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THE EFFECT OF PERCEIVED QUALITY AND PERCEIVED REPUTATION TOWARD ONLINE PURCHASING INTENTION OF ZALORA USERS WITH MEDIATION OF TRUST

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Abstract

The swift expansion of internet utilization in Indonesia has expedited the advancement of e-commerce. Nonetheless, issues like counterfeit goods and deceitful vendors have underscored the necessity for customer vigilance. This study aims to investigate the impact of perceived service quality and perceived reputation on purchase intention, with trust serving as a mediating variable. This research employed a quantitative methodology, collecting data from 100 participants through a standardized questionnaire. The data were examined utilizing the Structural Equation Modeling (SEM) technique through the SmartPLS 3 application. The results indicate that perceived service quality, perceived reputation, and trust significantly enhance purchase intention. Furthermore, both perceived service quality and perceived reputation substantially augment confidence. The analysis reveals that trust acts as a mediating variable, enhancing the influence of service quality and reputation on purchase intention. The findings demonstrate that establishing trust, underpinned by superior service and a robust brand reputation, is essential in influencing consumer purchasing behavior on e-commerce platforms. Companies like Zalora can bolster consumer loyalty and purchasing intent by emphasizing these characteristics in their marketing tactics. This study emphasizes that enhancing trust, reputation, and service quality can significantly increase buy intention in Indonesia's digital marketplace.

Keywords: Perceived Quality, Perceived Reputation, Purchase Intention, Trust

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A. INTRODUCTION

The expansion of internet penetration has become a key driver of e-commerce growth in Indonesia. Prior studies suggest that the digital marketplace in emerging economies is characterized by both rapid adoption and structural challenges, such as logistical constraints and the prevalence of counterfeit products (eMarketer, 2021; Jakarta Post, 2020). These challenges highlight the importance of consumer trust and caution in online transactions. Despite these risks, online shopping continues to see an increase in consumer engagement, and projections indicate a sustained upward trajectory in the coming years. This context underscores the relevance of examining factors such as perceived service quality, perceived reputation, and trust in shaping consumer purchase intentions within Indonesian e-commerce.



Figure 1 Prediction of E-Commerce Users in Million at 2024
Source: Tempo (2023)

Zalora Indonesia, a subsidiary of the European fashion e-commerce giant Zalando, has established itself as one of the leading online fashion platforms in the Indonesian market (Crunchbase, 2023). Recent industry data indicate that Zalora is the second most visited fashion e-commerce site in Indonesia, recording approximately 2.9 million monthly visits (Statista, 2022). Strategic positioning, particularly its emphasis on offering a wide selection of well-known brands with authenticity guarantees, contributes to this strong market presence. By reducing consumer concerns regarding counterfeit products, Zalora enhances consumer trust, which in turn is key to determining purchasing behavior and strengthening purchase intention (Zalora, 2023).

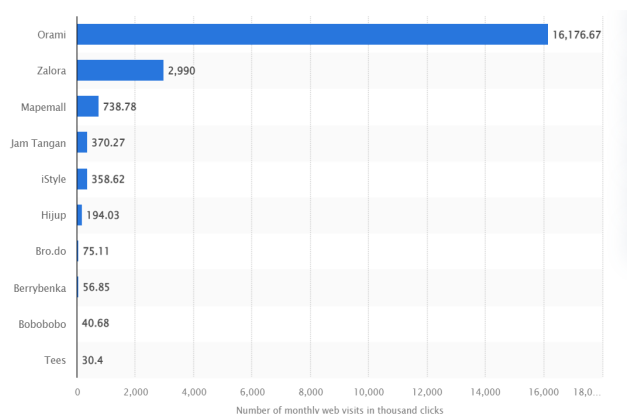


Figure 2 Number of Monthly Web Visit in Thousand Clicks
Source: Statista (2022)

Previous studies have highlighted various determinants of purchase intention in the context of e-commerce. Qalati et al. (2021) emphasized the role of service quality, website quality, and reputation, mediated by trust, in shaping consumer purchase intention. Similarly, Juliana et al.

