



Exposure to Information Through E-Commerce Media and Its Influence on Product Purchasing Decisions

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ABSTRACT

Research purposes this is analyze and explain influence quality online transactions, *trust*, *consumer behavior*, *information exposure*, and *e-commerce media* to *product purchase decision* community in East Java. Research methods use approach quantitative with technique analysis path analysis of 205 respondents *e-commerce* platform users as sample. Research results show that influencing factors to *product purchase decisions* are *e-commerce media* ($p = 0.001$), *information exposure* ($p = 0.009$), and *consumer behavior* ($p = 0.011$). Temporary that, variable *trust* no influential direct to decision purchase ($p = 0.785$). Findings this show that experience users through e-commerce media, access digital information, and behavior consumer become factor main in the process of taking decision purchas. Novelty study this lies in the findings that quality online transactions do not influential direct significant to decision purchase product and that risk online transactions instead own influence more big to interest buy, which emphasizes importance management risk in e-commerce practices. In addition, trust consumer play a role in a way no direct through complex and layered cognitive processes. Integration between behavior consumers and exposure information mediated by e-commerce media expands understanding about mechanism taking decision consumer through interaction various factor psychosocial and digital information . Implications strategic from study this recommend e-commerce companies for optimizing digital platforms, improving exposure information through communication interactive, and understanding behavior consumer data -based to improve effectiveness of communication strategies marketing in the digital economy era.

Keywords: Consumer Behavior, Information Exposure, Trust, Decision Product Purchase, Online Transaction Quality, e - Commerce Media .

INTRODUCTION

e-Commerce is the activity of buying and selling goods or services online via the internet, taking place anytime and anywhere without physical limitations (Kedah, 2023; Sharma et al., 2023; Tolstoy et al., 2021) . The development of e-commerce in Indonesia is very rapid, driven by ease of access, market expansion, and cost and time efficiency in the transaction process. (Baidlowi & Subroto, 2024; Cano et al., 2023; Costa & Rodrigues, 2024; Kilay et al., 2022; Melati, 2024) . e-Commerce also plays a vital role in supporting the growth of the digital economy, creating new opportunities for businesses and consumers to expand their business reach (Attar et al., 2022; Dalloccchio et al., 2024; Hidayat & Kholik, 2024; Wijaya et al., 2025) . With technology-based innovation and supply chain digitalization, e-commerce strengthens the competitiveness of modern businesses and becomes the main foundation for economic transformation in the digital era. (Asrah et al., 2024; Ning & Yao, 2023; Surya et al., 2021; Yu et al., 2025) .

Over the past five years, e-commerce transactions in Indonesia have grown rapidly, with a sharp increase from around IDR 266 trillion in 2020 to over IDR 401 trillion in 2021 , driven by changes in consumer behavior patterns during the COVID-19 pandemic (Ahdiat, 2024; Retailasia.com, 2025; Syamruddin et al., 2021) . In 2022, transaction values continued to rise to around IDR 476 trillion, reflecting the increasingly widespread digital adoption in society (Aditya et al., 2022; Heliyani et al., 2023; Retailnews.asia, 2025) . However, in 2023, transactions decreased to around IDR 453 trillion, influenced by post-pandemic economic recovery and intense competition in the e-commerce sector. (Melati, 2024) . However, in 2024, transaction value increased again to around IDR 487 trillion, indicating bright growth prospects for the e-commerce industry (Prasidya & Dewi, 2023) . This trend shows that e-commerce in Indonesia remains dynamic and resilient, with projections for continued growth supported by internet penetration, digital payment adoption, and changing consumer preferences (Iona ş cu et al., 2023; Kasri et al., 2022) .

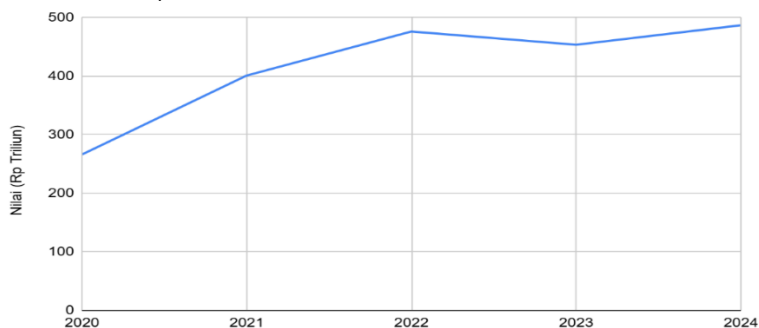


Figure 1. E-Commerce Transaction Value in Indonesia 2019-2024

Source: (Bank Indonesia, 2025)

