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CONSUMER BEHAVIOR AND THE MEDIATING ROLE OF PURCHASE INTENTION IN ONLINE PURCHASE DECISIONS AMONG E-COMMERCE AND SOCIAL MEDIA USERS IN INDONESIA

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Abstract

This study examines the effects of perceived ease of use, trust, perceived risk, information quality, and social media influence on online purchase decisions in Indonesia, with purchase intention as a mediating variable. Using a quantitative survey approach, data were collected from 420 active e-commerce and social-media users and analyzed through Structural Equation Modeling (SEM). The findings indicate that perceived ease of use, trust, information quality, and social media influence positively affect purchase intention, while perceived risk negatively influences it. Purchase intention significantly drives online purchase decisions and mediates the relationships between the studied factors and purchase decisions. The model explains 62% of the variance in purchase decisions, demonstrating strong explanatory power. This study contributes to digital consumer behavior literature by emphasizing the strategic role of purchase intention and provides insights for businesses to enhance trust, user experience, information quality, and social-media marketing effectiveness.

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INTRODUCTION

The rapid development of digital technology has significantly transformed consumer behavior in Indonesia, ushering in a new era in which individuals actively seek information and make purchasing decisions through online reviews, social media, and official company websites rather than relying exclusively on traditional media (Arynova et al., 2025; Figueiredo et al., 2025; Handranata & Kalila, 2025). This digital transformation is reflected in Indonesia's growing number of internet users, which reached 212.9 million in early 2023, a 3.85% increase from the previous year, and has fueled the expansion of e-commerce and digital transactions (Faisal & Fasa, 2025). The proliferation of mobile devices has further accelerated the shift from offline to online shopping (Gefen et al., 2003; Harish, 2025; Kim & Peterson, 2017; Lee & Turban, 2001; Shabrina, 2019; Wang et al., 2004). Globally, consumers are increasingly attracted to the convenience of digital transactions, including product search, price comparison, and digital payments, all of which have contributed to the growth of Indonesia's digital economy (Arynova et al., 2025; Faisal & Fasa, 2025; Figueiredo et al., 2025; Handranata & Kalila, 2025).

Within this evolving digital landscape, consumer purchase decisions are shaped by complex interactions among technological, psychological, and social factors. Modern consumers rely on user-generated content, influencer endorsements, and interactive brand communication rather than solely on face-to-face recommendations or physical in-store experiences (Jos & Oliveira, 2024; Kohli & Gupta, 2024; Venkata & Viswanadh, 2024). Key determinants influencing digital purchase decisions include perceived ease of use, trust, perceived risk, information quality, and social media influence, which collectively impact purchase intention and ultimately purchase decision. Popular social media platforms such as Instagram, Facebook, TikTok, and Twitter facilitate the dissemination of product information, consumer reviews, and testimonials, shaping consumer attitudes and behaviors (Bui et al., 2025; Farhat et al., 2025; Kothari et al., 2025; Luo, Ain, et al., 2025; Martins & Martins, 2025).

Perceived ease of use is a critical factor that influences consumer engagement with digital platforms. Online consumers prefer intuitive interfaces and seamless navigation, as complexity or friction can result in abandoned purchases and reduced loyalty (Dea et al., 2024; Karoui, 2025; Tai & Chi, 2025; Zac et al., 2025). Trust is equally essential, particularly in the absence of direct interaction, as consumers assess online merchants through secure payment systems, privacy assurances, transparent policies and responsive customer service (Gefen et al., 2003; Harish, 2025; Kim & Peterson, 2017; Lee & Turban, 2001; Wang et al., 2004). Conversely, perceived risk, such as concerns about financial loss, personal data misuse, product authenticity, or delivery reliability, can inhibit purchase intention and decrease the likelihood of actual purchases (Farhat et al., 2025; Hartono et al., 2025; Hipólito et al., 2025; Hu et al., 2025; Zongwei Li et al., 2025; Margono et al., 2021; Qi et al., 2025).

Information quality, defined by completeness, accuracy, relevance, and timeliness, is vital for supporting informed decision-making and reducing uncertainty (Farhat et al., 2025; Jos & Oliveira, 2024; Kohli & Gupta, 2024; Venkata & Viswanadh, 2024). Social media influence, including electronic word-of-mouth and influencer endorsements, further enhances purchase intention by providing social proof and shaping consumer attitudes (Bui et al., 2025; Farhat et al., 2025; Jos & Oliveira, 2024; Kohli & Gupta, 2024; Kothari et al., 2025).