(2021) found that brand image, perceived quality, ease of use, trust, price, and service quality significantly influence consumers' online purchasing behavior. Chan et al. (2020) further extended this perspective by demonstrating that social media marketing, perceived service quality, and consumer trust are critical drivers of online purchase intentions. Collectively, these findings underscore the central role of trust as both a direct and mediating factor in purchase intention. However, limited research has examined how service quality and reputation interact with trust to influence purchase intention in the Indonesian e-commerce context. Addressing this gap, the present study investigates these relationships to offer more details about consumer behavior within Indonesia's rapidly expanding digital marketplace.

The growing development of e-commerce, indeed, brings many benefits and conveniences for consumers in buying products. However, similar to real-world purchases, e-commerce transactions also involve risks and problems, one of which pertains to the purchasing process (Presurvey, 2023). A pre-survey was conducted to gain understanding regarding problems that occurred with the customer of e-commerce when purchasing a product through an online platform. The pre-survey was conducted toward e-commerce users, which consisted of 16 respondents. As it can be seen from data at Figure 3, the majority of the problems faced by the respondent regarding the service quality and reputation of the seller. The problem related to service quality included late delivery, slow response of the respondent, and rude sellers. There are also cases where product delivery is late and does not match the promised timeframe (Presurvey, 2023). The problem related to the reputation is that many of the respondents did not think that e-commerce is a safe place to purchase products. The problem happened when the respondent experienced online fraud and a hit-and-run situation.

Preliminary findings from a pre-survey emphasize that for online enterprises to sustain consumer purchase intention, they must prioritize perceived service quality and perceived reputation as foundational drivers of consumer trust. Consistent excellence in service delivery and the maintenance of a robust institutional reputation are instrumental in cultivating trust, which subsequently stimulates purchase intentions. Consequently, e-commerce practitioners are encouraged to optimize these dimensions to align with the expectations of the contemporary digital consumer. This research aims to examine the expansion of the Indonesian e-commerce sector, which has experienced significant growth parallel to rising internet penetration. Despite this upward trajectory, the industry faces substantial hurdles in establishing consumer confidence, exacerbated by the prevalence of fraudulent vendors and counterfeit goods on digital platforms. As deciphering the determinants of consumer decision-making is critical for both organizational success and consumer protection (Chan et al., 2020), this study seeks to offer strategic insights into how organizations can foster trust and bolster their reputation. By analyzing the multifaceted interplay between perceived quality, perceived reputation, trust, and purchase intention, this research provides a framework for enhancing consumer engagement and driving transactional outcomes in the digital marketplace.

B. LITERATURE REVIEW

Narayanan et al. (2022) define purchase intention as the consumer's predisposition or

inclination toward a specific product or service. This construct serves as a behavioral manifestation of an individual's desire to acquire or utilize an offering, formulated through a complex integration of personal needs, preferences, and perceived quality (Zvarikova et al., 2022; Zarei et al., 2019). Furthermore, purchase intention is a fundamental driver of organizational sustainability. According to Savitri et al. (2022), a robust consumer interest in a firm's value proposition provides the necessary impetus for operational continuity and strategic advancement. Elevated levels of purchase intention signal strong market demand, thereby creating opportunities for businesses to innovate through new product development, pursue geographic expansion, or penetrate nascent market segments. Consequently, fostering consumer purchase intention is a critical precursor to sustained corporate growth and competitive scalability.

Perceived service quality encompasses the multifaceted interactions, service delivery standards, and the psychological comfort of the transactional environment, all of which contribute to a more meaningful consumer experience. This experiential perception functions as a critical touchpoint that can leave a lasting positive or negative impression; superior service quality ensures that consumer expectations are met or exceeded, thereby fostering customer satisfaction. Empirical evidence from Haro et al. (2021) and Zarei et al. (2019) demonstrates that service quality exerts a significant influence on purchase intention. This is further corroborated by Aghazadeh (2017), who posits that optimized service dimensions serve as a primary catalyst in stimulating a consumer's predisposition to engage in a transaction. Consequently, high-quality service interactions are not merely operational necessities but strategic assets that directly enhance the likelihood of consumer acquisition.