The rapid growth of e-commerce in Indonesia is driven by changes in consumer behavior that are increasingly leaning towards online shopping due to ease of access, product variety, and attractive promotions from marketplaces. (Asikin, 2024; Empathanussa & Hardingrum, 2023) . Technological innovation, particularly the adoption of digital payments such as *e-wallets* and QR code systems, is increasingly facilitating transactions and increasing financial inclusion in society. (Alamsyah & Saviera, 2021; Diva & Anshori, 2024; Putra Dharma et al., 2024) . Support Advances in logistics infrastructure and fast and affordable delivery services have strengthened consumer confidence in online shopping, although geographical challenges remain. (Febrianto et al., 2024; Purbasari et al., 2020; Sikki et al., 2024) . Large-scale promotional strategies from major marketplaces at special moments also play a significant role in driving the growth of this sector, so that Indonesian e-commerce remains one of the most dynamic in Southeast Asia. (Bank Indonesia, 2025; Hudiyono & Ismail, 2023; Kadinbsd, 2023; Mishbakhudin & Aisyah, 2021) .

The success of e-commerce is greatly influenced by several main factors from the consumer's perspective (Santoso & Sinaga, 2023; Utami et al., 20. 23) First, the ease of access to e-commerce which can be accessed anywhere as well as lower transaction costs become the primary choice for consumers. Second, satisfaction and trust in online trading platforms play a crucial role in shaping consumer attitudes and behavior, both before and after purchase (Sidharta & Suzanto, 2015). Third, customer trust has been shown to significantly influence purchasing decisions and repeat purchases, with a stronger impact occurring through purchase decisions (Prabowo et al., 2014; Utami et al., 2023). Furthermore, consumer consumptive behavior is also influenced by self-confidence and conformity, where conformity increases the tendency to shop online, especially for fashion products (Triyanti & Effendi, 2017). Finally, the quality of electronic services (*e-services*) also influences consumer purchasing interest, although the risk factors of online transactions also contribute to purchasing decisions (Maulana & Kurniawati, 2014 ; Anwar et al., 2023) .

A number of Research conducted by Sidharta & Boy Suzanto (2015), Triyanti & Effendi (2017), Maulana & Kurniawati (2014), Trisnawati et al. (2012), Kusuma & Septarini (2013), Prabowo et al. (2014), Lo et al. (2016), Xu et al. (2017), Hajli (2015), and Sebald & Jacob (2018) Still there is gap. Generally they isolate the partial influence of variables such as trust, service quality, shopping orientation, or social information on intention/interest/repeat purchase in e-commerce, often without integrating the dominant mediating role of e-commerce media as a simultaneous link between the quality of online transactions, trust, consumer behavior, and information exposure with the final purchase decision. These studies are general (national/global/specific population such as Jakarta

students or Kaskus) without a contextual focus on East Java which has a profile of urban millennial users with a dominance of women aged 23-28 years, private workers, and varied digital literacy.

e-Commerce remains an interesting topic of study as the industry continues to grow rapidly in Indonesia, driven by the adoption of new technologies such as artificial intelligence, digital payments, and personalized consumer experiences (Adawiyah et al., 2024) . Innovative trends such as omni-channel, community resellers, and live streaming commerce are enriching market dynamics, requiring businesses to continuously adapt to maintain competitiveness amidst changing consumer behavior and significant increases in transaction value (Akin, 2024; Asante et al., 2025; Saehu et al., 2025) .

Research purposes this is to analyze and explain the influence of information exposure, online transaction quality, trust, consumer behavior, and e-commerce media on product purchasing decisions on e-commerce platforms in East Java. Draft the basis used for explain objective study this is theory exposure information from (Blumler & Katz, 1974) , effect limited exposure information from (Klapper, 1960) , quality online transactions (Parasuraman et al., 1985) , trust (McKnight et al., 2002) , behavior consumer (Kotler & Keller, 2016) e-commerce media (Laudon & Traver, 2014), and decisions purchase product (Schiffman & Kanuk, 2004) . Fifth variables the constructed in umbrella theoretical Unified Theory of Acceptance and Use of Technology (UTAUT) from (Venkatesh et al., 2003).

The UTAUT model includes four main pillars: performance expectations, effort expectations, social influence, and supporting conditions in the form of infrastructure and organizational support. Performance expectancy (PE) is represented by the quality of online transactions and e-commerce media where consumers perceive the platform to provide tangible benefits such as ease of transaction, fast delivery, and personalization that drive purchasing decisions. *Effort expectancy* (EE) is reflected in e-commerce media (easy to connect, customization features) and transaction quality (ease of use). *Social influence* (SI) is represented by information exposure through advertisements, reviews, and UGC, which shape the social norms of online shopping in East Java. Facilitating Conditions (FC) are supported by trust as a security infrastructure and platform competence that facilitates behavior. Consumer behavior becomes *behavioral intention* mediated by UTAUT towards purchasing decisions, with *e-commerce* media as the dominant moderator. UTAUT becomes more superior because it captures the socio-contextual dynamics of East Java which are not is in the acceptance model technology (TAM).