The technology acceptance model (TAM) and the theory of planned behavior (TPB) provide a conceptual foundation for understanding the roles of perceived ease of use, perceived usefulness, and intention in technology adoption and consumer behavior (Ajzen, 1991; Davis, 1989; L. Li & Wang, 2025). This study integrates TAM and TPB to capture both technological and behavioral dimensions, offering a more comprehensive framework to examine how these variables influence purchase intention and decisions.

Accordingly, this study aims to analyze the effects of perceived ease of use, trust, perceived risk, information quality, and social media influence on purchase intention and their subsequent impact on purchase decisions in Indonesia's digital economy. Specifically, it examines both the direct effects of these variables on purchase decisions and the indirect effects mediated by purchase intention, indicating that the indirect effect through purchase intention is more significant than the direct effect on purchase decisions.

This study strengthens the evidence of full and partial mediation of purchase intention within the Indonesian e-commerce context and demonstrates that purchase intention can play a more substantial role than the direct effects of consumer behavior variables. Practically, the findings assist digital businesses in improving user experience, fostering trust, enhancing information quality, mitigating perceived risks, and leveraging social media strategies to increase purchase intentions and actual purchases. Furthermore, policymakers may utilize these insights to promote digital literacy and financial inclusion, thereby supporting the sustainable growth of Indonesia's digital economy (Faisal & Fasa, 2025).

METHOD

This study adopts a quantitative, explanatory survey design to examine how perceived ease of use, trust, perceived risk, information quality, and social media influence affect consumer purchase decisions in Indonesia's digital era, with purchase intention acting as a mediating variable. The conceptual framework integrates the technology acceptance model (TAM) and the theory of planned behavior (TPB), which have been widely applied in digital consumer research and effectively explain the roles of trust, perceived risk, and ease of use in shaping purchase intentions and decisions (Arief Budiyanto; Iman Lubis; Ibrahim Bali Pamungkas; Asep Erlan Maulana;, 2025; Firdausi & Antonio, 2025; Linh et al., 2025).

The study population consisted of Indonesian consumers actively engaged in e-commerce and social media activities. To efficiently reach this group, convenience sampling was employed—a practical and commonly used approach in digital consumer research. Demographic characteristics such as age, gender, and education were considered to improve sample representativeness, resulting in a final dataset of 420 respondents. This sample size meets and exceeds the recommended minimums for structural equation modeling (SEM) analyses, ensuring statistical validity and robustness (Farah,Alfanura; Yasuo, 2021; Frans Sudirjo et al., 2024).

Data were collected through a one-time online questionnaire distributed via email, social media, and survey platforms. Respondents' perceptions, attitudes, and intentions regarding each research variable were measured using a 5-point Likert scale. Prior to full deployment, a pilot test was conducted to verify the clarity and validity of the instrument items (Luo, Hasan, et al., 2025). Each construct—perceived ease of use, trust, perceived risk, information quality, social media influence, purchase intention, and purchase decision—was operationalized using validated indicators adapted from previous studies to ensure content validity and comparability with existing research (Samaniego-Arias et al., 2025).

Ethical considerations were strictly observed throughout the data collection process, including obtaining informed consent and maintaining the confidentiality of the responses.

Structural Equation Modeling (SEM) was employed for data analysis using both Partial Least Squares SEM (PLS-SEM) and Covariance-Based SEM (CB-SEM). These methods are suitable for testing complex relationships and mediating effects among multiple variables. The validity and reliability of the measurement instruments were rigorously evaluated through Confirmatory Factor Analysis (CFA), Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha, with all constructs meeting or exceeding established quantitative research thresholds (Ahmed et al., 2024).

It is important to note that this study used a cross-sectional design with one-time questionnaire data collection, which limits the ability to capture changes in consumer behavior over time. Digital consumer behavior may evolve dynamically because of platform developments, promotional activities, and shifts in the digital environment. This suggests that future research could employ longitudinal designs to track behavioral changes and strengthen causal inferences.

RESULTS

This section presents the study findings, beginning with the respondent characteristics, followed by the measurement model evaluation, structural model assessment, hypothesis testing, and mediation analysis. Detailed tables and figures enhance transparency and provide empirical support for the study's conclusions.

A total of 420 respondents, all active users of e-commerce platforms and social media in Indonesia, participated in this study. Convenience sampling was employed, and demographic proportions were considered for representativeness.