Perceived reputation in the context of e-commerce refers to the subjective evaluation and holistic assessment consumers form regarding the image and credibility of an online platform. This construct encapsulates consumer confidence in the service quality, operational reliability, data security, and the overall transactional experience provided by the vendor. A robust reputation serves as a critical signaling mechanism that mitigates perceived risk and fosters institutional trust. Furthermore, purchase intention is a fundamental determinant of organizational continuity and long-term sustainability. Without a sufficient threshold of consumer interest, enterprises face significant challenges in inventory turnover and revenue generation, both of which are essential for operational viability. Conversely, heightened purchase intention acts as a primary driver of financial performance; consumers exhibiting strong behavioral intentions are more likely to engage in repeat transactions, thereby augmenting sales volume and enhancing overall corporate profitability. Consequently, maintaining a prestigious reputation is an essential strategic priority for stimulating the market demand necessary for business expansion.

In the digital marketplace, trust serves as the foundational element for establishing sustainable buyer-seller relationships and exerts a profound influence on consumer behavioral trajectories. Once a consumer develops a high degree of institutional trust in an online retailer or marketplace, their purchase intention is significantly amplified (Böhmman, 2018). Empirical data (e.g., Figure 1.3) suggests a strong consumer preference for established platforms that have successfully cultivated a trustworthy image. According to Qalati et al. (2020), trust within the framework of online purchase intention is predominantly shaped by perceived service quality and perceived reputation. These variables function as follows: Perceived Service Quality: The correlation

between service excellence and trust is well-documented; when retailers deliver high-quality service, consumers are more inclined to perceive the entity as dependable (Aghazadeh, 2017; Li & Liu, 2020). This trust is specifically fostered through operational consistency, responsiveness, reliability, and transactional transparency. Perceived Reputation: A positive institutional reputation acts as a powerful signaling mechanism. Consumers are predisposed to trust and transact with retailers who maintain a prestigious market standing (Lee & Lee, 2007). Building such a reputation necessitates a strategic focus on social proof, brand recognition, positive word-of-mouth, and radical transparency (Harvard Business Review, 2023). Consequently, the synergy between quality and reputation is essential for mitigating the perceived risks inherent in online shopping and converting potential interest into finalized transactions.

Trust functions as a pivotal psychological conduit connecting perceived service quality and institutional reputation to ultimate purchase decisions. Within this conceptual framework, trust serves as a mediating variable, facilitating the transmission of influence from independent antecedents to behavioral outcomes. By effectively mitigating perceived risk and alleviating consumer skepticism, trust provides the necessary assurance that a transaction will fulfill expectations and deliver the anticipated utility. As a mediator, trust bridges the gap between organizational attributes and consumer action in several key ways: (1) Risk Mitigation: It minimizes the cognitive dissonance associated with online transactions, transforming quality perceptions into behavioral confidence; (2) Path of Influence: It serves as the mechanism through which the positive effects of superior service and a robust reputation are operationalized into concrete purchasing commitments; (3) Relationship Strengthening: The presence of trust reinforces the impact of service quality and reputation, as consumers possessing high institutional trust are significantly more predisposed to select a specific brand over competitors. Ultimately, the integration of trust as a mediator underscores that while quality and reputation are essential, their capacity to drive purchase decisions is contingent upon their ability to cultivate a state of consumer confidence. Thus, trust is not merely a byproduct but a strategic necessity for translating organizational excellence into market performance.

In this research framework, perceived service quality and perceived reputation are established as the independent variables, while purchase intention serves as the dependent variable. Trust is positioned as the central mediating variable, functioning as the mechanism through which quality and reputation influence consumer behavior. The relationship between trust and purchase intention is inherently symbiotic; consumers who maintain a high degree of institutional trust toward an online retailer are significantly more predisposed to exhibit positive behavioral intentions. This relationship is bolstered by several critical determinants, including consumer confidence, brand loyalty, perceived risk reduction, and the influence of positive peer reviews, all of which collectively enable trust to catalyze purchase intentions (Su & Chen, 2015; Lee & Lee, 2007). Consequently, the objective of this study is to empirically analyze the impact of perceived service quality and perceived reputation on the online purchase intentions of Zalora users, specifically evaluating the extent to which trust mediates these psychological and behavioral pathways.

