



## The Effect of Consumer Trust, Consumer Experience and Consumer Attitude on Purchase Decisions, with Purchase Intention as a Mediating Variable at CV. Suara Mandiri Tegal

Istiq Aulia Narendri<sup>1\*</sup>, Gunistiyo<sup>2</sup>, Ahmad Hanfan<sup>3</sup>  
Pancasakti University of Tegal

**Corresponding Author:** Istiq Aulia Narendri [ianarendri@gmail.com](mailto:ianarendri@gmail.com)

---

### ARTICLE INFO

*Keywords: Consumer Trust, Consumer Experience, Consumer Attitudes, Purchasing Interest, Purchasing Decisions, Stimulus Organism Response*

*Received : 27, April*

*Revised : 28, May*

*Accepted: 30, June*

©2026 Narendri, Gunistiyo, Hanfan:  
This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study examines the determinants of purchasing decisions, namely consumer trust, consumer experience, and consumer attitudes through purchase intentions at CV. Suara Mandiri Tegal, based on the Stimulus–Organism–Response (S-O-R) framework and the Theory of Planned Behavior (TPB). Using a quantitative approach, data were collected from 275 respondents through a survey. The results showed consumer trust, consumer experience, and consumer attitudes significantly influence purchase intentions. Consumer trust, consumer attitudes, and purchase intentions significantly influence purchase decisions, while consumer experience does not have a direct influence on purchase decisions but influences them indirectly through purchase intentions as a full mediating variable.

---

## **INTRODUCTION**

Increasingly tight business competition in the modern era requires companies to thoroughly understand consumer behavior as a basis for making effective marketing decisions (Gunistiyo & Hanfan, 2019). A company's success is no longer determined solely by its ability to offer products or services, but also by the extent to which it is able to influence consumers' psychological processes before a purchase decision is made (Tjiptono and Chandra, 2020). Changing preferences, increased access to information and high consumer expectations are driving companies to take non-physical factors into account when designing their marketing strategies (Gunistiyo & Prihadi, 2023). This situation means purchasing decisions are the result of a complex evaluation process, not just a spontaneous response to market offerings (Hurriyati, 2019; Tabelessy et al., 2025).

In the context of service marketing, purchasing decisions cannot be separated from consumers' experiences, trust, and attitudes towards service providers (Kotler & Keller, 2019; Klein & Sharma, 2022). This applies particularly to the event and production services sector, where service failures can have a direct impact on the success of an event, leading consumers to be selective and cautious when making purchasing decisions (Fajri et al., 2023; Rybaczewska et al., 2020).

The crucial role of consumers who trust the company in influencing purchasing interest and purchasing decisions is demonstrated in studies conducted by Sa'adah et al. (2024); Muna & Dewi (2024); Samsidar et al. (2024) and Simange et al. (2023). These studies emphasise the higher the level of consumer trust, the stronger the influence on consumers' purchasing decisions. These findings are not supported by research conducted by Anggraini (2023); Hidayatillah & Lasiyono (2022) and Wicaksana & Baldah (2022), who found consumer purchasing decisions cannot be determined by consumer trust.

The issue regarding consumer experience is the lack of consumer experience at CV. Suara Mandiri Tegal, which is still evident in the way some prospective clients form their assessments and make purchasing decisions tend to be based on limited information and indirect experience. Several researchers have studied the relationship between consumer experience and purchasing decisions, namely by Sholehah et al. (2024); Widiawati et al. (2025); Wibowo et al. (2025) and Sutrisno et al. (2024), who found evidence consumer experience influences purchasing decisions, whereby positive experiences such as friendly service and satisfaction encourage the decision to make a purchase; however, differing results were found in studies conducted by Nurhayati et al. (2025) and Aji et al. (2019), which demonstrated consumer experience cannot determine purchasing decisions, leading to inconsistencies in research findings.

The issue faced by CV. Suara Mandiri regarding the attitudes of some consumers is a number of customers still tend to have a less than positive view, primarily influenced by their experience of the event service. A lack of close communication between the crew and customers, unclear communication during event preparations, and the crew's lack of responsiveness in dealing with technical issues can create an impression of unprofessionalism. Cahaya et al. (2024) explain there remains inconsistency in research findings regarding consumer attitudes towards purchasing decisions. Bejarano & Zirena (2024); Aini et al. (2022); Maulidan et al. (2024); Wang et al. (2023) and Innukertarajasa & Hayuningtias

(2024) found empirical evidence in their research purchasing decisions are influenced by psychological tendencies are evaluated positively or negatively towards an object. Research review by Saktiana & Miftahuddin (2021) emphasized consumer attitudes slow down and decrease purchasing decisions, while Kapantouw & Mandey (2020) emphasized there is no relationship between good and negative positive attitudes and purchasing decisions.

CV. Suara Mandiri Tegal is a company specialising in the sale, installation, repair and rental of stage rigging, sound systems, band equipment, lighting, film equipment, barriers and generators. As an event services provider, consumers' decisions to use its services are not determined solely by price, but are strongly influenced by their confidence in the company's technical capabilities, their past experiences, and their perception of the provider's reputation. This phenomenon is reflected in significant fluctuations in sales volume during the 2019–2024 period. Sales peaked in 2023 at Rp 4,408,181,000, but declined in 2024 to Rp 3,926,790,000. This situation indicates consumers' purchasing decisions have not yet stabilised, making it necessary to understand the underlying psychological factors.

