

The Effect of Product Quality and Price on Purchasing Decisions for Bu Odeh's Peanut Cookies in Jabodetabek with Trust in Shopee E-Commerce Usage as an Intervening Variable

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INFO	ABSTRACT
Submitted : Revised : Accepted : Available Online: Copyright @2024 by Journal of Judikaltura (s) This work is licensed under a Creative Commons Attribution- ShareAlike 4.0 International License .   Keywords: <i>Product Quality ; Price; Trust in E-Commerce Usage ; Purchase Decisions ; MSMEs; Shopee</i>	<i>The rapid growth of e-commerce has significantly influenced consumer behavior and reshaped the marketing strategies adopted by Micro, Small, and Medium Enterprises (MSMEs), particularly within the culinary sector. This research seeks to examine the effects of product quality and pricing on purchasing decisions related to Kue Kacang Bu Odeh in the Greater Jakarta area, with consumer trust in the Shopee e-commerce platform serving as an intervening variable. Employing a quantitative methodology with both descriptive and explanatory research designs, the study collected data through an online questionnaire administered to 180 respondents who had previously purchased Kue Kacang Bu Odeh via Shopee. The data were analyzed using multiple linear regression and mediation analysis through the Sobel Test, with all statistical procedures conducted using SPSS version 26. The findings indicate that product quality and pricing exert a positive and significant influence on consumer trust in the use of the Shopee e-commerce platform. Furthermore, product quality, price, and trust in Shopee e-commerce were found to have a positive and significant impact on purchasing decisions. Trust in e-commerce use was empirically demonstrated to function as an intervening variable that reinforces the effect of product quality and price on purchasing decisions. These results suggest that within the e-commerce context, consumer purchasing decisions are shaped not only by the functional attributes of products and pricing considerations but also by the level of trust in both the platform and the seller. This study is expected to offer practical insights for MSMEs in developing digital marketing strategies by emphasizing product quality enhancement, appropriate pricing strategies, and the strengthening of consumer trust within the e-commerce ecosystem.</i>

INTRODUCTION

In the era of digital transformation and the Industrial Revolution 5.0, advances in information technology have brought about fundamental changes in various aspects of people's lives, including social interaction patterns, work models, and economic activities. The development of digital technology not only drives efficiency but also creates a new economic ecosystem based on connectivity, speed, and easy access to information. One sector experiencing the most significant changes is the trade and marketing sector, particularly with the advent of electronic commerce or e-commerce systems. E-commerce has transformed people's consumption behavior from conventional transaction models to online-based transactions that are more practical and efficient and able to reach a wider area without geographical limitations.

In Indonesia, e-commerce growth is showing a very rapid trend. According to data from the Indonesian Internet Service Providers Association (APJII) and GoodStats, the number of internet users and digital transactions continues to increase significantly in 2025. Digital trading platforms such as Shopee, Tokopedia and Lazada have become part of people's lifestyles, with consumers increasingly accustomed to purchasing various types of products through digital applications. This phenomenon indicates a shift in consumer preferences, with consumers increasingly relying on technology to meet their daily needs.

This transformation in consumer behavior has direct implications for the dynamics of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The Ministry of Cooperatives and SMEs (2024) noted that MSMEs contribute more than 60% to the national Gross Domestic Product (GDP) and absorb approximately 97% of the workforce. However, despite this significant contribution, MSMEs face various complex challenges, such as maintaining consistent product quality, establishing competitive pricing strategies, adopting digital technology, and building consumer trust in a highly competitive online trading ecosystem.

Globally, the primary concern for the business world today is how MSMEs can survive and remain competitive amidst the digitalization and increasingly fierce global competition. Modern consumers no longer solely prioritize affordability, but also demand superior product quality, attractive packaging, and ease and security in purchasing through digital platforms. Furthermore, trust in e-commerce platforms and seller credibility are crucial factors that significantly influence consumer purchasing decisions.