C. RESEARCH METHODS

This study employs a quantitative research approach, which facilitates the systematic

collection and analysis of structured data represented numerically (Goertzen, 2017; Smith et al., 2017). The research population—defined as the collective group of subjects central to the study's inquiry (Smith et al., 2017)—consists of Zalora users. Given that the total population is unknown and potentially vast, a representative sample was utilized to optimize the efficiency of data collection and statistical calculation. The decision to utilize a sample was necessitated by various constraints, including time, financial resources, personnel, and logistics, which precluded an exhaustive study of the entire population (Smith et al., 2017). Consequently, this research relies on probability sampling to ensure that every member of the population possesses a known and equal probability of selection, thereby enhancing the generalizability of the findings. The minimum sample size was determined using the Lemeshow formula (1997), an instrument specifically designed for contexts where the target population is large and exhibits heterogeneous characteristics. The researchers rounded this figure to a final sample of 100 respondents.

The type of data applied in this research is quantitative. The source of data in this study is primary data, namely, questionnaires. Researchers collect primary data, which refers to original data gathered firsthand for a specific research study or project. It is obtained directly from the source, rather than being obtained from secondary sources or existing datasets. Primary data is collected with a specific research objective in mind and is tailored to address the research questions or hypotheses. The method used for collecting primary data in this research was a questionnaire survey. Researchers design their data collection instruments, such as questionnaires or interview guides, to gather the desired information directly from individuals or sources relevant to the study. This option uses slightly more elevated vocabulary and smooths out the transitions, which works well for a comprehensive thesis or dissertation chapter.

This study gathered primary data via an online survey distributed through Google Forms. To assess the respondents' attitudes and perceptions of the targeted social phenomena, the survey items were evaluated using a standardized Likert scale. Subsequent data analysis was performed using SmartPLS 3 software to apply the Partial Least Squares (PLS) method. PLS is a variance-based Structural Equation Modeling (SEM) technique selected for its robust capacity to model latent constructs and adjust for measurement errors. Furthermore, this analytical approach allows for the simultaneous testing of entire theoretical models, thereby accommodating a wide array of complex research inquiries (Henseler et al., 2016). PLS can be said to be a fairly strong analytical method because it is not based on many assumptions. The samples used also do not have to be in large numbers, and indicators using interval, ordinal, and ratio scales can be applied in the same model (Ghozali & Latan, 2015). The Partial Least Squares (PLS) path model is formally defined by two distinct sets of linear equations: the measurement model (outer model) and the structural model (inner model). According to Henseler et al. (2016), the measurement model specifies how latent constructs are operationalized by their observable indicators, or manifest variables. Conversely, the structural model outlines the theoretical pathways and relationships among the latent constructs themselves.

D. RESULT

The respondents who participated in this study are 100 respondents, who are the users of

Zalora and have shopped on the application at least once. The respondents are 51 male (51%) and 49 female (49%). The respondent age ranges from below 17 years old (16%), 17-29 years old (37%), 30-39 years old (28%), 40-49 years old (16%), and over 50 years old (3%). The occupations of the respondents are entrepreneurs (28%), freelancers (14%), employees (21%), students (27%), and jobless (10%).

Table 1 Outer Loading Factor

	Perceived Reputation	Perceived Service Quality	Purchase Intention	Trust
PI1			0.813	
PI2			0.801	
PI3			0.778	
PR1	0.840			
PR2	0.822			
PR3	0.849			
PR4	0.756			
PSQ1		0.808		
PSQ2		0.837		
PSQ3		0.866		
T1				0.772
T2				0.953
T3				0.943

This research employs a questionnaire that includes valuable inquiries, all of which have a loading factor value exceeding 0.7. The findings of this study indicate that the variables utilized can explain constructs, such as perceived reputation, with a significant level of reliability and validity as demonstrated by the metrics in Table 2, including AVE, Cronbach Alpha, and Composite Reliability.