This research was conducted due to its strong novelty and urgency: to examine event service purchasing decisions in an integrated manner by positioning purchase intention as a mediating mechanism between consumer trust, consumer experience, and consumer attitudes towards purchasing decisions. Most previous studies have tended to examine the direct effects of these factors without delving deeply into the psychological processes bridge purchase intention and behaviour, particularly in the context of event and production services, which involve high levels of risk and a heavy reliance on technical performance.

This study aims to examine the influence of consumer trust, consumer experience, and consumer attitudes on service purchase decisions at CV. Suara Mandiri Tegal, with purchase intention serving as the mediating variable. This approach is based on the Stimulus–Organism–Response (S-O-R) framework and the Theory of Planned Behaviour (TPB), and is expected to provide a more comprehensive empirical contribution regarding the psychological processes of consumers in making purchasing decisions for event services.

## LITERATURE REVIEW

Theoretically, SOR theory can be used to explain the relationship between consumer trust as well as consumer willingness to purchase, which posits external stimuli received by consumers trigger internal psychological processes before resulting in a behavioural response. Consumer trust can be viewed as a form of stimulus arising from service experiences, company reputation, and information received by consumers regarding service providers (Nani et al., 2026). This trust encourages consumers to feel confident the services offered are capable of meeting their needs and expectations, which ultimately fosters interest and a desire to purchase (Efendi & Kholunafiah, 2023). Previous research by Angreni et al. (2025); Anggraeni & Sutedjo (2024); Ramadhan et al. (2025); Santoso et al. (2024); Balqis & Patmarina (2024), and Dahlan et al. (2023) demonstrated consumer confidence in the ability, honesty, and consistency of service providers

fosters a sense of security and reduces anxiety before a purchase decision is made, thus generating purchase interest.

H1: There is a positive influence of consumer trust on purchase intention

Theoretically, the influence of consumer experience on consumer willingness to purchase from the Stimulus–Organism–Response (S-O-R) perspective can be understood as an internal condition (organism) arises after consumers receive various stimuli from the marketing environment (Klaus et al., 2023). Consumer willingness to purchase tends to increase when consumers have consistent positive experiences, as these experiences foster a sense of trust and psychological comfort. Studies conducted by Dawi et al. (2024); Anfani et al. (2025); Soe et al. (2025), Rahmania et al. (2024), and Xiao et al. (2022) show high consumer experience will encourage the emergence of purchasing interest.

H2: There is a positive influence of consumer experience on purchase intention

Consumer attitudes, within the SOR theoretical framework, are the result of internal psychological processes formed after consumers receive various stimuli from the marketing environment. Stimuli such as service experiences, interaction quality, and promotional information are processed internally to form a specific attitude toward the service provider. A positive attitude then encourages a response in the form of increased consumer willingness to purchase, while a negative attitude weakens this response (Firmansyah, 2021). Kajian yang dilakukan Maalouf et al. (2025); Ahmad et al. (2025); Fahlevi et al. (2023) dan Zaremohzzabieh et al. (2021) menegaskan bahwa sikap konsumen berdampak pada niat pembelian

H3: There is a positive influence of consumer attitudes on purchase intention.

Theoretically, the TPB Theory is used to justify the influence of consumer trust on purchasing decisions as a psychological foundation reduces perceived risk and confusion in the purchasing process, where individual beliefs and evaluations of an object will influence their intentions and actual behavior. High consumer trust in a product or seller increases a sense of security and confidence in making purchasing decisions. Research findings conducted by Sa'adah et al. (2024); Muna & Dewi (2024); Samsidar et al. (2024); Risnawati et al. (2023), and Innukertarajasa & Hayuningtias (2023) concluded consumer trust plays an important role in accelerating the purchasing decision-making process.

H4: There is a positive influence of consumer trust on purchasing decisions.

A good experience creates a positive impression of reliability and service quality, thereby increasing consumer confidence in assessing an offering as a viable option (Sholehah et al., 2024). Referring to the S-O-R theory, consumer experience is understood as an internal psychological state created after consumers are stimulated by the marketing environment. Research by Ramadhani (2023); Wibowo et al. (2025); Aji et al. (2019); Widiawati et al. (2025); and Sutrisno et al. (2024) concluded high consumer experience encourages consumers to make purchasing decisions more confidently and quickly.

H5: There is a positive influence of consumer experience on purchasing decisions.

Theoretically, the impact of consumer attitudes on purchasing decisions can be elucidated as a manifestation of an extensive evaluation of beliefs, emotions,

and behavioral inclinations towards a product or service (Maalouf et al., 2025). A favorable attitude signifies a positive reception and appraisal of the product or service, thereby enhancing the probability the consumer will select and acquire it (Firmansyah, 2021). Research conducted by Bejarano & Zirena (2024); Aini et al. (2022); Cahaya et al. (2024)); Innukertarajasa & Hayuningtias (2024); and Maulidan et al. (2024) underscores the significance of consumer attitudes in the context of purchasing decisions made by consumers.

H6: There is a positive influence of consumer attitudes on purchasing decisions.

Theoretically, the impact of consumer willingness to purchase on purchasing decisions can be elucidated through the Theory of Planned Behavior (TPB), which posits intention serves as the most immediate predictor of actual behavior. In the realm of purchasing, consumer willingness to purchase signifies a consumer's resolve to engage in a transaction subsequent to the assessment of a product or service. The greater the intensity of a consumer's consumer willingness to purchase, the more probable it will translate into a purchasing decision. The TPB underscores behavior does not transpire randomly but is preceded by an intention shaped by attitudes, subjective norms, and perceived behavioral control. When consumer willingness to purchase is elevated, consumers generally exhibit a heightened motivation to engage in the purchasing process due to their psychological readiness and assurance in their decisions (Baihaqi et al., 2025). Research conducted by Tableessy et al. (2023); Baihaqi et al. (2025); Franza et al. (2025); and Marsudi & Fitriasari (2023) reveals purchasing decisions are significantly affected by purchase intention.