RESEARCH METHOD

Empirically reveal the influence of online transaction quality, trust, consumer behavior, information exposure, and e-commerce media on product purchasing decisions on e-commerce platforms based on measurable data. Data collection via Google Forms questionnaire distributed online to e-commerce media platform users in East Java. Questionnaire arranged with use variables study like online transaction quality (X1), trust (X2), consumer behavior (X3), information exposure (X4), e-commerce media (X5), and product purchasing decisions (Y). Answer questionnaire arranged with Likert scal, using range score 1 to 5.

Several variables in this study are operationalized through indicators that are easy to measure, so that their meaning remains stable. Online transactions (X1) are the sales process. buy goods or services through an online marketplace/mall that allows buyers and sellers interact without must face face. Online transactions in the sales process buy products and services must focus quality, namely quality products, convenience use, trust consumers, quality information, prices and promotions.

Trust (X2) is level belief users to other parties in digital transactions. Trust can measured through honesty (integrity), informative, competence (ability) fulfil commitment), and concern to interest user / can benevolence. Consumer (X3) is consumer behavior is a measurable individual action when selecting, purchasing, using, and disposing of goods and services to meet needs. The indicators used for measure it is reflected personality in preference brand and pattern consumption impulsive (spontaneous and not planned), concept reflected self in choice product For increase image self positive, and social status (group references and family).

Exposure information (X4) in context marketing and *e-commerce* is message or content goods and services received individuals through the media, which can influence consumer attitudes, perceptions, and behavior. Indicators exposure the information namely ability selectivity, utilitarianism, intentionally, involvement, resistance to media influence (*impervious to Influence*).

e-Commerce (X5) is process purchasing, selling, and exchange goods, services, and information via internet platforms and networks electronics. Characteristics e-commerce among them is ubiquity that allows access anytime from anywhere, global reach for cross-border transactions, universal standards guarantee global interoperability, and Information richness presents complex multimedia content for an immersive shopping experience. Next is interactivity supports two-way communication, information density provides abundant accurate data, and personalization allows for customization of services through artificial intelligence (AI). Social technology enriches platforms through user-generated content and e-WOM that influence consumer purchasing decisions.

Purchasing decisions (Y) are the process by which consumers select

alternative products, including considerations of brand, supplier, quantity, timing, and payment method. These decisions can be measured through indicators such as need fulfillment, product benefits, accuracy of selection, and repeat purchase frequency.

Population study This is users of e-commerce media platforms who do not can known in a way Certain the number in East Java. Therefore , the determination sample based on the theory of Hair & Anderson (1998) in (Abadi & Sukmana, 2022 ; Riduwan & Kuncoro, 2017) , namely amount indicator multiplied by 5 to 10. The total indicator in variables study This as many as 41 and multiplied by five so that the research sample totaled 205 people.

Determination sample study This use technique simple random sampling. Steps taken is compile a complete list of sampling frames from buyer data active from existing marketplaces. Next is give numbering message all element population followed election use RAND function in Excel to reach size sample, namely 205. The selected respondents contacted For data collection with validation For guard quality sample.

Testing validity and reliability done during the trial instrument For measure draft in a way accurate and guaranteed consistency as well as reliability instruments used in accordance with actual conditions. Test results validity show that all measurement items variables used study this is valid because mark r count is greater than r critical (0.03). Testing reliability instrument show Cronbach's Alpha values all variables above 0.60 (online transactions = 0.759; trust = 0.743; behavior consumer = 0.683; exposure information = 0.667; e-commerce media = 0.825; and decision purchase product = 0.691). This means all data used in study This including worthy and able accountable in a way statistics (Sugiyono, 2018) .

The formulation of the research hypothesis is described as follows: H_0 : There is no significant effect either in a way direct and indirect direct between the quality of online transactions, trust, consumer behavior, information exposure, and e-commerce media on product purchasing decisions. H_1 : There is a significant influence both in a way direct and no direct between the quality of online transactions, trust, consumer behavior, information exposure, and e-commerce media on product purchasing decisions. Provision reception the null hypothesis (H_0) is accepted if the p value $> \alpha$ (0.05). Conversely, H_0 is rejected and the alternative hypothesis (H_1) is accepted if the p value $< \alpha$ (0.05).

Testing the hypothesis using path analysis with AMOS 23 to test the direct and indirect influence of independent variables on dependent variables partially or simultaneously after fulfilling the classical parametric assumptions. A classical assumption the among them is normality, multicollinearity, and autocorrelation. The results of the Kolmogorov-Smirnov normality test show a sig. value of 0.091 > 0.05 , so the residual data is normally distributed. The multicollinearity test produces a VIF of all variables < 10 (e.g., Online Transaction Quality 2.306),

indicating that they are free from multicollinearity. The Durbin-Watson autocorrelation test is 1.955 (between 1.65-2.35), indicating no autocorrelation. All assumptions are met, allowing SEM analysis to test the direct and indirect influence of variables on product purchasing decisions.