Table 2 AVE, Cronbach Alpha, and Composite Reliability

	Perceived Reputation	Perceived Service Quality	Purchase Intention	Trust
PI1			0.813	
PI2			0.801	
PI3			0.778	
PR1	0.840			
PR2	0.822			
PR3	0.849			
PR4	0.756			
PSQ1		0.808		
PSQ2		0.837		
PSQ3		0.866		
T1				0.772
T2				0.953
T3				0.943

Convergent validity suggests that the study's criteria have been met and are presently accepted as valid. In order for AVE to be considered genuine, it must be greater than 0.5. All of the variables in the data satisfied the criteria, as each of the AVE values is greater than 0.5, as determined by the analysis. A composite reliability result is considered reliable if its numerical value exceeds 0.7. The subsequent metric employed to assess the dependability of the data is Cronbach's alpha. When the value of the variable exceeds 0.6, it is considered that the data is valid. When the composite reliability value exceeds 0.7 or Cronbach's alpha surpasses 0.6, it indicates that confidence can be placed in all factors. The reliability of the data utilized in this research is established by the combined reliability and Cronbach's alpha results.

Table 3 Fornell-Larcker Test

	PR	PSQ	PI	Trust
PR	0.818			
PSQ	0.725	0.837		
PI	0.564	0.432	0.797	
TR	0.671	0.568	0.524	0.893

The Fornell-Larcker test criterion was deemed satisfied through adherence to the established standard. All variables are legitimate because their AVE root values are greater than their association values with other variables. This indicates that each of the examined factors successfully met the criteria for discriminant validity. The loading value of a particular construct is greater than the loading value of other constructs. According to the study's findings, each variable had completed the prescribed evaluations. It considers all the variables in the dataset valid, as they have successfully undergone convergent and discriminant validity assessment.

Table 4 Hypotheses Testing

	T Statistics (O/STDEV)	P Values
PR -> PI	6.281	0.000
PR -> TR	13.395	0.000
PSQ -> PI	6.054	0.000
PSQ -> TR	3.436	0.001
TR -> PI	5.744	0.000
PR -> TR -> PI	4.881	0.000
PSQ -> TR -> PI	3.180	0.002

Hypothesis testing was conducted to evaluate the structural relationships between perceived service quality, perceived reputation, trust, and purchase intention. The results demonstrate that all proposed hypotheses (H1–H7) are supported at a 5% significance level. Regarding the direct effects, both Perceived Service Quality ($t = 6.054, p < 0.001$) and Perceived Reputation ($t = 6.281, p < 0.001$) significantly influence Purchase Intention. Furthermore,

Perceived Service Quality ($t = 3.436$, $p = 0.001$) and Perceived Reputation ($t = 13.395$, $p < 0.001$) exert a substantial positive impact on trust. Trust, in turn, acts as a significant predictor of purchase intention ($t = 5.744$, $p < 0.001$). For the indirect effects, mediation analysis confirms that trust significantly mediates the relationship between perceived service quality and purchase intention ($t = 4.881$, $p < 0.001$) and between perceived reputation and purchase intention ($t = 3.180$, $p = 0.002$). Because all calculated t-statistics exceed the critical threshold of 1.96 and all p-values fall below the 0.05 alpha level, hypotheses H1 through H7 are definitively affirmed.

E. DISCUSSION

On the proposed hypotheses, H1: Perceived service quality significantly affects purchase intention. According to Table 4, Perceived Service Quality has a significant positive effect on Purchase Intention since the p-value is $0.000 < 0.05$. Customers are more likely to buy when they perceive a high level of service quality. Customers are more likely to be satisfied with their experience if they believe the services provided were of high quality. People will have a stronger belief in and loyalty to the brand or company. Customers who are pleased with the service are more likely to purchase the product or service again or recommend it to others (Ali et al., 2021). A company's brand image or identity might also benefit from a high perceived service quality rating. Customers that receive good service will believe that the company is dependable, skilled, and committed to making them happy. This positive impression can influence how customers perceive the quality of the goods or services, hence changing their desire to purchase (Li et al., 2020). If, on the other side, perceived service quality is low, users are likely to be dissatisfied with their services. This can reduce their likelihood of buying and potentially cause people to cease buying (Utama et al., 2022).