H7: There is a positive influence of purchase intention on purchase decisions.

Theoretically, the impact of consumer trust on purchasing decisions, mediated by purchase intention, can be elucidated by the notion consumer trust establishes foundational beliefs regarding the competence, dependability, and integrity of the service provider, thus mitigating perceived risk within the purchasing experience. Trust plays a significant role in the development of favorable attitudes and consumer behavioral beliefs, which subsequently lead to the formation of consumer willingness to purchase. Consumer willingness to purchase represents a vital psychological phase bridges consumer beliefs with actual behavior, specifically with respect to purchasing decisions. Consumer trust not only directly affects purchasing decisions but also exerts an indirect influence by enhancing consumer willingness to purchase as a mediator connects the cognitive process with the purchasing action (Santoso et al., 2024). Salsabila et al., (2025) indicated an increased level of consumer trust correlates with a heightened likelihood of consumers expressing interest in and a desire to utilize the available services.

H8: There exists an impact of consumer trust on purchasing decisions, with purchase intention serving as a mediator.

Theoretically, the impact of consumer experience on purchasing decisions, with purchase intention acting as a mediator, can be elucidated by the notion consumer experience functions as a learning resource, which informs consumer evaluations and beliefs regarding a product or service. Favorable experiences foster positive perceptions, enhance self-confidence, and reinforce consumer

attitudes, thereby facilitating the development of consumer willingness to purchase. Consumer willingness to purchase signifies the behavioral intention arises subsequent to consumers' assessment of their experiences. This consumer willingness to purchase subsequently serves as a conduit between consumer experiences and corresponding behavior manifested in the form of purchasing decisions. Consumer experience exerts not only a direct influence but also an indirect impact on purchasing decisions through the cultivation of consumer willingness to purchase (Nurhayati et al., 2025).

H9: There is an influence of consumer experience on purchasing decisions, with purchase intention as a mediator.

Theoretically, the impact of consumer attitudes on purchasing decisions, with purchase intention acting as a mediating factor, can be elucidated by the notion consumer attitudes represent either positive or negative assessments of a product or service, which are derived from consumer beliefs and emotions. A favorable attitude is likely to promote the development of consumer willingness to purchase or interest, as consumers perceive the product or service to be suitable and aligned with their requirements. Within the framework of the Theory of Planned Behavior (TPB), consumer willingness to purchase is regarded as a behavioral intention emerges from consumer attitudes and serves as a key determinant of actual behavior. Subsequently, this consumer willingness to purchase facilitates the translation of consumer attitudes into tangible actions manifested in purchasing decisions (Widiawati et al., 2025).

H10: There is an influence of consumer attitudes on purchasing decisions, with purchase intention acting as a mediator.

Based on the development of the hypothesis, the framework of thought in this research is described as follows:

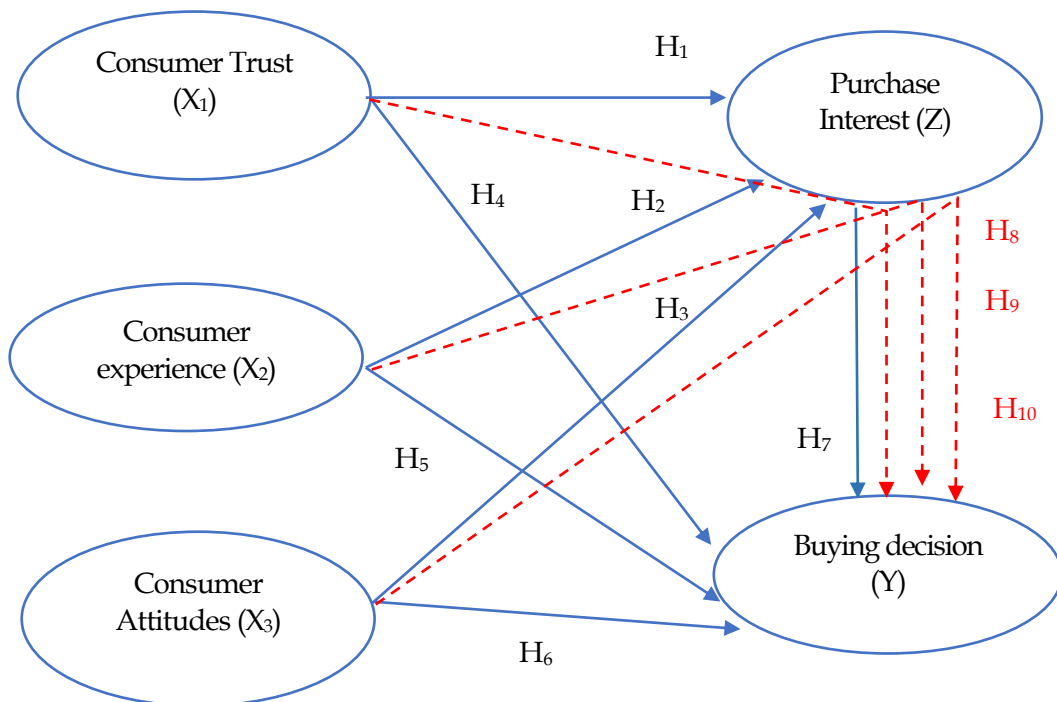


Figure 1. Empirical Models

## METHODOLOGY

The investigation undertaken was a quantitative descriptive study employing a survey methodology. The subject population encompassed all consumers of CV. Suara Mandiri Tegal. As noted by Hanfan (2017), the minimum sample criteria recommended by Hair et al., (2017) stipulate a range of 5-10 times the number of research indicators. With this study comprising 21 indicators, the minimal sample size required, based on the formula provided by Hair et al., (2017) and the viewpoints expressed by Hanfan (2017), is calculated as 5 multiplied by 21 indicators, resulting in 105 respondents. To ensure the sample size's sufficiency, considering both the unknown population estimation approach and the SEM-PLS methodology, this study utilized a total of 275 respondents. The technique for data collection employed in this research was a questionnaire. Data analysis was conducted through SEM-PLS analysis utilizing the Smart PLS application.

## RESULT AND DISCUSSION

Partial Least Squares (PLS) is used to test hypotheses because PLS is characterized as a component- or variance-based Structural Equation Modeling (SEM) approach. PLS analysis operates in two stages: examining both the assessment model (outer model) and the structural model (inner model). Assessment of the assessment model is the initial phase in PLS-SEM, which includes evaluating construct validity and reliability.

Table 1. Results of the assessment model test (outer model)

Item Code	Outerloading	AVE	Composite Reliability	Cronbach's alpha
PD		0,538	0,853	0,785
PD1	0,707			
PD2	0,707			
PD3	0,685			
PD4	0,760			
PD5	0,803			
PI		0,589	0,851	0,768
PI1	0,717			
PI2	0,766			
PI3	0,726			
PI4	0,854			
CT		0,617	0,866	0,793
CT1	0,835			
CT2	0,771			
CT3	0,800			
CT4	0,734			
CE		0,566	0,839	0,745
CE1	0,764			

CE2	0,778			
CE3	0,680			
CE4	0,783			
CA		0,629	0,871	0,804
CA1	0,699			
CA2	0,790			
CA3	0,830			
CA4	0,844			

Source: Processing of primary data (2026)

All outer loading values presented in the preceding table exceed the threshold of 0.5, signifying the indicators demonstrate convergent validity. Discriminant validity serves as an evaluative technique for determining the distinctions between a construct and other constructs, an assessment can be performed by examining the Average Variance Extracted (AVE) value. Ghozali (2018:158) posits an AVE value of no less than 0.50 reflects a satisfactory assessment of convergent validity. All variables exhibit elevated discriminant validity values, specifically above 0.5, allowing for the conclusion the independent variables are uncorrelated. Each variable within this research displayed composite reliability and Cronbach's alpha values exceeding 0.70, indicating they satisfy the criteria for robust reliability, suggesting each indicator contributing to the latent variable can be relied upon to yield consistent assessment outcomes. An additional method employed to evaluate discriminant validity is the Heterotrait-Monotrait (HTMT) ratio. Hair et al., (2017) assert discriminant validity is deemed sufficient if the HTMT value between pairs of latent constructs remains below the threshold of 0.9.

Table 2. Results of the Heterotrait-Monotrait Test (HTMT)

	Consumer Trust	Purchasing Decision	Purchase intention	Consumer Experience	Consumer Attitude
Consumer Trust					
Purchasing Decision	0,886				
Purchase intention	0,885	0,859			
Consumer Experience	0,837	0,756	0,855		
Consumer Attitude	0,858	0,808	0,782	0,681	

Source: Processing of primary data (2026)

All HTMT values among the constructs are below the 0.90 threshold, indicating discriminant validity among the variables in the model has been achieved. This suggests each construct within the model—specifically, consumer trust, consumer experience, consumer attitude, purchase intention, and purchase decision—accurately measures distinct concepts, thereby confirming no overlap

exists between the constructs. This supports the validity of the assessment model and implies the findings from the subsequent structural analysis can be interpreted with validity.

Following the assessment of the model, which included the evaluation of its validity and reliability, a structural model test (inner model) was performed. This test encompassed an  $R^2$  test, a  $Q^2$  test, and hypothesis testing. According to the results derived from data processing utilizing PLS analysis, it is evident the coefficient of determination for the purchase intention variable is 0.655. This indicates the impact of consumer trust, consumer experience, and consumer attitude on purchase intention is quantified at 65.5%. The coefficient of determination for the purchase decision variable stands at 0.586, suggesting the collective effect of consumer trust, consumer experience, consumer attitude, and purchase intention on purchase decision is 58.6%. The analysis yielded a  $Q^2$  value of 0.369 for the Purchase Intention variable (Z) and 0.301 for the Purchase Decision variable (Y). Both values surpass the threshold of 0.30, which, as per the general criteria established by Hair et al., (2017), can be classified as possessing strong predictive power (substantial predictive relevance). The results of the hypothesis testing are outlined in the path coefficients presented in the table below:

Tabel 3 Hypothesis Testing Results

No.	Description	Coefficient	$\rho$ -value	Decision
1	Consumer trust → purchase intention	0,537	0,000	Accepted
2	Consumer experience → purchase intention	0,186	0,004	Accepted
3	Consumer attitude → purchase intention	0,165	0,010	Accepted
4	Consumer trust → purchase decision	0,244	0,008	Accepted
5	Consumer experience → purchase decision	0,077	0,258	Rejected
6	Consumer attitude → purchase decision	0,258	0,000	Accepted
7	Purchase intention → purchase decision	0,285	0,001	Accepted
8	Consumer trust → purchase intention → purchase decision	0,153	0,003	Accepted
9	Consumer experience → purchase intention → purchase decision	0,053	0,018	Accepted
10	Consumer attitude → purchase intention → purchase decision	0,047	0,044	Accepted

Source: Processing of primary data (2026)

The outcomes of the hypothesis testing reveal consumer trust exerts the most significant influence on purchase intention ( $\beta = 0.537$ ;  $p < 0.001$ ). These results validate the premise that, within the context of consumer decision-making, trust functions as a critical determinant in the development of behavioral intentions. Theoretically, this finding corresponds with the Stimulus-Organism-Response framework, where trust operates as a cognitive stimulus affects the internal state (the organism) by influencing consumer willingness to purchase prior to ultimately prompting behavioral response.

Moreover, consumer experience ( $\beta = 0.186$ ;  $p = 0.004$ ) and consumer attitude ( $\beta = 0.165$ ;  $p = 0.010$ ) were also identified as having a significant impact on consumer willingness to purchase. This suggests prior interactions and the consumers' emotional evaluations of products or services further facilitate the establishment of consumer willingness to purchase. Therefore, purchase intention is influenced not only by rational factors such as trust but also by emotional elements and experiences.

At the stage of the purchase decision, the research findings demonstrate consumer attitude ( $\beta = 0.258$ ;  $p < 0.001$ ), purchase intention ( $\beta = 0.285$ ;  $p = 0.001$ ), and consumer trust ( $\beta = 0.244$ ;  $p = 0.008$ ) positively and significantly affect the decision to purchase. These results indicate the purchase decision arises from an amalgamation of psychological readiness (interest), affective assessment (attitude), and trust in the product. Specifically, purchase interest emerged as a robust direct predictor of the purchase decision, corroborating the notion intention serves as the primary precursor to actual behavior. However, consumer experience did not demonstrate a significant direct impact on purchase decisions ( $\beta = 0.077$ ;  $p = 0.258$ ). This finding suggests experience does not inherently propel purchasing behavior without undergoing particular psychological processes. In other words, experience plays a more substantial role in shaping perceptions and intentions than in directly prompting decisions. The mediating function of purchase interest was also substantiated in this research. Consumer trust ( $\beta = 0.153$ ;  $p = 0.003$ ), consumer experience ( $\beta = 0.053$ ;  $p = 0.018$ ), and consumer attitude ( $\beta = 0.047$ ;  $p = 0.044$ ) were found to exert an indirect influence on purchasing decisions through purchase intention. This illustrates purchase intention serves as a psychological mechanism connects the impact of antecedent variables to actual behavior.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research illustrates consumer trust, consumer attitude, and purchase intention are pivotal in influencing purchasing decisions, both in direct and indirect manners. Among these factors, consumer trust stands out as the most significant predictor of purchase intention, underscoring its essential role in diminishing uncertainty and bolstering consumers' willingness to engage in transactions. Consequently, consumer willingness to purchase acts as a substantial catalyst for actual purchasing behavior, validating its role as a crucial mechanism translates psychological preparedness into tangible actions. Notably, this study reveals consumer experience does not have a direct impact on purchasing decisions; rather, it functions through consumer willingness to purchase as a mediating factor. This finding suggests experiential elements alone are inadequate for spurring actual behavior unless they are assimilated into behavioral intention. Thus, the results underscore purchase decisions are influenced not solely by previous experiences, but also by the manner in which those experiences inform consumers' cognitive and affective assessments.

From a theoretical standpoint, this investigation strengthens the Stimulus-Organism-Response framework by empirically affirming the significance of consumer willingness to purchase as a central organismic state

connects external stimuli, such as trust, experience, and attitude, to behavioral outcomes, namely purchasing decisions. Furthermore, it expands upon previous research by elucidating the effect of experiential factors is primarily indirect rather than direct. From a managerial perspective, businesses should emphasize strategies aimed at enhancing consumer trust and nurturing favorable attitudes, as these elements exert both direct and mediated influences on purchasing decisions. While improving customer experience remains vital, it should be geared toward effectively cultivating consumer willingness to purchase, achievable through consistent service quality, transparent communication, and compelling value propositions. By prioritizing these factors, businesses can more successfully translate consumer perceptions into actual purchasing behavior and enhance overall marketing performance.

### **FURTHER STUDY**

This research still has limitations so further research on this topic is still needed “The Influence of Consumer Trust, Consumer Experience and Consumer Attitude on Purchase Decisions, with Purchase Intention as a Mediating Variable at CV. Suara Mandiri Tegal”

### **ACKNOWLEDGMENT**

I would like to express my appreciation and gratitude to all those who have assisted with this thesis research, entitled: “The Influence of Consumer Trust, Consumer Experience and Consumer Attitude on Purchase Decisions, with Purchase Intention as a Mediating Variable at CV. Suara Mandiri Tegal”.