Table 1. Respondent Demographic Characteristics

Characteristic	Frequency (n)	Percentage (%)
Age		
18–25 years	160	38
26–35 years	143	34
36–45 years	76	18
>45 years	41	10
Gender		
Male	197	47
Female	223	53
Education		
High School	160	38
Bachelor's Degree+	260	62
Total Respondents	420	100

Most respondents were aged 18–35 years (72%), with a slightly higher proportion of females (53%) and most holding at least a bachelor's degree (62%). This profile reflects the characteristics of active digital consumers in Indonesia.

The measurement model demonstrated strong validity and reliability. All constructs met the recommended thresholds for Cronbach's Alpha, composite reliability (CR), average variance extracted (AVE), and HTMT ratio. Convergent validity was confirmed with all indicator loadings exceeding 0.7 and AVE values above 0.5. Discriminant validity was established as all HTMT ratios were below 0.85.

Table 2. Instrument Validity and Reliability Results

Variable	Cronbach's Alpha	Composite Reliability	AVE	HTMT Ratio (max)
Perceived Ease of Use	0.84	0.88	0.62	0.74
Trust	0.86	0.89	0.65	0.71
Perceived Risk	0.81	0.86	0.60	0.68
Information Quality	0.85	0.89	0.64	0.73
Social Media Influence	0.83	0.87	0.61	0.76
Purchase Intention	0.88	0.91	0.68	0.79
Purchase Decision	0.82	0.87	0.59	0.72

The structural model was evaluated using SEM with both PLS-SEM (Smart PLS 4) and CB-SEM (AMOS). The model fit indices indicated strong adequacy: SRMR = 0.048, CFI = 0.96, TLI = 0.95, and RMSEA = 0.045, all within acceptable thresholds. The coefficient of determination (R^2) for purchase decisions was 0.62, indicating that 62% of its variance was explained by the predictors.

Table 3. Main Structural Model Hypothesis Test Results

Relationship	Path Coefficient (β)	t-statistic	p-value	Remark
Perceived Ease of Use → Purchase Intention	0.21	3.87	<0.01	Significant
Trust → Purchase Intention	0.24	4.12	<0.01	Significant
Perceived Risk → Purchase Intention	-0.18	-2.95	<0.05	Significant (negative)
Information Quality → Purchase Intention	0.19	3.50	<0.01	Significant
Social Media Influence → Purchase Intention	0.22	3.98	<0.01	Significant
Purchase Intention → Purchase Decision	0.53	9.76	<0.001	Highly Significant
Perceived Ease of Use → Purchase Decision (direct)	0.09	2.15	<0.05	Significant (weak)
Trust → Purchase Decision (direct)	0.12	2.50	<0.05	Significant (weak)
Perceived Risk → Purchase Decision (direct)	-0.05	-1.02	>0.05	Not Significant
Information Quality → Purchase Decision (direct)	0.11	2.30	<0.05	Significant (weak)
Social Media Influence → Purchase Decision (direct)	0.15	2.89	<0.05	Significant (weak)

These results indicate that perceived ease of use, trust, information quality, and social media influence positively affect purchase intention, whereas perceived risk negatively affects it. Purchase intention strongly influences purchase decisions and mediates the effects of all independent variables. The direct effects of the antecedent variables on purchase decisions were generally weak, with perceived risk showing no significant direct impact. These findings align with previous studies emphasizing the importance of trust, ease of use, information quality, and social media influence in fostering purchase intentions and digital purchase behavior (Bui et al., 2025; Farhat et al., 2025; Jos & Oliveira, 2024; Kohli & Gupta, 2024; Kothari et al., 2025; Luo, Ain, et al., 2025; Martins & Martins, 2025; Venkata & Viswanadh, 2024).

Bootstrapping analysis confirmed that purchase intention significantly mediated the effects of all five independent variables on purchase decisions ($p < 0.01$ for all mediation paths), indicating that indirect effects through purchase intention are stronger than direct effects.