On the hypotheses proposed, H2: Perceived Reputation significantly affects Purchase Intention. According to Table 4, Perceived Reputation has a significant positive effect on Purchase Intention since the p-value is $0.000 < 0.05$. A customer's decision to buy is usually affected positively by how they feel about a business's image. When people think positively about a brand or company's reputation, they are more likely to trust the goods or services that it offers. A good image is built on things like past customer satisfaction, dependability, quality, and honesty. This could affect a customer's decision to buy because they are more likely to choose a service or product from a trustworthy company (Ozkan et al., 2021). Customers' views on the value they put on goods or services can also be affected by how well the company is known. If a brand or company has a good reputation, customers will trust a product or service that gives them the benefits, excellence, or status they want. This may make them more likely to buy because they are more sure that the item will meet their needs and hopes (Jundrio and Keni, 2020). When people buy from well-known companies or names, they usually feel safer and more at ease. According to Agostini et al. (2021), a bad or shady image can make customers more wary of taking risks, which makes them less likely to buy.

On the hypotheses proposed, H3: Perceived service quality significantly affects trust.

According to Table 4, Perceived Service Quality has a significant positive effect on Trust since the p-value is $0.000 < 0.05$. Service with a favorable opinion. Customers are more likely to trust the brand when the quality is high. Customers who are pleased with the service they receive are more likely to be satisfied and confident that the firm will meet their needs and expectations. Positively perceived service Quality demonstrates the company's professionalism, competency, and dependability in delivering on its promises (Jundrio and Keni, 2020). People may become more trusting of the brand or company after viewing this. When deciding what to buy, people place a high value on trusting the brand or company (Qalati et al., 2021). People who trust a brand or company are more likely to purchase from them. Customers are more inclined to purchase something if they believe it will match their expectations in terms of value, quality, and happiness. People who trust a firm are more inclined to continue with it and even recommend it to others. (Utama et al., 2022) Customers who receive good service from a company that listens to them are more likely to believe the company will prioritize their needs. As a result, the company and its users can place a high level of trust in one another.

Of the hypotheses proposed, H4: Perceived Reputation significantly affects Trust. According to Table 4, Perceived Reputation has a significant positive effect on Trust since the p-value is $0.000 < 0.05$. Trust is more likely to be placed in a business or organization by those who hold a favorable opinion of it. The likelihood that an individual will place trust in a company that maintains its commitments to dependability, integrity, and value is higher when that individual dislikes the company. Observing Objects When something has a positive track record, is well-liked by the majority, and is recognized for particular qualities, it has a positive image. This may increase consumers' confidence in the organization or business (Agostini et al., 2021). The degree to which individuals place trust in a brand significantly impacts their interactions with it. Customer retention, word-of-mouth, and repeat purchases are all positively correlated with trust in a company. Retention rates are positively correlated with a company's ability to satisfy client requirements, resolve their concerns, and exhibit integrity and courtesy. A customer's perception may also be influenced by their attitude toward a company's reputation (Haro et al., 2020). The confidence of individuals in conducting business with a company Their perception of a company's image positively correlates with their confidence in conducting business with it. This indicates that consumers possess enough confidence in the brand or organization to proceed with a purchase (Ozkan et al., 2020).

On the hypotheses proposed, H5: Trust significantly affects purchase intention. According to Table 4, Trust has a significant positive effect on Purchase Intention since the p-value is $0.000 < 0.05$. A consumer's buying interest is how likely they are to buy or choose a product based on their past experiences choosing, using, consuming, or even wanting that product. Miao et al. (2022) say that building trust from the start can make customers more loyal to the goods or services being offered. The expectation of a customer that a business selling goods or services can be relied upon to keep its promises is called consumer trust. Sellers or marketers can also build trust with customers by honestly describing the specific features of the goods or services they offer (Chan et al., 2020). To foster customer trust in a product, the company must deliver it according to the specifications clearly displayed on its website. People are more likely to believe a business if the goods or services it sells match what it says on its website (Uzir et al., 2021).