MSMEs in Indonesia face similar challenges. Shifts in urban lifestyles, the increasing number of e-commerce users, and intense competition, particularly in the culinary sector, require MSMEs to continuously innovate. Many MSMEs fail to survive due to limitations in adopting digital technology, an inability to maintain consistent product quality, pricing errors, and weak efforts to build consumer trust. However, some MSMEs are growing rapidly by successfully integrating traditional product values with modern e-commerce-based marketing strategies. One example of an MSME that has successfully capitalized on this opportunity is Kue Kacang Bu Odeh, which utilizes the Shopee platform as one of its primary sales channels.

Bu Odeh's Peanut Cookies is a family business founded in 2020 in Depok, West Java. It emerged amidst the challenging conditions of the Covid-19 pandemic, with many economic sectors experiencing a decline in income due to social restrictions. Drawing on her traditional baking skills, passed down through generations, Ibu Odeh started a home-made peanut cookies business, producing savory, hand-made peanut cookies with a distinctive crunchy texture. This business is not solely profit-oriented but also represents the family's struggle to survive and rise above economic limitations.

Since its inception, Kue Kacang Bu Odeh has upheld the values of honesty, consistent product quality, friendly service and transparency in transactions. These values are the main foundation for building customer trust and maintaining loyalty. This MSME's success in leveraging Shopee demonstrates the critical role consumer trust plays in driving purchasing decisions, particularly in the context of digital commerce.

The Covid-19 pandemic itself has had a long-term impact on consumer behavior, with people now preferring online shopping due to convenience, security, and ease of product comparison. However, digital transactions also present new challenges related to trust. Gefen, Karahanna, and Straub (2003) stated that trust in online shopping plays a more vital role than in-person shopping due to consumers' limited ability to evaluate products directly.

Besides trust, price is a crucial variable in the marketing mix that directly influences consumer purchasing decisions. According to Tjiptono (2020), price is the amount of money consumers must pay to obtain products and services. On e-commerce platforms, the ease of comparing prices between sellers makes consumers more price-sensitive. Therefore, MSMEs are required to set competitive prices without compromising perceived product quality.

The purchasing decision itself is a complex process influenced by various internal and external factors. Kotler et al. (2020) explain that the purchasing decision is the stage where consumers actually make a purchase after evaluating alternatives. In the context of e-commerce, repeat purchasing decisions are a crucial indicator of MSME success because they reflect established consumer satisfaction and trust.

However, previous research has shown inconsistencies (a research gap) regarding the effect of product quality, price, and trust on consumer purchase decisions on e-commerce platforms. For instance, Azri, Yulismi and Khairi (2025) found that product quality and price significantly influence purchase decisions with consumer trust as an intervening variable in café consumers, while other studies showed different results in various contexts. These discrepancies in findings indicate the need for further research, particularly in the context of traditional product MSMEs utilizing Shopee, with trust in e-commerce as an intervening variable. Therefore, this research is expected to provide theoretical and practical contributions to the development of digital marketing strategies for MSMEs in Indonesia.

LITERATURE REVIEW

Product quality is a key determinant in shaping consumer perceptions of value and satisfaction, particularly in the context of digital marketing. Kotler and Keller (2021) define product quality as the ability of a product to meet or exceed customer expectations through aspects of performance, reliability, durability, and aesthetics. In the e-commerce ecosystem, perceived quality becomes even more crucial because consumers cannot conduct direct physical evaluations, so quality assessments rely heavily on product descriptions, visuals, and reviews from other users. In the culinary industry, product quality encompasses not only taste and texture but also cleanliness, packaging, and product durability during distribution. Consistent quality serves as a source of competitive advantage and forms the basis for building satisfaction, loyalty, and brand reputation, ultimately influencing consumer purchasing and repeat purchasing decisions on digital platforms. Nugraha and Setiawan (2021) confirmed that product quality has a positive and significant effect on purchase decisions, with trust serving as an intervening variable that strengthens this relationship.