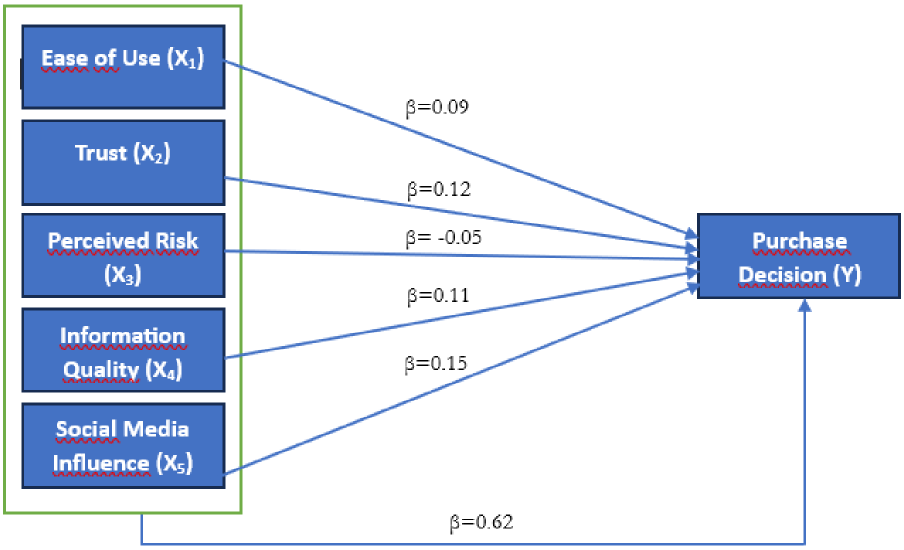

Figure 1. SEM Model of Digital Factors' Influence on Purchase Decision

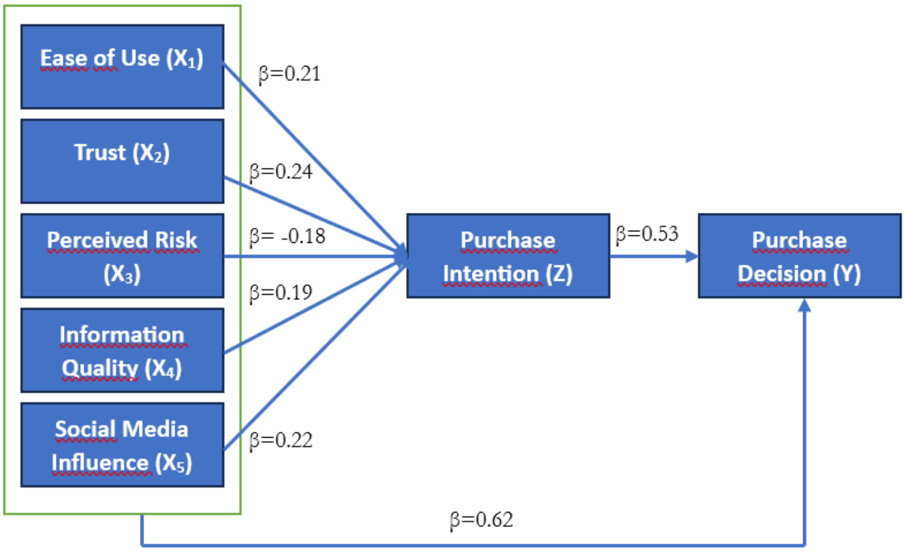

Figure 2. SEM Model with Purchase Intention as Mediator

These tables and figures provide full empirical support for the hypothesized relationships, demonstrating that digital factors significantly influence purchase intention, which, in turn, drives purchase decisions. The results underscore the critical mediating role of purchase intention in the context of Indonesian digital consumers.

DISCUSSION

The statistical analysis in this study provides a comprehensive understanding of the factors influencing consumer purchase decisions in Indonesia's digital era, with purchase intention acting as a crucial mediating variable. The results confirm that perceived ease of use, trust, information quality, and social media influence have positive and significant effects on purchase intention, with path coefficients of 0.21 ($t = 3.87$, $p < 0.01$), 0.24 ($t = 4.12$, $p < 0.01$), 0.19 ($t = 3.50$, $p < 0.01$), and 0.22 ($t = 3.98$, $p < 0.01$), respectively. In turn, purchase intention exerts a strong influence on purchase decision ($\beta = 0.53$, $t = 9.76$, $p < 0.001$). Conversely, perceived risk exerts a significant negative effect on purchase intention ($\beta = -0.18$, $t = -2.95$, $p < 0.05$), but its direct effect on purchase decision is not significant ($\beta = -0.05$, $t = -1.02$, $p > 0.05$). These findings are consistent with the proposed hypotheses and are strongly aligned with established theories and prior empirical research.

