
**THE EFFECT OF PROMOTION AND TRUST ON CONSUMER
PURCHASE DECISIONS THROUGH PURCHASE INTENTION
OF PRODUCTS ON TOKOPEDIA E-COMMERCE IN
PONTIANAK CITY**

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Abstract

This study aims to analyze the effect of Promotion and Trust on Purchase Decisions through Purchase Intention among Tokopedia e-commerce consumers in Pontianak City. This research uses a quantitative approach with an associative research design. The research sample consisted of 150 respondents selected using purposive sampling technique. Data were collected through the distribution of electronic questionnaires via Google Form and analyzed using Partial Least Square-based Structural Equation Modeling (SEM-PLS) with the assistance of SmartPLS software through outer model and inner model testing. The results showed that all indicators met the convergent validity criteria with loading factor values above 0.7, Average Variance Extracted (AVE) values above 0.5, and met reliability criteria with Cronbach's Alpha and Composite Reliability values above 0.70. The R-Square value indicates that Promotion and Trust are able to explain Purchase Intention by 64.6%, while Promotion, Trust, and Purchase Intention are able to explain Purchase Decisions by 57.5%. Hypothesis testing results show that Promotion has a positive and significant effect on Purchase Intention and Purchase Decisions, Trust has a positive and significant effect on Purchase Intention, and Purchase Intention has a positive and significant effect on Purchase Decisions. However, Trust does not have a significant direct effect on Purchase Decisions. In addition, Purchase Intention is proven to mediate the effect of Promotion and Trust on Purchase Decisions among Tokopedia consumers in Pontianak City.

Keywords: Promotion, Trust, Purchase Intention, Purchase Decision, Tokopedia

INTRODUCTION

The development of information technology and the internet has driven changes in society's behavior in conducting economic activities digitally, including through the use of e-commerce. The internet is not only used as a means of communication and information, but also supports the transaction of goods and services online. Internet development encourages the emergence of online markets and the shift in internet usage from communication and branding tools to a medium for purchasing transactions (Talunohi et al., 2022). This phenomenon is marked by the increasing use of e-commerce in Indonesia year by year, where the number of e-commerce users in 2024 reached 65 million users (Ahdiat, 2024). In addition, APJII (2024) recorded the number of internet users in Indonesia at 196.71 million people or around 73.7% of the total population, while BPS (2024) data shows that around 90.18% of internet users conduct e-commerce activities.

Marketplaces are platforms that connect sellers and consumers to conduct buying and selling transactions online without direct meetings, and Tokopedia is recorded as one of the e-commerce platforms with the highest number of visitors in Indonesia in the second quarter of 2022 (Hawa, 2022). The development of e-commerce in Indonesia is marked by high competition among marketplace platforms in attracting consumers' attention through promotions, easy access, and digital shopping experiences. Katadata.co.id (2024) shows that Shopee became the platform with the largest number of visits during the 2020–2024 period, with 96.5 million visits, followed by Tokopedia with 85 million visits. Tokopedia is a local C2C-based marketplace that provides online transaction services with an escrow system, privacy protection, and digital payment integration. Data from Iprice.co.id (2025) shows that the number of Tokopedia visitors fluctuated during the 2022–2024 period, where in 2023 there was a decline in visits to 67 million visitors in Q3 before increasing again to 114 million visitors in Q4 2024.

The phenomenon of e-commerce competition is also seen in platform usage levels in Pontianak City and West Kalimantan Province. Based on Google Trends (2025), Tokopedia ranks second as the e-commerce platform preferred by Pontianak residents with a usage percentage of 18%, while Shopee reached 72%. In addition, Google Trends data (2025) shows that Tokopedia usage in West Kalimantan decreased by around 25% in 2024 compared to the beginning of the year. This condition occurred amid the intensity of digital promotions conducted by Tokopedia through flash sales, cashback, discount vouchers, free shipping, live shopping, and twin date campaigns. Tokopedia also implements interactive online marketing strategies, direct marketing, and word-of-mouth marketing through social media and digital features within the application.

In addition to promotion, consumer trust is part of the activity related to e-commerce transactions. Ling et al. (2010) in Zuhdi (2023) stated that trust in e-commerce is related to security, privacy, and service reliability. Tokopedia implements an escrow system, personal data protection, and integrated transaction services to support user security during the transaction process. Based on user reviews on the Play Store, Tokopedia is considered able to provide a secure transaction experience, maintain user privacy, and provide stable services

during the purchase process. This condition is related to the process of forming consumer purchase intention before making a purchase decision on the e-commerce platform.