Price is a marketing mix element that directly influences purchasing decisions because it reflects the exchange rate between the benefits consumers receive and the sacrifices they incur. Kotler and Armstrong (2023) explain that price not only functions as a revenue determinant but also as a signal of product value and quality. In the context of e-commerce, price transparency and ease of comparison between sellers increase consumer price sensitivity, so pricing must consider affordability, suitability to quality, and competitiveness. The concept of *customer value-based pricing* emphasizes that consumers will evaluate whether the price paid is commensurate with the benefits obtained (*value for money*). For MSMEs, the right pricing strategy plays a crucial role in attracting purchase interest without reducing perceived quality, while maintaining business sustainability in a competitive digital environment.

Trust in e-commerce and purchase decisions are interconnected in shaping digital consumer behavior. Trust is defined as consumer confidence in the reliability, integrity, and competence of sellers and platforms in meeting transaction expectations (Zhang et al., 2023). In e-commerce, trust is multidimensional and encompasses aspects of reliability, competence, integrity, goodwill, and system security. Hidayat and Suistyani (2021) emphasized that product quality significantly affects consumer trust, which subsequently influences customer satisfaction and loyalty. A high level of trust can reduce perceived risk and encourage consumers to make purchase decisions. Solomon (2020), Schiffman and Wisenblit (2023), and Mothersbaugh, Hawkins, and Kleiser (2023) emphasize that purchase decisions in the digital era are influenced not only by rational considerations but also by transaction experience, online reviews and platform ease of use. Positive purchase decisions are reflected in product choice confidence, purchasing habits, willingness to recommend, and repeat purchases. Thus, trust acts as an important mediating

mechanism that bridges the effect of product quality and price on consumer purchase decisions in the context of MSME e-commerce.

METHODS

This study uses a quantitative approach with a descriptive and explanatory design, aiming to empirically test causal relationships between variables. The quantitative method was chosen because it is able to explain phenomena through variable measurements using numerical data and inferential statistical analysis (Sugiyono, 2020). Specifically, this study analyzes the influence of product quality and price on purchasing decisions, with trust in the use of Shopee as an intervening variable. Kotler and Keller (2021) state that marketing research methodology is designed to understand consumer behavior and examine relationships between variables to produce relevant findings for business decision-making. Therefore, this approach is considered appropriate for explaining the dynamics of MSME consumer behavior in the context of e-commerce.

The population of this study comprised all consumers who had purchased Kue Kacang Bu Odeh through the Shopee platform in the Greater Jakarta area. A purposive sampling technique was employed, whereby samples were selected based on specific criteria aligned with the research objectives (Sugiyono, 2020). The inclusion criteria encompassed consumers who had made at least one purchase, resided in the Greater Jakarta region, were aged 17 years or older, and were willing to voluntarily complete the questionnaire. The sample size was determined in accordance with the recommendations of Hair et al. (2022), which suggest a minimum of five times the number of research indicators, yielding a total of 180 respondents. This sample size was deemed sufficient to support regression analysis and mediation testing within the context of consumer behavior research.

The research data consisted of primary and secondary data. Primary data were collected through an online questionnaire distributed to respondents using Google Forms, using a five-point Likert scale to capture respondents' perceptions of the research variables. According to Sugiyono (2020), questionnaires are an effective data collection technique for systematically measuring respondents' attitudes, perceptions and experiences. Secondary data were obtained through a literature review that included scientific journals, marketing and e-commerce reference books and relevant previous research. Prior to analysis, the research instrument was tested for validity and reliability using Pearson correlation and Cronbach's Alpha tests, using SPSS software, to ensure that the instrument measured variables accurately and consistently (Ghozali, 2021).

Data analysis procedures encompassed classical assumption tests, including normality, multicollinearity, heteroscedasticity, and autocorrelation, as well as multiple linear regression analysis incorporating a mediating variable. As emphasized by Ghozali (2021), classical assumption testing is essential to ensure the robustness of regression estimates and the validity of their interpretation. The analytical framework involved two regression models: first, examining the effects of product quality and price on trust in e-commerce usage; and second, assessing the impact of trust on purchasing decisions. The mediating role of trust was evaluated using the Sobel Test to determine the statistical significance of the indirect effects of the independent variables on the dependent variable through the intervening variable. Hypothesis testing was performed using both partial (t-test) and simultaneous (F-test) analyses at a 5 percent significance level to determine whether the proposed research hypotheses were statistically supported or rejected (Sugiyono, 2020).