RESULTS AND DISCUSSION

Factors Influencing Purchasing Decisions in E-Commerce

This study involved 205 users of the e-commerce platform as respondents in East Java with data collected through questionnaire. The e-Commerce media users in this study have varying characteristics in terms of gender, age, education, and Jobs. The demographics of marketplace users in East Java in 2025 will be dominated by women (59.7%) and young Gen Z and Millennials aged 17-35 (84.9%). Sample as many as 205 respondents can give national trend overview through the dominance of women, graduates/students (78%), as well as private workers and students as the main drivers of e-commerce.

Table 1 presents the average perception score of online transaction quality indicators from respondents, with an overall average of 71.11 (GOOD category), indicating a positive assessment. Product quality and price/promotion are both 73.57 followed by ease of use (73.47) and consumer trust (73.37), indicating the main strengths are product value and ease of access. Service/responsiveness (67.07) and platform ease (66.97) were the lowest, so need existence improvements to customer service and user experience of the platform.

Table 1. Indicators of Variables that Influence Purchasing Decisions Product

No.	Variables	Indicator	Percentage (%)
1.	Quality of online transactions	Product quality	73.57
2.		Ease of use	73.47
3.		Consumer confidence	73.37
4.		Transaction security	70.68
5.		Information quality	70.58
6.		Service and responsiveness	67.07
7.		Ease of using the platform	66.97
8.		Lifestyle and social norms	70.68
9.		Prices and promotions	73.57
		Average	71, 11 (GOOD)
1.	Trust	Honesty	77.97
2.		Informative	73.57
3.		Competence	68.62
4.		Reliable	70.68
		Average	72.71 (STRONG)

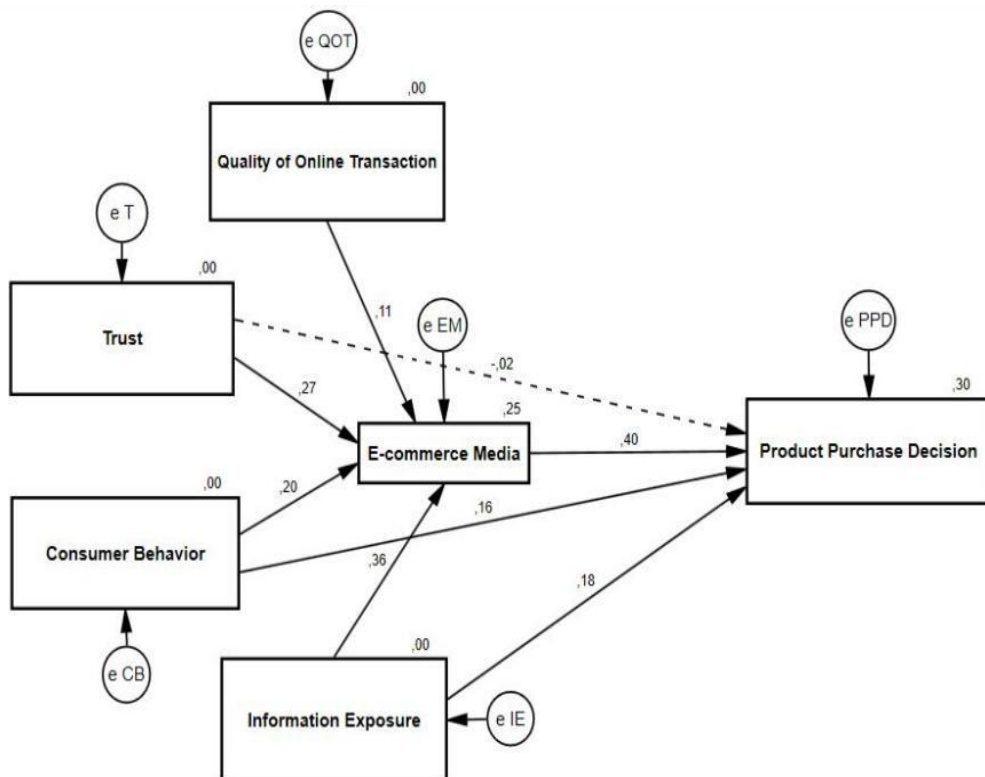
No.	Variables	Indicator	Percentage (%)
1.	Consumer behavior	Personality	70.78
2.		Self-concept	70.78
3.		Social status	66.87
		Average	69.48 (GOOD)
1.	Information exposure	Ability to choose	73.57
2.		Utilization	73.57
3.		Intentional	61.51
4.		Involvement	63.43
5.		Resilience of media influence	61.61
		Average	66.74 (GOOD)
1.	E - commerce media	It's everywhere	67.58
2.		Universal standards	68.23
3.		Riches	70.58
4.		Interactivity	65.59
5.		Global reach	66.025
6.		Information density	68.62
7.		Personalization	68.88
8.		Technology social	73.37
		Average	68.61 (GOOD)
1.	Product Purchase Decision	According to the needs	73.57
2.		Having Benefits	67.07
3.		Consumer Reviews	70.78
4.		Comparing Marketplaces	68.72
5.		Product Purchase Accuracy	73.57
		Average	70.74 (GOOD)