On the hypotheses proposed, H6: Perceived service quality significantly affects purchase intention with the mediation of trust. According to Table 4, Perceived Service Quality has a significant positive effect on Purchase Intention with the mediation of trust since the p-value is $0.000 < 0.05$. People's purchasing intentions are significantly influenced by their perceptions of the quality of the services they receive (Ali et al., 2021). Trust is important in this relationship because it affects how others' purchasing decisions are influenced by the quality of the services provided. Service quality perceptions refer to how customers assess the services' capacity to meet or surpass their expectations. Consumer satisfaction with the offered service increases the likelihood of repeat business (Li et al., 2020). As a result, this trust is essential for converting opinions about the quality of service into decisions about what to buy. Thus, it follows that trust is essential to creating a relationship between customers' inclination to buy and their evaluation of the quality of the services they receive (Utama et al., 2022).

On the hypotheses proposed, H7: Perceived reputation significantly affects purchase intention with the mediation of trust. According to Table 4, Perceived Reputation has a significant positive effect on Purchase Intention with the mediation of trust since the p-value is $0.002 < 0.05$. Trust influences consumers' purchasing decisions (Agostini et al., 2021). Whether positively or negatively, the image of a company or brand reflects the opinions of its consumers. A favorable advertising campaign increases the likelihood that a product is purchased by customers (Haro et al., 2020). Consumers' trust in a product or a company's identity can establish a connection between that reputation and their purchasing behavior. Maintaining a positive reputation is crucial to establishing and maintaining consumers' trust, as it may inspire them to make a purchase (Ozkan et al., 2020).

F. CONCLUSION

The study demonstrates that both the perceived quality of service and the perceived reputation have a substantial impact on the desire to make a purchase. This emphasizes the significance of upholding elevated criteria in the quality of products and services, as well as cultivating a favorable reputation, in order to influence consumer choices in purchasing. Zalora must prioritize offering high-quality products and services and aggressively work to manage and improve its reputation within the e-commerce ecosystem. The study highlights trust as a vital intermediary factor in the connection between perceived service quality, perceived reputation, and purchase intention. Trust serves as a conduit, converting favorable views of quality and reputation into concrete plans to make a purchase. Zalora recognizes the significance of establishing and upholding trust with its customers by engaging in transparent and dependable interactions, ensuring secure transactions, and consistently delivering the promised advantages.

Businesses such as Zalora may enhance their marketing strategies by recognizing the substantial influence of trust, reputation, and service quality on customers' intention to make a purchase. This involves prioritizing trust-building efforts in marketing campaigns, highlighting favorable customer experiences and testimonials to enhance reputation, and constantly providing top-notch products and services to strengthen consumer trust and influence purchasing choices. The study emphasizes the interdependence of trust, reputation, and service quality in influencing

the total customer experience and purchasing behavior. Zalora can enhance trust and reputation and promote buying intentions among consumers by prioritizing investments in increasing customer experience. Seamless website navigation, responsive customer service, and hassle-free return policies can help achieve this.

To summarize, this research highlights the significant impact of trust, reputation, and service quality on purchase intentions in the e-commerce industry in Indonesia. By utilizing these valuable observations, companies such as Zalora may improve their approaches, foster confidence, and augment client contentment, ultimately propelling growth and achievement in the fiercely competitive online retail industry.

Further research could consider conducting a comprehensive analysis of the practical applications of these factors in marketing strategies. For example, sophisticated research can identify the precise components of trust, reputation, and service quality that exert the greatest influence on purchase intention. This research provides insights for Zalora on how to refine its marketing strategies through the application of the pivotal factors identified in this study.

G. LIMITATION

Although this study offers explanations for the factors influencing e-commerce purchase intent in Indonesia, it is important to acknowledge its limitations. One weakness of this study is the small sample size of only 100 respondents. The results may be subject to sampling bias, which means they may not accurately represent the entire population. We made efforts to include a diverse range of e-commerce customers in our sample, but we should still consider this limitation. Furthermore, due to the exclusive focus on quantitative analysis in the study, any qualitative observations that could have offered additional understanding of the data and supplied contextual information were probably disregarded.

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