RESULTS AND DISCUSSION

This study investigates the effect of product quality and price on purchase decisions, with trust in Shopee *e-commerce* usage serving as an *intervening* variable. The total number of respondents participating in this study was 180. To provide a comprehensive overview of the respondents, a descriptive analysis was conducted, encompassing gender, domicile and purchase frequency of Bu Odeh's Peanut Cookies products.

Normality Test

To verify the residual normality assumption with greater precision, the Kolmogorov-Smirnov statistical test was employed in this study. The decision criterion stipulates that data are considered normally distributed if the *Asymp. Sig. (2-tailed)* value exceeds 0.05. The results of the Kolmogorov-Smirnov test are presented as follows:

Table 1. Normality Test Results

Equality	N	Test Statistics (K-S)	Asymp. Sig. (2-tailed)	Information
I	180	0.062	0.087	Normally distributed data
II	180	0.039	0.200	Normally distributed data

Based on Table 1, the *Asymp. Sig. (2-tailed)* value in Equation I is 0.087 and in Equation II is 0.200. Both values exceed 0.05, indicating that the residual data in Equation I and Equation II are normally distributed. Consequently, the normality assumption has been satisfied and the regression analysis may proceed.

Regression Analysis

Multiple linear regression analysis is a statistical technique used to explain the influence of two or more independent variables on a dependent variable. This method enables the examination of the effects of independent variables on the dependent variable, both simultaneously and partially. The results of the multiple linear regression analysis in this study were obtained through data processing using SPSS version 26:

Table 2. Results of the regression test

Equality	Independent Variables	B	Beta	t	Sig.
I (Y)	Constant	5,299	–	2,533	0.012
	Product Quality (X1)	0.358	0.297	5,288	0,000
	Price (X2)	0.367	0.222	4,264	0,000
	Trust in Using Shopee E-Commerce (Z)	0.440	0.451	7,447	0,000
II (Z)	Constant	3,293	–	1,244	0.215
	Product Quality (X1)	0.618	0.501	8,550	0,000
	Price (X2)	0.609	0.359	6,127	0,000

Based on Table 3, the results of the multiple linear regression analysis in Equation I show that the variables of product quality, price and trust in using Shopee e-commerce have a positive and significant effect on purchasing decisions. The significance value of the three variables is below 0.05, which means that each variable is partially able to explain variations in consumer purchasing decisions. The resulting regression equation is:

Y = 5.299 + 0.358X1 + 0.367X2 + 0.440Z.

The product quality regression coefficient of 0.358 indicates that improving product quality will drive consumer purchasing decisions. The price coefficient of 0.367 indicates that competitive prices commensurate with product value also increase consumer purchasing interest. Meanwhile, the trust variable in using Shopee e-commerce has the largest coefficient of 0.440 with a beta value of 0.451, indicating that trust is a dominant factor in influencing purchasing decisions compared to other variables.

In Equation II, the regression results show that product quality and price have a positive and significant effect on trust in using Shopee e-commerce, with a significance value of 0.000 each. The resulting regression equation is:

Z = 3.293 + 0.618X1 + 0.609X2.

The product quality coefficient of 0.618 indicates that the better the product quality received by consumers, the higher the level of consumer trust in using Shopee e-commerce. Similarly, the price coefficient of 0.609 indicates that fair and transparent prices can increase consumers' sense of security and trust in online transactions.

Overall, these results confirm that trust in Shopee e-commerce users acts as an intervening variable, strengthening the influence of product quality and price on purchasing decisions. This finding supports consumer behavior theory, which states that in the context of e-commerce, purchasing decisions are determined not only by product functionality and price, but also by the consumer's level of trust in the platform and seller. Therefore, improving product quality and appropriate pricing strategies need to be accompanied by efforts to build consumer trust to encourage purchasing decisions and repeat purchases.