### **REFERENCES**

- Ahmad, N., Zaki, M., & Alam, Z. (2025). Understanding consumer attitude and purchase intention of organic food products. *Spanish Journal of Marketing - ESIC, November*, 1–21. <https://doi.org/10.1108/SJME-04-2024-0110>
- Aini, F., Maulidiyah, R., & Hidayanto, M. F. (2022). Pengaruh gaya hidup dan sikap konsumen terhadap keputusan pembelian. *Jurnal Manajemen*, 14(1), 83–90. <https://doi.org/10.30872/jmmn.v14i1.10638>
- Aji, N. S., Rofiq, A., & Djawahir, A. H. (2019). The influence of products and promotions on purchasing decisions mediated in purchase motivation. *Jurnal Aplikasi Manajemen*, 17(1), 152–161. <https://doi.org/10.21776/ub.jam.2019.017.01.17>
- Anfani, Purnama, I., & Candra, K. (2025). Pengaruh sikap dan motivasi konsumen terhadap minat beli pada UMKM Warung Sembako Rasqya di Kelurahan Sambinae Kota Bima. *Inovasi Sosial: Jurnal Pengabdian Masyarakat*, 2(3), 10–18. <https://doi.org/10.62951/inovasisosial.v2i3.1719>
- Anggraeni, R., & Sutedjo, B. (2024). Pengaruh kepercayaan merek dan nilai pelanggan terhadap minat beli dan terhadap loyalitas pelanggan (Studi pada wanita bekerja pengguna kosmetik Wardah). *Journal of Economic Bussines and Accounting (COSTING)*, 7(3), 3948–3957. <https://doi.org/10.31539/costing.v7i3.8809>
- Angreni, N., Maszudi, E., & Adil. (2025). The influence of brand trust, live

- promo, and price on consumer purchasing interest in Tiktok shop in the South Sulawesi Region. *Journal of Management: Small and Medium Enterprises (SMEs)*, 18(2), 1113–1126. <https://doi.org/10.35508/jom.v18i2.20456>
- Baihaqi, A. I., Fani Sartika, S., Elizabeth, & Nurlina. (2025). Pengaruh variety seeking dan minat beli terhadap keputusan pembelian. *Jurnal EMT KITA*, 9(2), 585–591. <https://doi.org/10.35870/emt.v9i2.3968>
- Balqis, A. S., & Patmarina, H. (2024). The effect of online sales and consumer trust on interest in buying clothing products at e-commerce Shopee. *International Journal of Economics, Business and Innovation Research*, 3(2), 1066–1078. <https://doi.org/10.63922/ijebir.v3i02.812>
- Bejarano, P. P. Z., & Zirena, E. M. C. (2024). From consumer's attitude towards online purchase decision: influence of friends and reference groups. *Contemporary Management Research*, 20(1), 1–24. <https://doi.org/10.7903/cmr.23109>
- Cahaya, A. T., MS, M., & Pandjaitan, D. R. (2024). Influence of marketing mix and consumer attitudes regarding purchase decisions through brand image as a mediating variable to (Kentucky Fried Chicken Lampung). *International Journal of Environmental, Sustainability, and Social Science*, 5(2), 406–418. <https://doi.org/10.38142/ijesss.v5i2.1025>
- Dahlan, A. D., Dermawan, R., & Zawawi. (2023). Pengaruh kualitas website dan kepercayaan konsumen terhadap minat beli pada e-commerce Tokopedia di Surabaya. *Al-Kharaj Jurnal Ekonomi Keuangan & Bisnis Syariah*, 3(2), 2803–2811. <https://doi.org/10.47467/alkharaj.v6i2.4234>
- Dawi, N. M., Hwang, H. J., Jalil, N. A., Maresova, P., & Namazi, H. (2024). Consumer motivation to purchase online during COVID-19 pandemic: extending protection motivation theory. *Sage Journals, January-Ma*, 1–16. <https://doi.org/10.1177/21582440241238613>
- Efendi, B., & Kholunnafiah, U. (2023). Pengaruh Kualitas Layanan, Kepercayaan Merek Dan Kepuasan Terhadap Loyalitas Pelanggan Paket Data Internet Kartu XL Prabayar. *DFAME: Digital Financial Accounting Management Economics Journal*, 1(2), 61–69. <https://doi.org/10.61434/dfame.v1i2.116>
- Fahlevi, M., Hasan, F., & Islam, M. R. (2023). Exploring consumer attitudes and purchase intentions: Unraveling key influencers in China's green agricultural products market. *Corporate and Business Strategy Review*, 4(3), 74–87. <https://doi.org/10.22495/cbsrv4i3art8>
- Fajri, A., Kournikofa, D., & Haerudin. (2023). Kepercayaan sebagai pemediasi citra merek dan persepsi harga terhadap kepuasan konsumen event organizer. *Jurnal Ilmiah Manajemen Dan Kewirausahaan*, 2(3), 15–21. <https://doi.org/10.55606/jimak.v3i3.1568>
- Firmansyah, A. (2021). *Perilaku konsumen (Sikap dan pemasaran)*. Deepublish.
- Franza, N. P. S., Indiani, N. L. P., & Wahyuni, N. M. (2025). The role of purchase intention in mediating the influence of influencers and online customer reviews on the purchase decisions of electronic products in e-commerce (A case study in Denpasar City). *International Journal of Environmental, Sustainability, and Social Science*, 6(2), 231–244.