A deeper conceptual explanation for the non-significant direct effect of perceived risk on purchase decisions can be attributed to the nature of cognitive processing in digital consumer behavior. Consumers often evaluate potential risks when considering a purchase, but this evaluation primarily affects their internal intention rather than triggering immediate behavioral change. In digital contexts, risk perception may increase vigilance and encourage more information seeking, which strengthens or weakens purchase intention rather than directly altering the purchase act itself. Therefore, the mediating role of purchase intention becomes crucial, as it translates perceived risk into actionable decision-making, demonstrating that the effect of risk is indirect and contingent on consumer intention development. This insight aligns with behavioral theories that emphasize the mediating function of intention in bridging perception and behavior, and underscores the importance for practitioners to focus on interventions that enhance purchase intention to mitigate the negative influence of perceived risk.

The findings of this study provide robust empirical support for the technology acceptance model (TAM) and the theory of planned behavior (TPB), both of which emphasize the centrality of intention in predicting behavior and the significance of perceived ease of use, perceived usefulness, and trust in technology adoption (Ajzen, 1991; Davis, 1989; L. Li & Wang, 2025). The positive impact of ease of use, trust, and information quality on purchase intention observed in this study parallels previous findings in both Indonesian and international contexts, where these factors significantly enhance consumers' willingness to transact online (Arynova et al., 2025; Bui et al., 2025; Farhat et al., 2025; Figueiredo et al., 2025; Handranata & Kalila, 2025; Jos & Oliveira, 2024; Kohli & Gupta, 2024; Kothari et al., 2025; Luo, Ain, et al., 2025; Martins & Martins, 2025; Venkata & Viswanadh, 2024). Ease of use, in particular, has long been recognized as a key determinant of technology adoption, reducing the cognitive effort required for consumers to navigate digital platforms and facilitating smoother transaction processes(Dea et al., 2024; Karoui, 2025; Tai & Chi, 2025; Zac et al., 2025).

Trust has emerged as a pivotal factor in digital marketplaces, especially in environments where physical interaction is absent and uncertainty is heightened. In Indonesia, trust is often built through transparent information, secure payment mechanisms, visible customer service, and positive user reviews (Gefen et al., 2003; Harish, 2025; Kim & Peterson, 2017; Lee & Turban, 2001; Wang et al., 2004). This aligns with (Jos & Oliveira, 2024), who found that trust is the single most important predictor of online purchase intention in emerging economies. Furthermore, information quality—defined as the completeness, accuracy, relevance, and timeliness of information provided on digital platforms—significantly affects consumer confidence in making purchase decisions (Jos & Oliveira, 2024; Kohli & Gupta, 2024; Venkata & Viswanadh, 2024). High-quality information reduces perceived ambiguity and allows consumers to make informed choices, thereby enhancing their purchase intention (Farhat et al., 2025; Zongwei Li et al., 2025; Qi et al., 2025).

In contrast, perceived risk remains a significant barrier for many digital consumers. Risks related to privacy, financial loss, product authenticity, and delivery reliability continue to be major concerns for Indonesian consumers (Farhat et al., 2025; Zongwei Li et al., 2025; Qi et al., 2025). The negative impact of perceived risk on purchase intention observed in this study is consistent with global findings, where higher perceived risks result in lower willingness to engage in online transactions (Farhat et al., 2025; Hartono et al., 2025; Hu et al., 2025; Margono et al., 2021). Therefore, effective risk mitigation strategies, such as transparent return policies, guarantees, and secure transaction protocols, are essential for digital businesses.

A particularly novel and salient finding of this study is the strong mediating role of purchase intention. Bootstrapping analysis confirmed that purchase intention significantly mediates the effects of all five independent variables on purchase decisions ($p < 0.01$ for all mediation paths). This underscores the argument that while external factors such as ease of use and information quality are important, the ultimate decision to purchase is profoundly shaped by the level of purchase intention developed through digital experiences (Jos & Oliveira, 2024; Kohli & Gupta, 2024; Venkata & Viswanadh, 2024). In other words, purchase intention serves as the cognitive bridge between antecedent digital factors and actual purchase behavior, reinforcing the mechanisms proposed by the TAM and TPB within Indonesia's digital economy. This mediating effect is also highlighted in the literature as a vital step in the consumer decision-making process, especially in environments where social influences and digital stimuli are increasingly prominent (Ajzen, 1991; Farah,Alfanura; Yasuo, 2021; Hoyer et al., 2020; Nonis et al., 2024).