Analysis Coefficient Determination

The coefficient of determination test is used to measure the extent to which a regression model can explain variation in the dependent variable. This study uses the *Adjusted R-Square value* as a reference for evaluating the regression model because the *R-Square value* can introduce increasing bias with the addition of independent variables. The results of the coefficient of determination test are presented in the following table:

Table 3. Analysis of coefficient of determination

Equality Dependent Variable		R	R Square	Adjusted R Square	Std. Error
I	Purchase decision	0.853	0.728	0.724	2,370
II	Trust in Using Shopee E-Commerce	0.761	0.579	0.574	3,012

Description:
Equation I → Predictors: Product Quality, Price, Trust in Using Shopee E-Commerce Equation II → Predictors: Product Quality, Price Source: SPSS 26, processed by researchers (2025)

Based on Table 4, the results of the coefficient of determination test in Equation I show an R Square value of 0.728, which means that 72.8% of the variation in purchasing decisions can be explained by the variables of product quality, price, and trust in using Shopee e-commerce. The Adjusted R Square value of 0.724 confirms that the regression model has strong and stable predictive ability after being adjusted for the number of independent variables used. Meanwhile, the Std. Error of the Estimate value of 2.370 indicates a relatively low level of prediction error, so the model is considered appropriate to explain consumer purchasing decision behavior.

In Equation II, the R Square value of 0.579 indicates that 57.9% of the variation in trust in Shopee e-commerce users can be explained by product quality and price variables. The Adjusted R Square value of 0.574 indicates that the model still has sufficient explanatory power, although 42.1% of the variation in consumer trust is influenced by factors other than the research model, such as seller reputation, consumer reviews, payment system security, and previous transaction experiences.

Overall, the results of the coefficient of determination confirm that the research model has high explanatory power, especially in Equation I. This finding strengthens the role of trust in e-commerce users as a crucial variable in bridging the influence of product quality and price on purchasing decisions. Therefore, improving product quality and appropriate pricing strategies need to be accompanied by strengthening consumer trust to maximize purchasing decisions on the Shopee e-commerce platform.

Testing Hypothesis

Table 4. Results of the T-test for Equation 1

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,293	2,647		1,244
	Product Quality	.618	.072	.501	8,550
	Price	.609	.099	.359	6,127

a. Dependent Variable: Trust in Shopee E-Commerce Usage

Source : (SPSS 26, Processed by Researchers, 2025)

Based on the results of the t-test, it can be concluded that product quality and price have a significant effect on trust in using Shopee e-commerce. The product quality variable shows a calculated t-value of 8.550 which is greater than the t-table (1.973) with a significance level of 0.000 <0.05, so the first hypothesis (H1) is accepted. This indicates that the better the product quality received by consumers, the higher the level of consumer trust in using Shopee e-commerce. In addition, the price variable also has a significant effect on trust, as indicated by a calculated t-value of 6.127 > 1.973 and a significance value of 0.000 <0.05, so the second hypothesis (H2) is accepted. These findings indicate that the suitability and affordability of the prices offered also shape the perception of consumer trust, because prices that are considered reasonable and commensurate with the benefits of the product will increase consumer confidence in making transactions through the Shopee e-commerce platform.

Table 5. Results of the T-test of Equation II

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	5,299	2,092		2,533
	Product Quality	.358	.068	.297	5,288
	Price	.367	.086	.222	4,264
	Trust in Shopee E-Commerce Usage	.440	.059	.451	7,447

a. Dependent Variable: Purchase Decision

Source : (SPSS 26, Processed by Researchers, 2025)

Based on the results of the t-test, it can be concluded that product quality, price, and trust in using Shopee e-commerce have a significant effect on purchasing decisions. The product quality variable has a calculated t-value of 5.288 which is greater than the t-table (1.974) with a significance value of 0.000 <0.05, so that the hypothesis H3 is accepted. This indicates that the better the product quality perceived by consumers, the higher the consumer's tendency to make purchasing decisions. Furthermore, the price variable also has a significant effect on purchasing decisions, as indicated by the calculated t-value of 4.264 > 1.974 and a significance value of 0.000 <0.05, so that H4 is accepted, which indicates that prices that are appropriate and considered reasonable by consumers are able to encourage purchasing decisions. In addition, the variable of trust in using Shopee e-commerce has the strongest influence on purchasing decisions, with a calculated t-value of 7.447 which is greater than the t-table and a significance value of 0.000 <0.05, so that H5 is accepted.