Source: Processed by researchers, 2025

Trust consumers are also perceived respondents with category strong with an average of 72.71%, where honesty become factor dominant (77.97%) while competence Still relatively low (68.62%). Behavior consumer (*consumer behavior*) shows average value of 69.48%, with personality and concept self (70.78%) as most influential indicators compared to social status (66.87%). In the variable exposure information, average percentage of 66.74% indicates e-commerce users are sufficient Good in choose and utilize information (73.57%), although aspect intentionality and resilience media influence still low (around 61%). This is indicates the need improvement digital literacy so that users more aware in access as well as using media in a directed and wise.

e-Commerce media shows average perception respondents 68.61% (category good), with The highest social technology score (73.37) reflects a high appreciation for community features. The lowest interactivity score (65.59) indicates weaknesses in two-way communication that need to be addressed. Overall, richness (70.58) and personalization (68.88) are strong, while global reach (66.025) is lowest, suggesting optimization of access and interaction.

On the decision purchase products, an average of 70.74% shows category well, with suitability needs and accuracy purchases (73.57%) as factor strongest, while benefit product (67.07%) to indicator weakest. In terms of overall, findings This confirm that online transactions, trust, behavior consumers, as well as e-commerce media support contributes positive to decision purchas, although still required improvements in aspects service , convenience transactions and literacy media use .



Feature 2. Path Analysis Diagram of Variables Influencing Product Purchasing Decisions Using Amos 23, 2025

analysis model of variables that influence product purchasing decisions. All main indices meet the criteria for good model fit, namely CMIN/DF = 1.782 (<5), GFI = 0.997 (≈ 1), AGFI = 0.937 (>0.9), RMSEA = 0.063 (0.05-0.08), TLI = 0.969 (>0.9), and NFI = 0.995 (≈ 1). These values indicate a high level of alignment between the hypothesized model and empirical field data. Thus, the path analysis model is declared *fit* and appropriate to explain the influence of variables on product purchasing decisions.

Table 2. Results of the Goodness of Fit Test of the Structural Model

Eligibility Measure	Standard Value	Yield Value	Information
Chi Square	Small (< 3.8414)	1,782	Fit
Probability (P)	> 0.05	0.182	Fit
CMIN/DF	< 5	1,782	Fit
GFI	$0 - 1$	0.997	Fit
RMSEA	$0.05 - 0.08$	0.063	Fit
AGFI	> 0.9	0.937	Fit
TLI	> 0.9	0.969	Fit
NFI	Approaching 1	0.995	Fit

Source: Data Processing Using SPSS 23, 2025

Table 3 and Figure 2 show that the independent variable that has a direct influence on product purchasing decisions is consumer behavior at 0.162 with a *critical ratio* (cr) of 2.538 with a level of error (p) $0.011 < 0.05$, Information exposure of 0.185 with a critical ratio (cr) of 2.619 with an error rate (p) of $0.009 < 0.05$ and e-commerce Media of 0.405 with a *critical ratio* (cr) of 5.893 with an error rate (p) of $0.0001 < 0.05$.

Table 3. Estimates of Path Coefficients of Variables on Product Purchasing Decisions (KPP) and e-Commerce Media

Variable path on Purchasing Decisions	Influence	Path Coefficient	CR	P	Information
Product	PPD $\leftarrow$ T	-0.018	0.273	0.785	Not significant
	PPD $\leftarrow$ CB	0.162	2,538	0.011	Significant
	PP D $\leftarrow$ IE	0.185	2,619	0.009	Significant
	PP D $\leftarrow$ ME	0.405	5,893	0.001	Very significant
Variable path towards e-Commerce Media	ME $\leftarrow$ QOT	0.115	1,212	0.226	Not significant
	ME $\leftarrow$ T	0.267	2,922	0.003	Significant
	ME $\leftarrow$ CB	0.198	3,046	0.002	Significant
	ME $\leftarrow$ IE	0.361	5,142	0.001	Significant

Source: Primary Data Processing 2025

Consumer trust does not directly influence product purchase decisions (PPD), as indicated by a negative coefficient of -0.018 with a significance value of $p = 0.785$. This indicates that the level of trust held by consumers does not directly determine purchasing decisions. The influence of trust is more mediated by other variables, such as the role of e-commerce media, where trust contributes through consumer experience and interactions on the platform. Thus, trust functions more as a supporting factor in indirectly influencing consumer purchasing decisions.