Previous studies show varied results regarding the relationship between promotion, trust, purchase intention, and purchase decisions in e-commerce. Zuhdi et al. (2023) stated that trust has a positive and significant effect on purchase intention on Shopee e-commerce. Tonda and Asif Khan (2024) showed that promotion affects purchase intention and purchase decisions through purchase intention as an intervening variable. Meanwhile, Archie and Eriyanti (2021) stated that promotion has a positive and significant effect on purchase decisions for Watchout products in Pontianak City. On the other hand, Solihin (2020) showed that purchase intention has a positive and significant effect on purchase decisions on Mikaylaku online shop. Differences in research objects, variables, and e-commerce platforms indicate variations in research results regarding the relationship between these variables.

Based on the description, this study aims to analyze the effect of Promotion on Purchase Intention, the effect of Trust on Purchase Intention, the effect of Purchase Intention on Purchase Decisions, the effect of Promotion on Purchase Decisions, the effect of Trust on Purchase Decisions, as well as the effect of Promotion and Trust on Purchase Decisions through Purchase Intention among Tokopedia e-commerce consumers in Pontianak City.

REVIEW OF LITERATURE

Promotion

According to Kotler and Armstrong (2012) in Reken et al. (2024), promotion is an element used to inform and persuade the market about products or services through advertising, personal selling, sales promotion, and publicity. Meanwhile, Cummins (2014) in Solihin (2020) defines promotion as a series of marketing techniques used to achieve sales targets by providing added value to products or services. Promotion is a marketing communication carried out to introduce products and influence consumer attitudes and behavior so that they recognize the advantages of the products and are encouraged to make purchases (Hastuti & Anasrulloh, 2020). Promotion indicators according to Kotler and Armstrong (2012) in Reken et al. (2024) include advertising, sales promotion, events and experiences, public relations and publicity, personal selling, direct marketing, interactive online marketing, and word-of-mouth marketing. Sinaga, Tarigan, and Siregar (2025) stated that promotion has a positive and significant effect on e-commerce users' purchase intention among Generation Z, while Nur and Sudarusman (2025) showed that promotion affects consumer purchase decisions on e-commerce platforms.

Trust

According to McKnight et al. (2002) in Shomad and Purnomosidhi (2012), trust is an individual's belief that drives consumers' willingness to use e-commerce services after considering the characteristics and credibility of the service provider. According to Kramer in Zuhdi (2023), trust is a complex condition because individuals do not precisely know the motives and intentions of others toward them, whereas in e-commerce, trust becomes an essential component to convert visitors into buyers (Ling et al., 2010). Trust is consumers'

belief in the reliability, integrity, and credibility of a party in online transactions, which affects consumers' attitudes and behaviors in making purchases (Nurdiansyah, Pratiwi & Kaunaini, 2022). Trust indicators according to Ling et al. (2010) in Zuhdi (2023) consist of security, privacy, and reliability. Security relates to consumers' confidence in transaction safety, privacy relates to the protection of consumer behavior and data during transactions, while reliability relates to the company's ability to maintain reputation and enhance consumer trust. Rahayu and Ahmadi (2025) stated that trust plays a role in influencing consumers' purchase intention, while Tiurmaida and Suhardi (2025) showed that trust has a positive and significant effect on purchase decisions on e-commerce platforms.