DISCUSSIONS

The Effect of Product Quality on Trust in Shopee E-Commerce Usage

Based on the results of partial hypothesis testing of Equation I, it can be seen that the t-value of the Product Quality variable (X1) is 8.550 while the t-table is 1.973 and the significance value is 0.000. Therefore, $t\text{-count} > t\text{-table}$ and the sig value < 0.05 , thus H_0 is rejected and H_1 is accepted. This indicates that product quality has a positive and significant effect on trust in Shopee e-commerce usage among Bu Odeh's Peanut Cookies consumers.

The results of this study are consistent with previous research conducted by Ambarwati and Mathori (2024) entitled "The Effect of Product Quality and Price on Purchasing Decisions with Consumer Trust as a Mediating Variable: A Study on Rocket Chicken Consumers in Yogyakarta City", which states that product quality variables have a positive and significant effect on consumer trust, where good quality products can increase consumer trust in the research model with consumer trust as a mediating variable. Similarly, Rachim, Yantih and Masri (2023) demonstrated that product quality has a significant effect on consumer trust, which subsequently impacts customer loyalty.

The Effect of Price on Trust in Shopee E-Commerce Usage

Based on the results of partial hypothesis testing for Equation I, the price variable (X2) obtained a calculated t-value of 6.127, which exceeds the t-table value of 1.973, with a significance level of 0.000. Since the calculated t-value is greater than the critical value and the significance level is below 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted. These findings indicate that price has a positive and significant effect on consumer trust in the use of the Shopee e-commerce platform among consumers of Bu Odeh's Peanut Cookies.

The results of this study are in line with previous research conducted by Ambarwati and Mathori (2024) entitled "The Effect of Product Quality and Price on Purchasing Decisions with Consumer Trust as a Mediating Variable: A Study on Rocket Chicken Consumers in Yogyakarta City," which concluded that price has a positive and significant influence on consumer trust, suggesting that reasonable and affordable pricing can enhance consumer trust in the offered products within a model that positions consumer trust as a mediating variable. In addition, Yusra and Rizki (2021) reported that product quality and service quality have a positive effect on customer trust in their study of skincare consumers.

The Effect of Product Quality on Purchase Decisions

Based on the results of partial hypothesis testing of Equation II, it can be seen that the t-value of the Product Quality variable (X1) is 5.288 while the t-table is 1.973 and the significance value is 0.000. Therefore, $t\text{-count} > t\text{-table}$ and the sig value < 0.05 , then H_0 is rejected and H_3 is accepted. This indicates that product quality has a positive and significant effect on purchase decisions for Bu Odeh's Peanut Cookies consumers through Shopee e-commerce.

The results of this study are in accordance with previous research conducted by Ambarwati & Mathori (2024) entitled "The Effect of Product Quality and Price on Purchasing Decisions with Consumer Trust as a Mediating Variable: A Study on Rocket Chicken Consumers in Yogyakarta City", which states that the product quality variable has a positive and significant effect on purchasing decisions with a t-statistic value of 1.965, where consumer trust acts as a mediating variable in the relationship between product quality and purchasing decisions.

The Effect of Price on Purchase Decisions

Based on the results of partial hypothesis testing of Equation II, it can be seen that the calculated t value of the Price variable (X2) is 4.246 while the t table is 1.973 and the significance value is 0.000. Therefore, the calculated $t > t$ table and the sig value < 0.05 then H_0 is rejected and H_4 is accepted. This indicates that price has a positive and significant effect on purchase decisions for Bu Odeh's Peanut Cookies consumers through Shopee e-commerce.