Social media influence has become an indisputable force in shaping both purchase intention and actual decisions. In Indonesia—a country with one of the highest social media penetration rates globally—interactions with digital content, influencers, and product reviews play a pivotal role in building trust and stimulating purchase intention (Bui et al., 2025; Farhat et al., 2025; Jos & Oliveira, 2024; Kohli & Gupta, 2024; Kothari et al., 2025; Luo, Ain, et al., 2025; Martins & Martins, 2025; Venkata & Viswanadh, 2024). Social media platforms facilitate the rapid dissemination of electronic word-of-mouth (e-WOM) and user-generated content, which have been empirically shown to significantly impact consumer trust and behavior (Farhat et al., 2025; Zongwei Li et al., 2025; Qi et al., 2025). This study corroborates these findings, confirming that strategic utilization of social media, such as partnerships with influencers and interactive campaigns, can substantially boost purchase intention and drive purchase decisions.

From a theoretical perspective, this study makes several important contributions. By integrating contemporary variables such as social media influence and rigorously testing the mediating effect of purchase intention, this study enriches digital consumer behavior models and offers a more holistic framework for understanding purchasing behavior in emerging markets (Arynova et al., 2025; Figueiredo et al., 2025; Handranata & Kalila, 2025). The adaptability of the TAM and TPB is reaffirmed; the core principles of these models remain highly relevant, even as new variables—such as social media and perceived risk—become increasingly significant in the digital landscape (Hoyer et al., 2020; Jos & Oliveira, 2024; Kohli & Gupta, 2024; Venkata & Viswanadh, 2024; Venkatesh et al., 2012). Furthermore, the empirical validation of purchase intention as a key mediator clarifies the causal mechanisms through which digital factors shape consumer decisions, an insight that is especially valuable for both researchers and practitioners(Asanprakit & Kraiwanit, 2023).

In practical terms, the findings offer actionable strategies for digital businesses and e-commerce practitioners in Indonesia. First, companies must prioritize the development of user-friendly digital platforms, as accessibility and ease of navigation are primary drivers of purchase intention and decisions (Jos & Oliveira, 2024; Kohli & Gupta, 2024; Venkata & Viswanadh, 2024). Second, cultivating consumer trust through transparent information, guaranteed transaction security, and responsive customer service is paramount for enhancing customer loyalty and retention (Bui et al., 2025; Farhat et al., 2025; Kothari et al., 2025; Luo, Ain, et al., 2025; Martins & Martins, 2025). Third, businesses should actively minimize perceived risks by implementing robust data security systems, offering clear return policies, and educating consumers about data protection(Farhat et al., 2025; Zongwei Li et al., 2025; Qi et al., 2025). Additionally, improving the quality of product information, ensuring that it is comprehensive, accurate, and easy to understand, will empower consumers to make informed decisions and reduce uncertainty (Asanprakit & Kraiwanit, 2023).

Moreover, the strategic use of social media is essential. Collaborations with influencers, interactive campaigns, and the creation of engaging and relevant content can significantly amplify brand exposure and cultivate strong purchase intention among digital consumers (Bui et al., 2025; Farhat et al., 2025; Jos & Oliveira, 2024; Kohli & Gupta, 2024; Kothari et al., 2025; Luo, Ain, et al., 2025; Martins & Martins, 2025; Venkata & Viswanadh, 2024). Social media also enables two-way communication between brands and consumers, fostering a sense of community and loyalty that traditional marketing channels cannot easily replicate (Gefen et al., 2003; Harish, 2025; Kim & Peterson, 2017; Lee & Turban, 2001; Wang et al., 2004).

The overall model explains a substantial portion of the variance in purchase decisions, with the coefficient of determination (R^2) for Purchase Decision reaching 0.62, indicating that 62% of the variability in purchase decisions can be explained by the exogenous variables and the intervening variable within the model. Goodness-of-fit indices also support the robustness of the model, with SRMR = 0.048 (PLS-SEM, <0.08), CFI = 0.96, TLI = 0.95, and RMSEA = 0.045 (CB-SEM), all within recommended thresholds.

In the context of Indonesia's rapidly growing digital economy, understanding these factors is crucial for businesses seeking to maintain competitiveness and for policymakers aiming to foster digital literacy and consumer protection (Faisal & Fasa, 2025). As digital transactions increase and the e-commerce sector expands, regulatory frameworks must evolve to address issues such as data privacy, online fraud, and equitable access to digital services (Celestin, 2024; Shabrina, 2019). The insights of this study provide a foundation for the development of policies that can support sustainable digital economic growth and safeguard consumer interests.