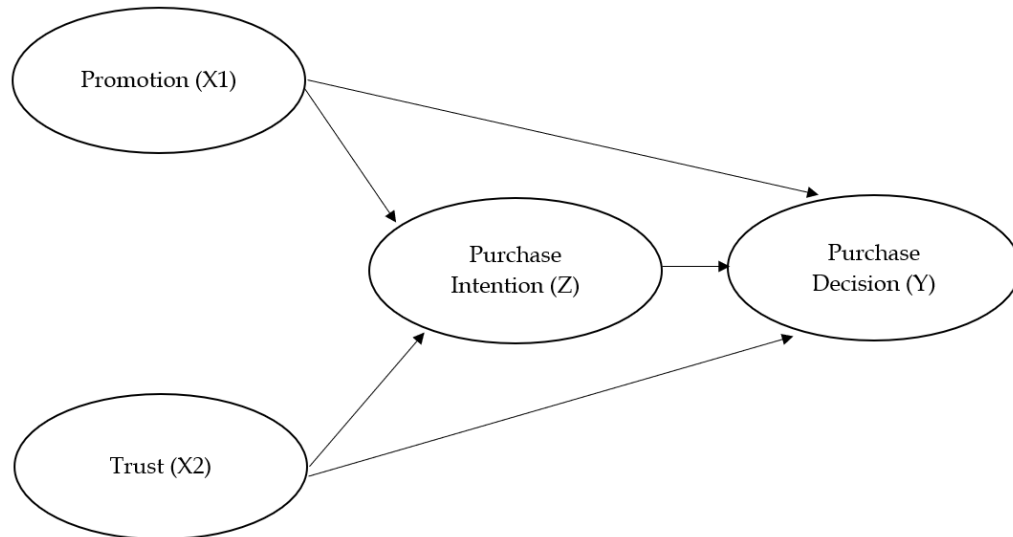
Purchase Intention

According to Kotler and Armstrong (2012) in Tirtayasa et al. (2024), interest is the consumer's preference to buy or like a product based on the experience and information obtained. Ali Hasan (2018) explained that repurchase intention is the consumer's desire to make a repeated purchase based on previous purchase experiences, where high repurchase, intention reflects a high level of consumer satisfaction. Silaningsih and Utami (2018) in Tirtayasa et al. (2024) define purchase intention as a stage of consumer behavior before deciding to buy a product. Purchase intention indicators according to Kotler and Keller (2012) in Tirtayasa et al. (2024) use the AIDA model, which consists of attention, interest, desire, and action. Nugroho and Laily (2022) stated that purchase intention as an intervening variable can mediate the positive and significant effect of promotion on purchase decisions, while Solihin (2020) showed that purchase intention can mediate the relationship between trust and purchase decisions in e-commerce transactions.

Purchase Decision

According to Kotler and Keller (2016), purchase decision is the consumer's evaluation stage in determining the choice of brand to be purchased, while Tjiptono (2015) in Solihin (2020) defines purchase decision as the consumer's action in buying a product through a decision-making process. According to Engel et al. (2011), consumer purchase decisions are a process that goes through several stages, from need recognition, alternative evaluation, to the decision to purchase a product (Zed, Indriani & Wati, 2025). Purchase decision indicators according to Kotler and Keller (2016) consist of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Ginting and Evyanto (2025) showed that trust has a positive and significant effect on purchase decisions on e-commerce platforms, while Habibah (2025) stated that promotion affects consumer purchase decisions on e-commerce platforms.

Figure 1. Conceptual Framework



Research Hypotheses

H1: Promotion has a positive and significant effect on Purchase Intention among Tokopedia consumers in Pontianak City.

H2: Trust has a positive and significant effect on Purchase Intention among Tokopedia consumers in Pontianak City.

H3: Purchase Intention has a positive and significant effect on Purchase Decision among Tokopedia consumers in Pontianak City.

H4: Promotion has a positive and significant effect on Purchase Decision among Tokopedia consumers in Pontianak City.

H5: Trust has a positive and significant effect on Purchase Decision among Tokopedia consumers in Pontianak City.

H6: Promotion has a positive and significant effect on Purchase Decision through Purchase Intention among Tokopedia consumers in Pontianak City.

H7: Trust has a positive and significant effect on Purchase Decision through Purchase Intention among Tokopedia consumers in Pontianak City.

RESEARCH METHOD

This study used an associative quantitative approach to analyze the relationship between Promotion, Trust, Purchase Intention, and Purchase Decision among Tokopedia consumers in Pontianak City. Associative research is used to examine the relationship between two or more variables (Siregar, 2018). Therefore, this approach is appropriate because this study aims to test the effect of Promotion and Trust on Purchase Decision through Purchase Intention.

The data used in this study consisted of primary and secondary data. Primary data were obtained directly from respondents through questionnaires distributed electronically using Google Form. A questionnaire is a data collection technique conducted by providing a

set of written questions or statements to respondents (Sugiyono, 2024). Secondary data were obtained from several sources related to e-commerce users in Indonesia, Tokopedia visitors, and Tokopedia application users in West Kalimantan.

The population in this study consisted of consumers who had made purchases through Tokopedia e-commerce. The sample was determined using a purposive sampling technique. Purposive sampling is a sampling technique based on certain considerations or criteria (Sugiyono, 2024). The sample consisted of 150 respondents, referring to Roscoe's guideline that an appropriate sample size in research ranges from 30 to 500 respondents (Roscoe, 1982, in Sugiyono, 2024). The criteria for respondents in this study were: at least 17 years old, had made at least one purchase through the Tokopedia application based on their own decision, and lived in Pontianak City.

