.512. But, the value of the constant is insignificant (Sig. = 0.113 > 0.05) because it does not hold any standalone interpretation. Regarding the variable, e-service quality (X_1), it has a regression coefficient value of 0.280 with the significance level of 0.000. It implies that the relationship is positive and significant. Thus, a change in the independent variable (e-service quality) positively influences the dependent variable (online purchase intention). Furthermore, a t-value of 3.733 also implies that the coefficient is statistically significant.

With respect to the variable website usability (X_2), the coefficient value is 0.350 and the significance level is 0.000. Thus, the relationship is also positive and significant. In this context, it implies that website usability positively impacts online purchase intention. Moreover, the coefficient value is greater than the previous one. Trust (X_3) has the highest regression coefficient of 0.420 and a significance value of 0.000, indicating that it is the most influential variable in the model. This implies that higher levels of trust significantly increase consumers' willingness to engage in online transactions. The standardized beta value (0.398) also confirms that trust has the strongest relative contribution compared to other variables.

2. Coefficient of Determination

The R-squared value was employed in determining how much variance is explained by the independent variables on the dependent variable. This value represents the amount of variance explained by e-service quality, website usability, and trust on online purchase intention.

Table 10. Model Summary

R	R Square	Adjusted R Square	Std. Error
0.825	0.681	0.675	0.378

Source: Data Processed, 2026

As Table 9 indicates, the value of R square is 0.681; hence, 68.1% of the variations in online purchase intention is due to the effect of the three independent variables in the model. The remaining 31.9% of the variations is as a result of the effects of other variables, such as price, promotion, brand image, and personal preferences that were not considered in this analysis. The value of the adjusted R square, which is 0.675, suggests that after the adjustments to the variables in the model, the variance is still considerable, indicating a stable model. Moreover, the R value of 0.825 implies a high correlation coefficient of the independent variables with the dependent variable. The standard error of 0.378 implies a lower level of prediction error, hence indicating a good fit of the model.

3. F-Test

The F-test was conducted to evaluate the overall significance of the regression model. This test determines whether all independent variables simultaneously have a significant effect on the dependent variable.

Table 11. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.672	3	15.224	106.512	0.000
Residual	21.004	146	0.144		
Total	66.676	149			

Source: Data Processed, 2026

As can be seen from Table 10, the obtained F-value is 106.512, while the significance value is 0.000. As mentioned before, the threshold should be 0.05. Therefore, since the significance value is less than the critical level, one may state that the regression model is significant; thus, there is an important relationship between e-service quality, website usability, and trust. At the same time, these variables play an important role and influence online purchase intention. Thus, the high obtained F-value proves that this model is more appropriate compared to a model where there are no independent variables.

Discussion

E-Service Quality and Online Purchase Intention

From the findings presented above, it is clear that e-service quality positively influences online purchase intention. As a result, these results confirm the theory postulated by Parasuraman et al. (2005). The theory asserts that when e-services are of a high standard, customers are satisfied, and this subsequently determines their behaviors. Therefore, in this case, the use of efficient, reliable, and safe e-services by consumers will result in online purchases on both Shopee and Tokopedia. This finding is supported by the previous research findings by (Halika & Kharisma, 2024; Indarwati & Putra, n.d.; Zeithaml et al., 1996). From their findings, they conclude that e-service quality significantly influences consumer behavior during online shopping. The implication of this finding is that online sellers need to ensure they provide better e-service performance. This includes timely delivery of orders and safe payment processes.

Website Usability and Online Purchase Intention

It is evident that website usability has a positive and significant effect on purchase intention in an online environment. This outcome supports usability theory by (Verhagen & Van Dolen, 2011) that stresses the significance of simplicity of use, efficient performance, and satisfaction of the user. As stated above, a consumer will be able to easily locate necessary products, compare them, and purchase something with ease. The result of the current study supports earlier findings obtained by (Rokhmah & Muslihah, 2021) that showed that website usability plays a critical role in improving users' experience and purchase intention. Considering Shopee and Tokopedia, it should be said that intuitive design, convenient product categorization, and mobile app responsiveness make websites appealing for users. Thus, improvement of website usability will help to decrease user dissatisfaction and make the transaction process easier.