There are, however, several limitations to this study that warrant consideration. The use of convenience sampling and online surveys, although practical and efficient, may constrain the generalizability of the findings (Farhat et al., 2025; Zongwei Li et al., 2025; Qi et al., 2025). Future research should consider employing more representative sampling techniques and expanding the scope to include diverse geographic and demographic segments. Additionally, this study focused on five independent variables and one mediating variable; subsequent studies could incorporate other relevant factors such as brand loyalty, customer experience, and cultural influences, which are also likely to affect digital consumer purchase decisions (Bui et al., 2025; Farhat et al., 2025; Kothari et al., 2025; Luo, Ain, et al., 2025; Martins & Martins, 2025).

The cross-sectional nature of this study precluded the capture of dynamic changes in consumer behavior over time. Longitudinal studies are therefore highly recommended to provide deeper insights into the evolving nature of digital consumer behavior in Indonesia (Jos & Oliveira, 2024; Kohli & Gupta, 2024; Venkata & Viswanadh, 2024). Employing a mixed-methods approach that combines quantitative and qualitative data could also yield a more nuanced understanding of the underlying motivations and barriers influencing purchase decisions (Asanprakit & Kraiwanit, 2023).

In summary, this research supports existing theoretical frameworks and triggers the development of more nuanced and comprehensive models that reflect the complexities of digital consumer decision-making in Indonesia's fast-changing digital landscape. The interplay between perceived ease of use, trust, perceived risk, information quality, and social media influence—mediated by purchase intention—offers invaluable insights for academics, practitioners, and policymakers. As the digital economy continues to evolve, ongoing research and adaptive business strategies will be essential to fully harness the opportunities and address the challenges of digital consumerism in Indonesia.

CONCLUSION

Based on a comprehensive SEM analysis of 420 Indonesian digital consumers, this study confirms that perceived ease of use, trust, information quality, and social media influence have a positive and significant impact on purchase decisions in the digital era. Conversely, perceived risk significantly and negatively affects both purchase intention and purchase decisions. These findings are in line with recent studies that emphasize that accessibility, trustworthiness, and transparent information are key drivers of purchase intention and digital consumer behavior.

Purchase intention has been empirically proven to be a critical mediating variable that bridges the influence of perceived ease of use, trust, perceived risk, information quality, and social media influence on purchase decisions. This highlights that while external factors are important, the ultimate decision to purchase is strongly shaped by the level of purchase intention developed through digital experience.

The research also underscores the growing importance of social media influence in shaping consumer trust and purchase intention. Interactions with digital content, influencers, and online reviews significantly enhance trust and intention, directly impacting purchase decisions. This aligns with the findings that social influence and electronic word-of-mouth (e-WOM) are major considerations for online purchasing in Indonesia.

This study enriches digital consumer behavior models by incorporating social media influence and empirically confirming the mediating role of purchase intention, thereby providing a more comprehensive framework for understanding purchasing behavior in emerging markets. The findings reinforce the relevance of the technology acceptance model (TAM) and the theory of planned behavior (TPB) within the digital context, while emphasizing the importance of including contemporary factors such as social media and perceived risk.

[Despite these contributions, this study has several limitations. The use of a cross-sectional design and one-time questionnaire data collection restricts the ability to capture changes in consumer behavior over time. Digital consumer behavior is dynamic, influenced by evolving platform features, promotional activities, and shifting social trends. Therefore, the findings provide only a snapshot of the relationships among variables at a single point in time. Future research should consider longitudinal or mixed-method approaches to observe temporal changes in purchase intention and decision-making processes, offering a deeper understanding of how digital consumer behavior evolves in Indonesia.

Additionally, future studies could expand the scope by including other relevant variables, such as brand loyalty, customer experience, or cultural factors, which may also influence online purchase decisions.

Practically, this research suggests that digital businesses should focus on creating user-friendly platforms, building consumer trust, reducing perceived risk, improving information quality, and effectively leveraging social media strategies to enhance purchase intention and drive decisions. Overall, the study not only supports existing theoretical frameworks but also encourages the development of more nuanced models that accurately reflect the complexities of consumer decision-making in Indonesia's fast-changing digital environment.

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