The variables in this study consisted of Promotion (X1) and Trust (X2) as independent variables, Purchase Intention (Z) as an intervening variable, and Purchase Decision (Y) as the dependent variable. A variable is anything determined by the researcher to be studied in order to obtain information and draw conclusions (Sugiyono, 2024). The measurement scale used in this study was a five-point Likert scale, ranging from strongly agree to strongly disagree. The Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena (Sugiyono, 2024).

Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS. PLS-SEM is an analytical technique that combines structural approaches, factor analysis, and path analysis (Musyaffi et al., 2021). The analysis consisted of outer model and inner model testing. The outer model was used to assess the validity and reliability of research indicators through convergent validity, discriminant validity, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. Outer loading values are used to assess the relationship between indicators and latent variables, while AVE is used to evaluate the ability of a construct to explain the variance of its indicators (Yamin, 2023). Composite Reliability and Cronbach's Alpha were used to measure the reliability and internal consistency of the research instrument (Siregar, 2017; Yamin, 2023).

The inner model was used to assess the structural relationship between variables through R-Square, F-Square, model fit, direct effect, and indirect effect tests. R-Square was used to measure the ability of exogenous variables to explain endogenous variables, while F-Square was used to determine the effect size of exogenous variables on endogenous variables (Yamin, 2023). Hypothesis testing was conducted using the bootstrapping method, with the criteria that a relationship is considered significant if the T-statistic value is greater than 1.96 and the P-value is less than 0.05.

RESULTS AND DISCUSSION

Outer Model Measurement

a. Convergent Validity Test

Convergent validity is used to determine the extent to which indicators measuring a variable are strongly related and truly represent the variable being studied. Testing is conducted through the loading factor values of each indicator. The higher the loading factor, the stronger the relationship between the indicator and the latent variable measured. An indicator is considered to meet convergent validity if it has a loading factor > 0.7 . The results of the convergent validity test in this study are presented in Table 1.

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Promotion (X1)	X1.1	0.813	Valid
	X1.2	0.773	
	X1.3	0.730	
	X1.4	0.783	
	X1.5	0.743	
	X1.6	0.735	
	X1.7	0.780	
	X1.8	0.758	
	X1.9	0.798	
	X1.10	0.814	
	X1.11	0.734	
	X1.12	0.728	
	X1.13	0.804	
	X1.14	0.755	
	X1.15	0.777	
	X1.16	0.817	
	X1.17	0.732	
	X1.18	0.813	
	X1.19	0.803	
	X1.20	0.813	
	X1.21	0.769	
	X1.22	0.799	
	X1.23	0.812	
	X1.24	0.822	
Trust (X2)	X2.1	0.833	Valid
	X2.2	0.726	
	X2.3	0.781	
	X2.4	0.745	
	X2.5	0.826	
	X2.6	0.743	
	X2.7	0.756	
	X2.8	0.845	
	X2.9	0.840	

Purchase Intention (Z)	Z.1	0.847	Valid
	Z.2	0.852	
	Z.3	0.775	
	Z.4	0.850	
	Z.5	0.802	
	Z.6	0.810	
	Z.7	0.834	
	Z.8	0.827	
	Z.9	0.872	
	Z.10	0.843	
	Z.11	0.845	
	Z.12	0.842	
Purchase Decision (Y)	Y.1	0.841	Valid
	Y.2	0.755	
	Y.3	0.792	
	Y.4	0.810	
	Y.5	0.761	
	Y.6	0.755	
	Y.7	0.771	
	Y.8	0.767	
	Y.9	0.804	
	Y.10	0.833	
	Y.11	0.760	
	Y.12	0.829	
	Y.13	0.810	
	Y.14	0.729	
	Y.15	0.823	

Source: Processed Data, 2026

Based on the results of the convergent validity test in Table 1, all indicators in the variables of Promotion, Trust, Purchase Intention, and Purchase Decision have loading factor values above 0.7. These results indicate that all indicators have met the criteria of convergent validity, and therefore are declared valid and feasible to be used to represent the latent variables in this study.

b. Discriminant Validity

The discriminant validity test was conducted using the Fornell–Larcker criterion to assess the ability of each variable to differentiate itself from other variables in the research model. A variable is considered to have good discriminant validity if its value is higher than its correlation with other latent variables. The results of the discriminant validity test in this study are presented in Table 2.