Trust and Online Purchase Intention

The trust variable is seen as having the most significant impact on online purchase intention. It can be deduced from this outcome that the theory of trust in electronic commerce put forward by (Anwar & Afifah, 2018; Shahid et al., 2022; Verhagen & Van Dolen, 2011) holds water since trust plays a very vital role when it comes to minimizing uncertainties and risk in any online transaction. In terms of regression coefficient and standardized beta values, the trust variable has higher values than e-service

quality and website usability. Therefore, the implication here is that even with the availability of top-notch quality services and user-friendly websites, customers will not buy anything on them unless the platform enjoys their trust. The conclusion has been validated in another study where (Yao et al., 2024) showed how trust plays an important role in the consumer's purchase intention due to increased assurance in the process. Trust can be earned through various strategies such as the implementation of reliable payment methods, policies, buyer protection schemes, etc.

Simultaneous Impact of E-Services Quality, Website Usability, and Trust

The joint impact of e-service quality, website usability, and trust on the online purchase intention is proved through the F-test results, showing statistical significance of the regression equation. With the coefficient of determination (R^2) at 0.681, we can say that 68.1% of variation in the dependent variable is explained through these three independent variables. Hence, the regression model has high predictive and explanatory ability, and shows that the above mentioned variables play an important role in shaping consumer behavior. On the other hand, 31.9% of the variation in online purchase intention is explained by some other variables not considered within this study. Among these variables are price, promotion, brand image, and social influence.

Implication of Study

In terms of theory, this study is important because it adds empirical data on the relationship between e-service quality, website usability, and trust as factors affecting online purchase intention in the Indonesian e-commerce environment. Although earlier studies have explored the effects of each of these factors separately, this research sheds light on the impact of their combination and shows that the concept of trust plays the most significant role. This confirms the idea that trust becomes an essential mediator in the process of online consumer behavior, especially in the context of uncertainty and risk. The study also strengthens the relevance of existing theories like TAM and TPB in explaining online purchases.

In terms of practical implications, the results of this research provide several critical insights into what e-commerce sites should do to improve the user experience, especially in the case of Shopee and Tokopedia. First, businesses need to create a strong foundation of trust by securing transactions, user data, and offering quality customer services. Such methods as guaranteeing refunds and communicating with users effectively can help build more trust. The second recommendation for e-commerce companies would be to make websites easy to navigate by developing mobile compatibility and fast-loading web pages. A user-friendly interface increases customer satisfaction and lowers the number of abandoned shopping carts. Finally, the quality of e-services should not be ignored. E-commerce sites should deliver products in a timely manner and provide detailed information about goods.

Conclusion

This study concludes that e-service quality, website usability, and trust have a positive and significant influence on the online purchase intention of Indonesian consumers using Shopee and Tokopedia, with trust emerging as the most dominant factor. These findings reinforce the Technology Acceptance Model and the Theory of Planned Behavior by demonstrating that perceived ease of use and perceived usefulness (represented by website usability and e-service quality), along with behavioral beliefs (represented by trust), play a critical role in shaping consumers' purchase intentions in an online environment characterized by uncertainty and risk.

From a practical perspective, the results highlight the importance for e-commerce platforms to prioritize trust-building strategies through enhanced payment security systems, including secure payment gateways, data encryption, and multi-factor authentication. In addition, improving user interface (UI) design through intuitive navigation, responsive layouts, and efficient search features, as well as maintaining high e-service quality in terms of system reliability and service responsiveness, are essential to strengthen user experience and increase purchase intention. Collectively, these strategies provide a comprehensive approach for e-commerce platforms to remain competitive and effectively engage consumers in the digital marketplace.

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