

ABSTRACT

This study aims to analyze the influence of social proof and ease of use on purchase decisions with e-trust as a mediating variable on the Shopee e-commerce platform. A quantitative approach was used with the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. Data were collected through questionnaires distributed to 155 active Shopee users. The results show that social proof has a significant effect on purchase decision but does not significantly influence e-trust. Meanwhile, ease of use does not have a significant direct effect on purchase decision but has a significant effect on e-trust. Additionally, e-trust significantly influences purchase decision and is proven to mediate the relationship between ease of use and purchase decision, but not between social proof and purchase decision.

Keywords: *social proof, ease of use, e-trust, purchase decision, Shopee, e-commerce*