- <https://doi.org/10.38142/ijess.v6i2.1331>
- Ghozali, I. (2017). *Aplikasi Analisis Multivariate dengan Program SPSS*. Universitas Diponegoro.
- Gunistiyo, & Hanfan, A. (2019). *Manajemen Pemasaran Membangun Kinerja Pemasaran UMK*. Indonesian Research Society.
- Gunistiyo, & Prihadi, D. (2023). *Strategi pemasaran: Keunggulan bersaing berbasis kloning produk*. PT. Literasi Nusantara Abadi Grup.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. In Sage.
- Hanfan, A. (2017). Mengeksplorasi kesadaran merek terhadap minat beli ulang melalui sikap terhadap merek. *Performance*, 24(2), 42–49. <https://doi.org/10.20884/1.performance.2017.24.2.699>
- Hidayatillah, K. S. R., & Lasiyono, U. (2022). Pengaruh Kepercayaan Pelanggan dan Penjualan Online Terhadap Keputusan Pembelian dengan Minat Beli sebagai Variabel Intervening Pada Mahasiswa Prodi Manajemen Universitas PGRI Adi Buana Surabaya. *Journal of Sustainability Business Research*, 3(1), 44–54.
- Hurriyati, R. (2019). *Bauran Pemasaran dan Loyalitas Konsumen*. Alfabeta.
- Innukertarajasa, I. M., & Hayuningtias, K. A. (2023). The effect of trust, consumer attitude, and online consumer review on purchase decisions in e-commerce Shopee (Case study on college students in Semarang). *Management Studies and Entrepreneurship Journal*, 4(6), 7881–7889.
- Innukertarajasa, I. M., & Hayuningtias, K. A. (2024). Pengaruh kepercayaan, sikap konsumen dan online consumer review terhadap keputusan pembelian pada e-commerce Shopee (Studi kasus pada mahasiswa di Semarang). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(6), 7881–7889. <https://doi.org/10.37385/msej.v4i6.2780>
- Kapantouw, C., & Mandey, S. L. (2020). Pengaruh sikap, norma subyektif, dan gaya hidup terhadap keputusan pembelian handphone Asus di Gamezone Computer Mega Mall Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(2). <https://doi.org/10.35794/emba.3.2.2015.8699>
- Klaus, P., Kuppelwieser, V. G., & Heinonen, K. (2023). Quantifying the influence of customer experience on consumer share-of-category. *Journal of Retailing and Consumer Services*, 73(103375), 1–15. <https://doi.org/10.1016/j.jretconser.2023.103375>
- Klein, A., & Sharma, V. M. (2022). Consumer decision-making styles, involvement, and the intention to participate in online group buying. *Journal of Retailing and Consumer Services*, 64(102808), 1–11. <https://doi.org/10.1016/j.jretconser.2021.102808>
- Kotler, P., & Keller, K. L. (2019). *Manajemen Pemasaran*. Indeks.
- Maalouf, N. J. Al, Sayegh, E., Makhoul, W., & Sarkis, N. (2025). Consumers' attitudes and purchase intentions toward food ordering via online platforms. *Journal of Retailing and Consumer Services*, 82(104151), 1–14. <https://doi.org/10.1016/j.jretconser.2024.104151>
- Marsudi, & Fitriyanti, F. (2023). Buy now or buy later: Mediating role of buying

- interest in purchasing decisions. *Manajemen Bisnis*, 13(2), 1–8. <https://doi.org/10.22219/mb.v13i02.31504>
- Maulidan, A. S., Jaelani, R., & Maesaroh, S. S. (2024). Pengaruh persepsi dan sikap terhadap keputusan pembelian fesyen berkelanjutan berbahan katun pada pengguna Tiktok. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(5), 3717–3726. <https://doi.org/10.31539/costing.v7i5.11285>
- Muna, N., & Dewi, N. (2024). The role of consumer trust mediates the influence of live streaming on purchasing decisions for n'pure products on tiktok shop. *Jurnal Manajemen Sains Dan Organisasi*, 5(3), 181–195. <https://doi.org/10.52300/jmso.v5i3.17771>
- Nani, Suteja, J., & Juju, U. (2026). Understanding the Drivers of Brand Trust in E-Commerce: The Role of Digital Payment, Online Reviews, and Transaction Convenience among Generation Z. *International Journal of Management and Business Intelligence (IJBMI)*, 4(2), 183–194. <https://doi.org/10.59890/ijmbi.v4i2.337>
- Nurhayati, Y. K., Wahyuningtyas, A. S. H., & Isaskar, R. (2025). Pengaruh sikap, motivasi dan gaya hidup konsumen terhadap keputusan pembelian melalui minat beli sebagai variabel mediasi (Studi kasus pada “teh kota” di Kabupaten Bojonegoro). *Jurnal Ekonomi Pertanian Dan Agribisnis*, 9(1), 20–26.
- Rahmania, K. N., Ernawati, S., & Badar, M. (2024). Pengaruh sikap dan motivasi pada minat beli di Tiktok Shop. *ECo-Fin*, 6(2), 331–340. <https://doi.org/10.32877/ef.v6i2.1413>
- Ramadhan, A. F., Tuwisna, & Murad, S. (2025). The influence of shopping orientation, online trust and shopping experience on online buying interest. *Jurnal Humaniora*, 9(2), 534–541. <https://doi.org/10.30601/humaniora.v9i2.6933>
- Ramadhani, R. (2023). The influence of consumer motivation towards consumer purchase decisions at warung kopi Pancong Sarijadi, Indonesia. *International Journal Administration, Business & Organization*, 4(1), 43–51. <https://doi.org/10.61242/ijabo.23.234>
- Risnawati, Wonua, A. R., & Astaginy, N. (2023). Pengaruh Kepercayaan dan Pengetahuan Produk Terhadap Keputusan Pembelian Produk Kecantikan (Studi Kasus Produk Wardah pada Toko Alke Kosmetik di Kabupaten Kolaka). *Student Scientific Creativity Journal (SSCJ)*, 1(6), 15–28. <https://doi.org/10.55606/sscj-amik.v1i6.2278>
- Rybackzewska, M., Sparks, L., & Sulkowski, Ł. (2020). Consumers' purchase decisions and employer image. *Journal of Retailing and Consumer Services*, 55(102123), 1–11. <https://doi.org/10.1016/j.jretconser.2020.102123>
- Sa'adah, N., Lusianti, D., & Wismar'ain, D. (2024). Is Consumer Trust Able to Intervening in Purchasing Decisions VJO Café and Bistro. *Jurnal Studi Manajemen Bisnis*, 4(2), 25–38. <https://doi.org/10.24176/jsmb.v4i2.12999>
- Saktiana, N., & Miftahuddin, M. A. (2021). Pengaruh sikap konsumen, persepsi harga dan persepsi risiko terhadap keputusan pembelian kosmetik berlabel halal (Studi pada konsumen pengguna kosmetik berlabel halal di Purwokerto). *MASTER: Jurnal Manajemen Dan Bisnis*, 1(1), 45–62.