The results of this study are in accordance with previous research conducted by Ambarwati & Mathori (2024) entitled "The Effect of Product Quality and Price on Purchasing Decisions with Consumer Trust as a Mediating Variable: A Study on Rocket Chicken Consumers in Yogyakarta City", which states that the price variable has a positive and significant effect on purchasing decisions with a t-statistic value of 3.742, where affordable prices and in accordance with product quality are important factors in encouraging consumers to make purchases with consumer trust as a mediating variable.

The Effect of Trust on Purchase Decisions

Based on the results of partial hypothesis testing of Equation II, it can be seen that the t-value of the Shopee E-Commerce Usage Trust variable (Z) is 7.447 while the t-table is 1.973 and the significance value is 0.000. Therefore, $t\text{-count} > t\text{-table}$ and the sig value < 0.05 then H_0 is rejected and H_5 is accepted. This indicates that trust in Shopee e-commerce usage has a positive and significant effect on purchase decisions among Bu Odeh's Peanut Cookies consumers.

The results of this study are in accordance with previous research conducted by Ambarwati & Mathori (2024) entitled "The Effect of Product Quality and Price on Purchasing Decisions with Consumer Trust as a Mediating Variable: A Study on Rocket Chicken Consumers in Yogyakarta City", which states that the consumer trust variable has a positive and significant effect on purchasing decisions, where the higher the level of consumer trust, the higher the consumer purchasing decision in the model with consumer trust as a mediating variable.

The Effect of Product Quality on Purchase Decisions through Trust in Shopee E-Commerce Usage

Based on the hypothesis testing results, the product quality variable exhibited a calculated t-value of 5.629 in its effect on purchasing decisions through trust in the use of Shopee e-commerce, which exceeds the critical t-table value of 1.973, with a p-value of 0.000. As the calculated t-value is greater than the critical value and the p-value is below the 0.05 significance level, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_6) is accepted. These findings indicate that product quality has a positive and statistically significant effect on purchasing decisions among consumers of Bu Odeh's Peanut Cookies, mediated by trust in the use of the Shopee e-commerce platform.

The Effect of Price on Purchase Decisions through Trust in Shopee E-Commerce Usage

Based on the hypothesis testing results, the t-value of the price variable on purchase decisions through trust in Shopee e-commerce usage was 4.745, whereas the t-table value was 1.973 with a p-value of 0.000. Given that the t-count exceeds the t-table and the p-value is below 0.050, H_0 is rejected and H_7 is accepted. Therefore, it can be concluded that the price variable exerts a positive and significant effect on purchase decisions for Bu Odeh's Peanut Cookies consumers through trust in Shopee e-commerce usage.

CONCLUSION

Based on the results of the analysis and discussion of the research, it can be concluded that product quality and price have a positive and significant influence on purchasing decisions for Kue Kacang Bu Odeh in the Greater Jakarta area, both directly and indirectly through trust in the use of Shopee e-commerce as an intervening variable. Product quality has been shown to increase consumer trust in the Shopee platform and encourage purchasing decisions because products with authentic taste,

consistent quality, and good packaging create a positive experience for consumers. Reasonable, competitive prices and comparable product quality also play an important role in building trust and influencing purchasing decisions, because consumers feel they are getting fair and profitable value. In addition, trust in the use of Shopee e-commerce has been shown to be a key factor that significantly influences purchasing decisions, because a sense of security, consumer protection, and the reputation of the platform and sellers can reduce risks and doubts in online transactions. Thus, trust acts as a connecting mechanism that strengthens the influence of product quality and price on purchasing decisions, so it can be concluded that improving product quality, setting the right price, and strengthening consumer trust in the e-commerce platform are important strategies in increasing purchasing decisions for Kue Kacang Bu Odeh through Shopee.

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Data Availability

The data supporting the findings of this study are available within this article. Additional data used and analyzed during the study can be obtained from the corresponding author upon reasonable request.

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Conflict of Interest

The authors declare that there are no conflicts of interest, either financial or non-financial, that could influence the results or interpretation of the research reported in this article.

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