Table 2. Discriminant Validity Test Results

The Effect of Promotion and Trust ...

Variable	Trust	Purchase Decision	Purchase Intention	Promotion
Trust	0.790			
Purchase Decision	0.527	0.790		
Purchase Intention	0.802	0.730	0.834	
Promotion	0.666	0.516	0.571	0.780

Source: Processed Data, 2026

Based on the test results in Table 2, each variable has a Fornell–Larcker value higher than its correlation with other variables. These results indicate that each variable is able to reflect the construct being measured better than other constructs; thus, all variables are declared to meet the discriminant validity criteria well.

c. Average Variance Extracted (AVE)

Another method to assess construct validity is through Average Variance Extracted (AVE). A construct is declared valid if it has an AVE value > 0.5. The AVE values in this study are presented in Table 3.

Table 3. AVE Test Results

Construct	AVE
Promotion (X1)	0.608
Trust (X2)	0.623
Purchase Intention (Z)	0.695
Purchase Decision (Y)	0.624

Source: Processed data, 2026

Based on the test results in Table 3, all variables have Average Variance Extracted (AVE) values above 0.5. These results indicate that all variables have met the convergent validity criteria, so the indicators used are declared valid and capable of representing each research variable properly.

d. Reliability Test

Reliability testing is conducted to assess the level of consistency and dependability of the research instruments. In this study, reliability was tested using Cronbach's Alpha and Composite Reliability. A variable is declared reliable if it has a Composite Reliability and Cronbach's Alpha value greater than 0.7, which indicates a good level of internal consistency. The reliability test results of this study are presented in Table 4.

Table 4. Reliability Test Results

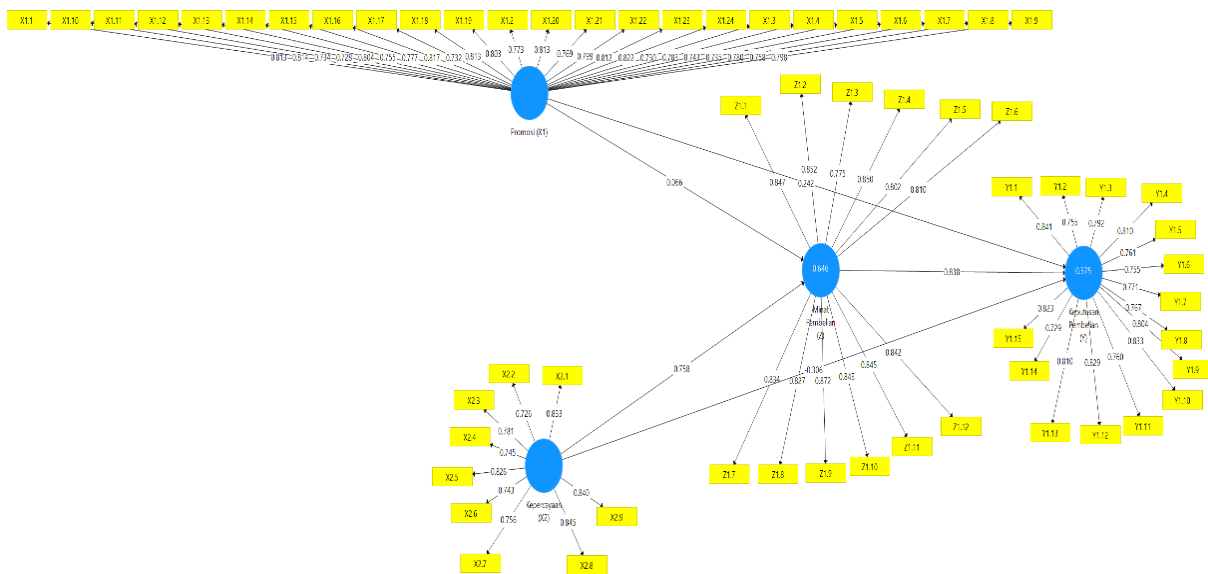
Variable	Cronbach's Alpha	Composite Reliability
Promotion (X1)	0.972	0.974
Trust (X2)	0.924	0.937
Purchase Intention (Z)	0.960	0.965
Purchase Decision (Y)	0.957	0.961

Source: Processed Data, 2026

Based on the reliability test results in Table 4, all constructs meet the reliability criteria with Cronbach's Alpha and Composite Reliability values above 0.70. This indicates that the indicators of each variable have good consistency and are suitable for use.