Consumer behavior *has* a significant influence on product purchasing decisions (PDD), with a positive coefficient of 0.162 and a p-value of 0.011. This

indicates that the more positive consumer behavior, such as online shopping tendencies and product search habits, the higher the likelihood of consumers making a purchase. These factors are reinforced by exposure to information received by consumers, such as advertisements, reviews, and interactions on social media, which also play a significant role in driving purchasing decisions.

Information exposure has a positive and significant influence on product purchasing decisions with a coefficient of 0.185 and a p-value of 0.009. This indicates that the more information consumers receive, such as advertisements, product reviews, reviews from other users, and social media content, the higher their impulse to purchase. These data emphasize the urgency of an intensive marketing strategy to disseminate information to drive purchasing decisions.

e-Commerce media has the most dominant influence on product purchasing decisions with the largest coefficient (0.405) and a very high significance level ($p = 0.001$). This indicates that factors such as ease of access, attractive appearance, effective promotional features, and ease of transactions on e-commerce platforms are the main determinants for consumers in making purchasing decisions.

Product purchasing decisions (PDD) are most influenced by e-commerce media, followed by information exposure and consumer behavior. Trust does not directly influence purchasing decisions. This can be interpreted as indicating that consumers currently value practical experiences on e-commerce platforms more than mere trust. This study emphasizes the importance of digital communication strategies and e-commerce media optimization in driving purchases, particularly through increased information exposure and understanding of consumer behavior.

The quality of online transactions (QOT) does not have a significant influence on e-commerce media, indicated by a coefficient value of 0.115 with a significance level of $p = 0.226$. This means that the relationship between the quality of online transactions and e-commerce media is not very strong in supporting the overall experience, security, customer satisfaction, and loyalty in using e-commerce media.

Consumer trust in e-commerce media shows a significant influence, with a path coefficient of 0.267 and a p-value of 0.003. This indicates that the higher the consumer trust, the greater its contribution to strengthening the role of e-commerce media. Trust is a crucial factor in increasing the effectiveness and success of e-commerce platforms in attracting and retaining consumers.

Consumer behavior has a significant influence on e-commerce media, with a coefficient value of 0.198 and a p-value of 0.002, indicating that positive behaviors such as online shopping tendencies and product search habits strengthen interactions with e-commerce platforms.

Information exposure (IE) shows the most significant influence on e-commerce media, with a coefficient of 0.361 and a p-value of 0.001, which means that the more consumers are exposed to various information through advertisements, product reviews, and social media, the greater the role and influence of e-commerce media in supporting consumers' purchasing decisions and online shopping activities.

The information exposure variable has the strongest influence on strengthening e-commerce media, followed by the trust and consumer behavior variables, which also make significant contributions. Conversely, the quality of online transactions does not have a significant influence on e-commerce media. It can be concluded that communication and information interaction are the main determining factors for the success of e-commerce media.

The direct influence of online transaction quality (*QOT*) on product purchasing decisions (PDD) is not significant, namely 1.338 with an error rate (*p*) of $0.181 > 0.05$ (Figure 2). Therefore, the quality of online transactions (*QOT*) was excluded from the final model. The biggest direct influence on product purchasing decisions is e-commerce media with a score of 0.405; critical ratio (*cr*) 5.893; and the error rate of 0.0001 is smaller than 0.05.

e-Commerce media (*ME*) has the strongest direct influence on product purchasing decisions (0.405), followed by information exposure (0.185) and consumer behavior (0.162) (Table 3). The trust variable (*T*) does not have a direct influence on purchasing decisions because its significance value is > 0.05 . Information exposure (*IE*) is the variable that has the most direct influence on the use of e-commerce media (coefficient 0.361), followed by trust (0.267) and consumer behavior (0.198).

e-Commerce media is the main factor that directly influences purchasing decisions, with a path coefficient of 0.405. This is also supported by the findings in Table 3, which show that trust, consumer behavior, and information exposure significantly influence the use of e-commerce media, which in turn influences product purchasing decisions.

The Influence of Transaction Quality and E-Commerce Media on Product Purchasing Decisions

The findings indicate that online transaction quality does not have a significant direct effect on purchasing decisions, as reflected by the low path coefficient (0.12). Although consumers perceive transaction quality positively (71.11%), this perception alone is insufficient to motivate purchases. Transaction quality appears to function as a hygiene factor rather than a key determinant. In contrast, perceived risk associated with online transactions exerts a stronger influence on purchasing interest, emphasizing the central role of trust and risk reduction in shaping online consumer behavior (Maulana & Kurniawati, 2014)

Table 4. Influence Direct & Indirect

Influence Intervariable	Influence Direct	Influence No Direct	Influence Total	Indirect Effects on Influence Total
P DD ← T	-0.018	0.267	0.249	There is a decline
P DD ← CB	0.162	0.198	0.360	Increase
P DD ← IE	0.185	0.361	0.546	Increase
P DD ← ME	0.405	-	0.405	-

Source: Primary Data Processing 2020 with AMOS 23

Trust has an indirect effect on product purchasing decisions through e-commerce media, with a total effect of 0.249 (Table 4) . Although there is no direct effect (path coefficient -0.20) , trust own contribution more high levels of trust are essential for enhancing consumer thinking in purchasing decisions. This finding aligns with research conducted by McKnight et al. (2002) that found that consumer trust in data privacy influences interactions and transactions on e-commerce platforms.

