

ABSTRACT

Digital transformation has revolutionized consumer behavior, particularly in online purchasing decision-making processes. The central phenomenon examined in this study is the decline in consumer trust in e-commerce platforms, driven by the prevalence of fake reviews, increasing cybersecurity risks, and the declining performance of Tokopedia. As one of the largest e-commerce platforms in Indonesia, Tokopedia experienced a drastic drop in Gross Transaction Value (GTV) by 91% and gross revenue by 83% between 2023 and 2024. This situation underscores the critical need to rebuild consumer trust and stimulate purchasing decisions, especially amidst the intensifying competition in the digital industry.

This study aims to analyze the influence of electronic word of mouth (eWOM) and website quality on purchase decisions, with trust as an intervening variable. The main focus is on examining the direct and indirect effects of both independent variables on Tokopedia consumers' purchasing decisions.

The research employs a quantitative approach using purposive sampling, involving 100 Tokopedia users as respondents. The sample size was determined using Slovin's formula. Data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method via SmartPLS 4 and SPSS software, with bootstrapping techniques applied to test the significance of the direct and mediated relationships between variables.

The findings reveal that both eWOM and website quality have a positive impact on consumer trust and purchase decisions, both directly and indirectly. Trust is proven to act as a mediating variable that connects eWOM and website quality to purchasing decision. This study reinforces the role of trust as a strategic element in e-commerce marketing and supports the application of the Stimulus–Organism–Response (SOR) framework and trust transfer theory in the context of online shopping behavior.

The study recommends that Tokopedia implement a referral program, strengthen user data security, maintain service consistency, and offer pay-later schemes to enhance user experience. Future research should consider expanding the geographical and demographic scope of respondents to provide more comprehensive and representative insights into e-commerce consumer behavior in Indonesia.

Keywords: *eWOM, website quality, trust, purchase decision, digital marketing.*