- <https://doi.org/10.30595/jmbt.v1i1.10405>
- Salsabila, H., Suliyanto, Gunistiyo, & Setyowati, R. F. (2025). Peran minat beli dalam memediasi rasa percaya, persepsian harga dan risiko terhadap keputusan pembelian. *Journal of Trends Economics and Accounting Research*, 5(4), 346–359. <https://doi.org/10.47065/jtear.v5i4.2104>
- Samsidar, A., Antong, Khaddapi, M., & Syafruddin. (2024). Online purchase decisions and consumer trust as the impact of social media promotions and electronic service quality. *International Journal of Entrepreneurship and Management Practices*, 7(27), 116–133. <https://doi.org/10.35631/ijemp.727010>
- Santoso, U., Rosalina, S. S., & Nurminingsih. (2024). The influence of service quality and consumer trust on purchase decisions with purchase interest (Study of Trans Vision customers in the East Jakarta area). *Journal of Entrepreneur and Business*, 2(1), 35–43. <https://doi.org/10.52643/joeb.v2i1.37>
- Sholehah, R., Destiarni, R. P., & Suprapti, I. (2024). The influence of consumer motivation on purchasing decisions at Ichips Banana MSME. *Proceeding of 7th International Aciel 2024*, 247–267.
- Simange, C., Tawas, H. N., & Roring, F. (2023). Analysis Of The Effect Of Price Discounts, Brand Image And Customer Trust On Purchasing Decisions In Alfamidi Kec. Tobelo Tengah. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(3), 761–771.
- Soe, S. B., Listiana, E., Afifah, N., Juniwati, & Purmono, B. B. (2025). Analysis of consumer motivation on purchase intention of Flimty Fiber. *Journal of Management and Digital Business*, 5(2), 415–433. <https://doi.org/10.53088/jmdb.v5i2.1335>
- Sutrisno, B. M., & Siregar, N. (2024). Analysis of precaution and consumer attitudes towards motivation-mediated decisions making (online product case study). *International Journal of Management, Economic and Accounting*, 2(2), 583–598. <https://doi.org/10.61306/ijmea.v2i2.275>
- Tabelessy, W., Tamher, E. R., & Salamahu, N. F. (2025). Interaction of taste and tagline in increasing brand Awareness and purchasing decision of Le Minerale in Ambon City. *International Journal of Management and Business Intelligence (IJBMI)*, 3(1), 47–62. <https://doi.org/10.59890/ijmbi.v3i1.334>
- Tableessy, N. T., Huwae, V. E., & Siahainenia, S. (2023). The influence of purchase interest on purchasing decisions moderated by word of mouth: Study on consumers of Sariayu Martha Tilaar Cosmetics in Ambon City. *Pro Bisnis : Jurnal Manajemen*, 14(3), 303–308.
- Tjiptono, F., & Chandra, G. (2020). *Service, Quality, Dan Satisfaction*. Andi.
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11), 1–13. <https://doi.org/10.1016/j.heliyon.2023.e21617>
- Wibowo, B. S., Kusumaningtyasi, D. P., Syafrial, H., Arpan, Y., & Mamusung, R. (2025). The influence of hedonic motivation style on purchasing decisions with price as a moderating variable. *Jurnal Pengabdian Masyarakat Dan Riset*

- Pendidikan*, 3(4), 5412–5418. <https://doi.org/10.31004/jerkin.v3i4.1419>
- Wicaksana, P. S. I., & Baldah, N. (2022). The Influence Of Trust, Location And Promotion On Subsidized Home Purchase Decisions At PT. Mitra Indah Properti. *Jurnal Pelita Ilmu*, 15(1).
- Widiawati, K., Wiladiyah, L., & Winata, S. D. (2025). Motivation and consumers' attitudes mediate the effect of social media toward purchase decisions on generation Z via market place. *Quantitative Economics and Management Studies*, 6(4), 592–603. <https://doi.org/10.35877/454RI.qems4004>
- Xiao, J., Gong, Y., Tang, X., Javeed, S. A., & Deng, Y. (2022). A study on the relationship between consumer motivations and subjective well-being: A latent profile analysis. *Organizational Psychology Front. Psychol*, 13, 1–14. <https://doi.org/10.3389/fpsyg.2022.938060>
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Samah, A. A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132(3), 732–743. <https://doi.org/10.1016/j.jbusres.2020.10.053>