Consumer behavior has a positive effect on purchasing decisions (path coefficient 0.224) and through e-commerce media with a total effect of 0.360 (Table 4) . Improved consumer behavior quality is associated with increased e-commerce media usage and product purchasing decisions. Research by Sebald & Jacob (2018) and the theory of Fishbein & Ajzen (1975) support this finding by stating that online shopping motivation and consumer behavior directly influence purchasing decisions.

Information exposure has a positive effect on product purchasing decisions, although with a low path coefficient (0.18). Information exposure has a significant effect when mediated by e-commerce media, with a total effect of 0.546. Research by Xu et al. (2017) and Lo et al. (2016) shows that information factors play a significant role in consumer purchasing decisions, especially in the context of online shopping.

Table 5 presents the coefficient of determination (R^2), which measures the proportion of the total influence of exogenous variables on endogenous variables. An R^2 value of 0.25 for e-commerce media means that 25% of the variation in e-commerce media usage can be explained by a combination of online transaction quality, trust, consumer behavior, and information exposure. Meanwhile, the rest 75 % explained other variables outside the model. The R^2 value of 0.30 for purchasing decisions indicates that 30% of the variation in product purchasing decisions can be explained by the five exogenous (influencing) variables together. Meanwhile, 70% of the variation is explained by

the five exogenous (influencing) variables. influenced residual factors. R^2 values of 0.25 and 0.30 indicate moderate model fit in explaining e-commerce dynamics , with e-commerce media acting as an important mediator that increases the model's explanatory power from 25% to 30%. The implication is that this model is strong enough to explain the dynamics of Indonesian consumers' online decision-making, with an additional 5% contribution from e-commerce media mediation. Findings This confirm role crucial e-commerce media in the decision-making process decision purchase consumers , as stated by Kotler & Keller (2009) and (Kusuma & Septarini, 2013) .

Table 5. Coefficient of Determination of Endogenous Variables

Influencing variables (Exogenous)	Influenced variables (Endogenous)	Coefficient of Determination (R^2)
Online transaction quality, trust, consumer behavior, information exposure	e-Commerce Media	0.25
Online transaction quality, trust, consumer behavior, information exposure, e-commerce media	Product Purchase Decision	0.30

Source: Primary Data Processing with AMOS 23, 2025

The results of the path analysis (Figure 2) and Table 4 show that the hypothesis "There is a significant direct and indirect influence between the quality of online transactions, trust, consumer behavior, information exposure, and e-commerce media on product purchasing decisions" is partially accepted. e-Commerce media (ME) has the strongest direct influence (coefficient 0.405) as the dominant predictor, followed by consumer behavior (CB: direct 0.162 + indirect 0.198 = total 0.360) and information exposure (IE: direct 0.185 + indirect 0.361 = total 0.546). Meanwhile, trust (T) is only indirectly significant (total effect 0.249) with a small negative direct effect (-0.018). The quality of online transactions does not show a significant effect as in Table 4.

These findings underscore the strategic role of e-commerce platforms as a key conversion channel in the mobile commerce ecosystem in Indonesia, where platforms such as Shopee/Tokopedia integrate trust signals and information into a continuous and intuitive shopping experience. start experience users in browsing, searching products, checkout, payment, to shipping tracking which is of a nature continuous and intuitive (seamless). Strong mediating influences (CB, IE, T via ME) explain why consumers rely on convenience (security and convenience) and user interface/user experience rather than purely transactional factors. The highest total IE effect (0.546) confirms the importance of exposure to quality information in forming purchasing interest.

Study This reveal dynamics complex taking decision purchase products on e-commerce platforms through a structural model that integrates quality online

transactions, trust consumer behavior consumers, exposure information, and the role of e-commerce media as variables mediation main. Analysis results track show that e-commerce media plays a role dominant with coefficient track of 0.405 ($p=0.001$) against decision purchase product, confirms that experience practical like convenience access, design interface interesting, features promotion effective, and smooth transaction process become determinant main behavior consumers in the digital era. Influence This the more strong when consider effect mediation, where e-commerce media connects factors external with decision end buyers, as coefficient determination (R^2) reached 0.30 for endogenous decision variables purchase and 0.25 for the use of e-commerce media alone.