The Outer Model test results are presented in Figure 1.

Figure 1. Outer Model Test Results



Source: Output SmartPLS, 2026

Inner Model Measurement

a. R-Square test

In SEM-PLS analysis, the R-Square (R^2) value is used to measure the ability of independent variables to explain the dependent variables in the research model. The higher the R^2 value, the better the predictive capability of the model. The R-Square values in this study are presented in Table 5.

Table 5. R-Square Test Results

Endogen Variable	R-Square	R-Square Adjusted
Purchase Intention (Z)	0.646	0.641
Purchase Decision (Y)	0.575	0.567

Source: Processed Data, 2026

Based on the R-Square test results in Table 5, several findings were obtained as follows:

- 1) The variables Promotion (X1) and Trust (X2) have an R-Square value of 0.646 for Purchase Intention (Z), indicating that these two variables are able to explain 64.6% of Purchase Intention, while 35.4% is influenced by other variables outside the research model. The Adjusted R-Square value of 0.641 indicates that the model's predictive ability falls into the moderate category.

- 2) The variables Promotion (X1), Trust (X2), and Purchase Intention (Z) have an R-Square value of 0.575 for Purchase Decision (Y), indicating that these three variables are able to explain 57.5% of Purchase Decision, while 42.5% is influenced by other variables outside the research model. The Adjusted R-Square value of 0.567 indicates that the model's predictive ability falls into the moderate category.

b. F Square Test

In SEM-PLS analysis, the F-Square test is used to measure the magnitude of the influence of independent constructs on dependent constructs within the structural model. The F-Square values in this study are presented in Table 6.

Table 6. F-Square Test Results

Model	F Square
Promotion (X1) → Purchase Decision (Y)	0.076
Trust (X2) → Purchase Decision (Y)	0.064
Purchase Intention (Z) → Purchase Decision (Y)	0.585

Source: Processed Data, 2026

Based on the F-Square test results in Table 6, the results can be interpreted as follows:

- 1) The F-Square value for the model Promotion (X1) on Purchase Decision (Y) is 0.076, which can be concluded as low, because the value falls within the interval above 0.02 and below 0.15.
- 2) The F-Square value for the model Trust (X2) on Purchase Decision (Y) is 0.064, which can be concluded as low, because the value falls within the interval above 0.02 and below 0.15.
- 3) The F-Square value for the model Purchase Intention (Z) on Purchase Decision (Y) is 0.585, which can be concluded as strong, because the value is above the interval of 0.35.

c. Goodness of Fit (GoF)

The Goodness of Fit (GoF) test in SEM-PLS is used to assess the overall suitability of the model, both in the structural model (inner model) and the measurement model (outer model). The Goodness of Fit (GoF) value in this study is presented in Table 7.

Table 7. Goodness of Fit Test Results

GoF	Model Estimate
	0,056

Source: Processed Data, 2026

Based on the test results in Table 7, the obtained Goodness of Fit (GoF) value is 0.056. This value indicates that the research model falls into the low category.

d. Direct Effect

Direct effect is a test to determine the direct influence of exogenous latent variables on endogenous latent variables based on the path coefficient values in the bootstrapping output. The results of the direct effect test in this study are presented in Table 8.

Table 8. Result of Direct Effect

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Promotion → Purchase Intention	0.626	9.061	0.000	Accepted
H2	Trust → Purchase Intention	0.216	2.711	0.007	Accepted
H3	Purchase Intention → Purchase Decision	0.323	3.530	0.000	Accepted
H4	Promotion → Purchase Decision	0.452	4.517	0.000	Accepted
H5	Trust → Purchase Decision	0.162	1.689	0.092	Rejected

Source: Processed Data, 2026

Based on the direct hypothesis testing results shown in Table 8, the direct effect results can be explained as follows:

- 1) Promotion (X1) has a positive and significant effect on Purchase Intention (Z), indicated by a T-statistic of $9.061 > 1.96$ and a P-value of $0.000 < 0.05$. Trust (X2) has a positive and significant effect on Purchase Intention (Z), indicated by a T-statistic of $2.711 > 1.96$ and a P-value of $0.007 < 0.05$.
- 2) Purchase Intention (Z) has a positive and significant effect on Purchase Decision (Y), indicated by a T-statistic of $3.530 > 1.96$ and a P-value of $0.000 < 0.05$.
- 3) Promotion (X1) has a positive and significant effect on Purchase Decision (Y), indicated by a T-statistic of $4.517 > 1.96$ and a P-value of $0.000 < 0.05$.
- 4) Trust (X2) does not have a significant effect on Purchase Decision (Y), indicated by a T-statistic of $1.689 < 1.96$ and a P-value of $0.092 > 0.05$.

e. Indirect effect

Indirect effect is a test to determine the indirect influence of exogenous latent variables on endogenous latent variables through mediating variables based on the specific indirect effects in the bootstrapping output. The results of the indirect effect test in this study are presented in Table 9.