Consumer behavior has been shown to have a positive and significant influence on purchasing decisions, with a coefficient of 0.162 ($p=0.011$). reflect that habit online shopping, exploration product and orientation search information push conversion purchase. Findings This in harmony with Fishbein and Ajzen's (1975) theory of reasoned action, which emphasizes motivation and subjective norms as driver actions, as well as support empirical from Sebald and Jacob (2018) who found that pattern routine shopping direct influence intention online transactions. Likewise, exposure information (information exposure) has influence direct positive of 0.185 ($p=0.009$) against decision purchase, with greater total effect big through e-commerce media mediation reached 0.546; p This highlight role crucial targeted ads, reviews users, product reviews, and social media content in form preference consumers. Research by Xu et al. (2017) and Lo et al. (2016) strengthens argument this, where the exposure information repetitive increase perception mark products and reduce uncertainty online purchases.

On the other hand, consumer trust does not have a direct and significant effect on purchasing decisions, as indicated by a negative coefficient of 0.018 ($p=0.785$), although play a role important in a way No direct through e-commerce media with coefficient 0.267 ($p=0.003$) and total effect 0.249. Interpretation This indicates that trust more functioning as supporters cognitive than driver directly, especially in context privacy and security issues that affect platform interactions, as explained McKnight et al. (2002) about dimensions trust institutional factors in e-commerce. Similar factors seen in quality online transactions, which failed reach significance good towards e-commerce media (coefficient 0.115, $p=0.226$) as well as decision purchases (coefficient 0.12), although assessed positive by respondents (71.11%). Findings contradictory This challenge assumptions conventionally delivered by Maulana and Kurniawati (2014) highlights that perception risk transaction precisely more dominant than quality absolute, so that factor like afraid fraud or failure delivery dwarf impact quality technical.

In a way overall, hierarchy influence put exposure information as driver strongest to use of e-commerce media (coefficient 0.361, $p=0.001$), followed by

beliefs and behavior consumers, which in collective form ecosystem where digital communications and platform experiences become center gravity decision purchase. This model explains 30% of the variation behavior consumers, implying existence residual factors such as price competitive, influence social, or cultural norms that are appropriate explored more further, as framework Kotler and Keller (2009) general opinion on marketing stimulus holistic.

Research novelty this lies in the findings that quality online transactions do not influential directly has a significant influence on product purchasing decisions, which is contrary to the general assumption that makes it factor main in online purchases (Featherman & Pavlou, 2003) . On the other hand , the risk online transactions have influence more dominant to interest buy consumers , so that confirm urgency management risk in e-commerce (Pavlou, 2003) . More continue , trust consumer play a role in a way No direct through cognitive processes layered , which enriches understanding its complexity in online transactions (Gefen et al., 2003; Santoso & Sinaga, 2023) . Research This integrate behavior consumers , exposure information , and e-commerce media mediation which is together contribute significant to decision purchase with highlight interaction factor psychological and digital, different from studies previously isolated trust variable or quality service (Sudaryanto et al., 2025; Venkatesh et al., 2016) . Approach This expand outlook about processing digital signals by Indonesian consumers , namely height mobile commerce penetration that makes platform accessibility outperforms factor transactional pure (Statista, 2024; Yum & Yoo, 2023) . Research This provide implications application , namely platforms such as Shopee or Tokopedia or others recommended for intensify content informative quality , personalization based behavior , assurance visual confidence to maximize conversion , as well as regulations that strengthen management risk (Dwivedi et al., 2021) . This study contribute to the literature communication Indonesian digital marketing through empirical models coherent that supports data-driven strategies in the midst of rapid growth of national e-commerce (Central Statistics Agency, 2025) .

CONCLUSION

The conclusion of this study explains that the quality of online transactions, trust, consumer behavior, information exposure, and e-commerce media have a significant direct and indirect influence on purchasing decisions, which are partially accepted. e-Commerce media acts as a determinant of product purchasing decisions (path coefficient 0.405; $p = 0.001$), supported by consumer behavior (0.162; $p = 0.011$) and information exposure (0.185; $p = 0.009$) which are directly significant.

Meanwhile, trust with a total effect of 0.249 via mediation and online transaction quality (not significant) only function as cognitive supports rather than

the main drivers. The structural model explains 30% of the variation in purchasing decisions ($R^2 = 0.30$) with e-commerce media as a perfect mediator that strengthens/amplifies exogenous influences, reflecting Indonesian consumers' priority on convenience, seamless UI/UX, and targeted informative content rather than transaction security. This finding aligns with Fishbein-Ajzen's (1975) Theory of Reasoned Action and UTAUT, which assert that the mobile commerce ecosystem and its platform can be converted into a "single source of truth." Practically, platform optimization strategies (personalization, quality content, smooth features) are more strategic than transaction infrastructure for maximizing online purchases.

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