Table 9. Result of Indirect Effect

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Promotion → Purchase Intention → Purchase Decision	0.202	3.379	0.001	Accepted
H7	Trust → Purchase Intention → Purchase Decision	0.070	2.260	0.024	Accepted

Source: Processed Data, 2026

Based on the indirect effect test results in Table 9, several findings can be summarized as follows:

- 1) Promotion (X1) has a positive and significant indirect effect on Purchase Decision (Y) through Purchase Intention (Z), indicated by a T-Statistic of $3.379 > 1.96$ and a P-Value of $0.001 < 0.05$. Therefore, Purchase Intention is able to mediate the effect of Promotion on Purchase Decision.
- 2) Trust (X2) has a positive and significant indirect effect on Purchase Decision (Y) through Purchase Intention (Z), indicated by a T-Statistic of $2.260 > 1.96$ and a P-Value of $0.024 < 0.05$. Therefore, Purchase Intention is able to mediate the effect of Trust on Purchase Decision.

The Effect of Promotion on Purchase Intention

The results of the study indicate that Promotion has a positive and significant effect on Purchase Intention among Tokopedia consumers in Pontianak City. This finding suggests that the promotional activities carried out by Tokopedia are able to stimulate consumer interest before they make a purchasing decision. Promotions such as discounts, cashback offers, free shipping, flash sales, live shopping, and special campaigns can attract consumers' attention and encourage them to seek further information about the products offered on the platform. This finding supports Sinaga, Tarigan, and Siregar (2025), who found that promotion has a positive and significant effect on purchase intention among e-commerce users. Therefore, for Tokopedia consumers in Pontianak City, promotion plays an important role in shaping consumers' initial intention to make purchases through the platform.

The Effect of Trust on Purchase Intention

The results of the study indicate that Trust has a positive and significant effect on Purchase Intention. This finding suggests that consumers who trust Tokopedia tend to have a greater intention to purchase products through the platform. In e-commerce transactions, trust is important because consumers cannot directly see the seller, physically inspect the products, or verify the transaction process as they can in offline purchases. This finding is consistent with Rahayu and Ahmadi (2025), who stated that trust plays an important role in influencing purchase intention. In this study, trust does not directly encourage consumers to make purchases but first develops confidence and interest. In other words, trust serves as an important psychological foundation before consumers move toward the purchasing decision stage.

The Effect of Purchase Intention on Purchase Decision

The results of the study indicate that Purchase Intention has a positive and significant effect on Purchase Decision. This finding suggests that consumers who already have attention, interest, desire, and intention toward a product are more likely to make actual purchases on Tokopedia. In other words, purchase intention acts as a link between consumer evaluation and actual purchasing behavior. These results are consistent with Riyadi, Yuniarso, Mansur, Sari, and Bahrudin (2025), who found that purchase intention has a positive and significant effect on purchase decisions. This finding also supports Saputra, Hendayana, Navanti, Martinio, and Hadita (2025), who stated that purchase intention can serve as a

mediating variable in strengthening the relationship between marketing factors and purchase decisions.

The Effect of Promotion on Purchase Decision

The results of the study indicate that Promotion has a positive and significant effect on purchase decisions. This means that promotional activities directly encourage Tokopedia consumers in Pontianak City to make purchases. Promotional strategies such as flash sales, cashback offers, free shipping, vouchers, and special date campaigns can create an urge to purchase immediately and enhance consumers' perceived benefits, thereby motivating them to complete transactions. These results support Nur and Sudarusman (2025) and Habibah (2025), who found that promotion influences consumer purchase decisions on e-commerce platforms. Therefore, promotional strategies remain relevant for Tokopedia, particularly in maintaining consumer interest and encouraging transaction decisions amid intense competition among marketplaces.

The Effect of Trust on Purchase Decision

The results of the study indicate that Trust does not have a significant direct effect on Purchase Decision, although the relationship is positive. This finding is important because it shows that consumer trust in Tokopedia does not automatically lead to a direct purchase decision. In the context of e-commerce, consumers may trust the platform, but trust alone is not sufficient to make them immediately purchase a product. This finding differs from Ginting and Evyanto (2025), who found that trust has a significant effect on purchase decisions in e-commerce. However, the results of this study provide a more specific explanation that, for Tokopedia consumers in Pontianak City, trust becomes meaningful when it first develops purchase intention. Therefore, trust needs to be strengthened through consumer interest, product attractiveness, and perceived benefits before it can encourage actual purchase decisions.

The Effect of Promotion on Purchase Decision through Purchase Intention

The results of the study indicate that Purchase Intention is able to mediate the effect of Promotion on Purchase Decision. This means that promotion not only has a direct effect on purchase decisions but also works indirectly by first increasing consumers' purchase intention. In this case, promotional programs encourage consumers to pay attention to products, become interested, develop desire, and ultimately make purchasing decisions. These results are consistent with Nugroho and Laily (2022), who found that purchase intention is able to mediate the effect of promotion on purchase decisions. Therefore, Tokopedia needs to design promotional strategies that not only provide price incentives but also create consumer interest, product relevance, and motivation to make purchases immediately.

The Effect of Trust on Purchase Decision through Purchase Intention

The results of the study indicate that Purchase Intention is able to mediate the effect of Trust on Purchase Decision. This finding is important because it explains why trust does not directly affect purchase decisions but becomes significant when mediated by purchase intention. In other words, trust in Tokopedia does not automatically lead consumers to purchase products. Instead, trust first builds consumer confidence and interest, and then this

purchase intention encourages the purchase decision. This finding supports Solihin (2020), who stated that purchase intention can mediate the relationship between trust and purchase decisions in e-commerce transactions. Therefore, Tokopedia not only needs to maintain trust in its platform but also strengthen features that can transform trust into purchase intention, such as product recommendations, verified reviews, seller credibility labels, clear return policies, and attractive promotional displays.

CONCLUSION

This study examines the effect of Promotion and Trust on Purchase Decision through Purchase Intention among Tokopedia consumers in Pontianak City. The results show that Promotion and Trust have a positive and significant effect on Purchase Intention. Purchase Intention also has a positive and significant effect on Purchase Decision. In addition, Promotion has a direct positive and significant effect on Purchase Decision, while Trust does not have a significant direct effect on Purchase Decision. The indirect effect results indicate that Purchase Intention is able to mediate the effect of both Promotion and Trust on Purchase Decision. The R-Square value for Purchase Intention is 0.646, indicating that Promotion and Trust are able to explain 64.6% of the variation in Purchase Intention. Meanwhile, the R-Square value for Purchase Decision is 0.575, indicating that Promotion, Trust, and Purchase Intention are able to explain 57.5% of the variation in Purchase Decision. These findings show that the research model has a fairly strong explanatory ability. However, the Goodness of Fit value of 0.056 indicates that the overall model fit is still low. Therefore, although the structural relationships between variables are significant, the model still needs to be strengthened by considering other factors outside this study.

The findings confirm that Purchase Intention plays an important role in explaining consumer purchase decisions on Tokopedia. Promotion can directly encourage purchase decisions and also indirectly influence them through Purchase Intention. Meanwhile, Trust does not directly lead to Purchase Decision, but becomes significant when it first forms Purchase Intention. This means that consumer trust in Tokopedia needs to be converted into purchase interest before it can encourage actual purchasing behavior. Practically, Tokopedia needs to strengthen promotional strategies that can directly build consumer purchase intention, such as personalized vouchers, location-based free shipping, flash sales for popular product categories in Pontianak, cashback programs, and special campaign offers. These promotional strategies should not only focus on price incentives but also create urgency, relevance, and perceived value for consumers.

In addition, Tokopedia needs to strengthen consumer trust by improving transaction security, seller verification, consumer protection, review transparency, payment protection, and clear return policies. These efforts are important because trust alone does not directly encourage purchase decisions, but it can form purchase intention when consumers feel safe, confident, and convinced about the platform. Therefore, Tokopedia should integrate promotional attractiveness and trust-building features to encourage consumers to move from interest to actual purchase decisions. Future research is recommended to include other variables that may influence Purchase Decision, such as perceived ease of use, product quality,

electronic word of mouth, brand image, customer experience, delivery service quality, and perceived risk. Future studies may also compare Tokopedia with other e-commerce platforms to obtain a broader understanding of digital consumer behavior.

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