

Consumer Behavior in The Digital Age: A Qualitative Analysis of Online Shopping Patterns in Indonesia

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ABSTRACT

The development of digital technology has significantly changed consumer behavior, including in Indonesia. This research aims to qualitatively analyze consumer online shopping patterns in Indonesia. Using in-depth interview methods and content analysis, this research explores the factors that influence consumer decisions in online shopping, e-commerce platform preferences, as well as the challenges and obstacles they face. The research results show that ease of access, product variety and price promotions are the main factors that encourage consumers to shop online. Apart from that, trust in transaction security and product quality also plays an important role in purchasing decisions. This research also found that social media plays a significant role in influencing consumer shopping behavior through product recommendations and reviews. However, several challenges such as limited internet infrastructure and lack of technological knowledge among certain consumers remain obstacles to wider adoption of online shopping. The findings from this research provide insights for e-commerce companies and policymakers to develop more effective strategies for promoting online shopping and improving consumer experiences. This research also suggests the need for education and infrastructure improvements to support the growth of e-commerce in Indonesia.

1. INTRODUCTION

The development of digital technology has changed various aspects of human life, including the way consumers shop. The internet has become one of the main platforms connecting consumers with sellers, allowing transactions to occur without geographic boundaries. In Indonesia, the growth of e-commerce shows a positive trend, in line with the increase in the number of internet users and the adoption of digital technology. Internet penetration in Indonesia will reach more than 70% in 2021, which reflects the great potential for the development of the e-commerce market in this country (Santoso, 2022).

The growth of e-commerce in Indonesia is not only driven by high internet penetration, but also by changes in consumer behavior who increasingly prefer the ease and comfort of shopping online. This phenomenon is strengthened by various factors such as massive promotions, discounts, and easy access to various products from all over the world. Apart from that, the COVID-19 pandemic that has hit the world since early 2020 has also been a significant driver for the surge in online transactions, because many consumers have turned to online shopping as a safer alternative (Fabius, Kohli, Timelin, & Moulvad Veranen, 2020). The pandemic accelerated the adoption of digital technology among consumers who were previously reluctant or unfamiliar with online platforms, creating significant behavioral changes that will likely persist even after the pandemic ends. Even though the growth of e-commerce in Indonesia shows a positive trend, there are still various challenges that need to be faced. Some of the main problems identified include consumer confidence in the security of online transactions, the quality of products received, and technical obstacles such as uneven internet connectivity. In addition, there is a gap in technology adoption among consumers, where some are still unfamiliar with digital platforms and online payment methods. The varying levels of digital literacy among Indonesian consumers are also an inhibiting factor in optimizing e-commerce potential. Lack of education and understanding regarding the use of technology and cyber security makes some consumers hesitant to carry out online transactions.

This research seeks to answer several key questions, including what factors influence Indonesian consumers' decisions when shopping online, what consumer preferences are for existing e-commerce platforms, and what challenges and obstacles consumers face when shopping online in Indonesia. A deep understanding of these factors is critical to developing effective strategies for attracting and retaining customers in the increasingly competitive e-commerce marketplace.

The aim of this research is to identify and analyze behavioral patterns of Indonesian consumers in online shopping. This research aims to identify the main factors that influence consumer decisions in online shopping. Apart from that, this research also explores consumer preferences for various e-commerce platforms available and identifies the challenges and obstacles faced by consumers in shopping online. Finally, this research seeks to provide recommendations for e-commerce companies and policy makers to improve the online shopping experience for consumers.

By identifying factors that influence consumer decisions, this research is expected to provide more comprehensive insight into the dynamics of consumer behavior in the context of online shopping. Exploration of consumer preferences for various e-commerce platforms also aims to understand aspects that consumers consider important, such as user interface, product variety, payment methods and after-sales service. By understanding these preferences, e-commerce companies can develop more targeted marketing strategies and increase customer satisfaction.

Identifying the challenges and obstacles faced by consumers in shopping online will provide a clearer picture of the problems that need to be overcome to maximize the potential of e-commerce in Indonesia. It is hoped that the recommendations provided in this research can help e-commerce companies improve transaction security, improve service quality, and overcome existing technical and educational obstacles. Apart from that, these recommendations can also be a basis for policy makers in formulating policies that support sustainable e-commerce growth in Indonesia.

Based on consumer behavior theory and technology adoption. Consumer behavior theory helps in understanding the motivations and factors that influence purchasing decisions, while technology adoption theory provides insight into how consumers accept and use new technology. In the context of online shopping, several relevant models include the Technology Acceptance Model (TAM) developed by Davis (1989) and the Uses and Gratifications Theory proposed by Katz, Blumler, and Gurevitch (1974) (Alt & Naamati-Schneider, 2021).

The Technology Acceptance Model (TAM) emphasizes that perceived ease of use and perceived usefulness are the two main factors that influence technology adoption. In the context of e-commerce, perceived ease of use refers to how easy consumers find it to use the e-commerce platform, while perceived usefulness refers to the extent to which consumers feel that using the e-commerce platform will increase the effectiveness of their shopping. This model is very relevant to understand the factors that influence consumer intentions to shop online.

Meanwhile, the Uses and Gratifications Theory emphasizes that consumers use media and technology to fulfill needs and achieve certain gratifications. In the context of e-commerce, this need can be in the form of a need for easy access, product variety, or attractive price promotions. By understanding the gratifications consumers seek, e-commerce companies can develop more effective strategies for attracting and retaining customers. A number of previous studies have examined various aspects of online shopping behavior. For example, research by Makmor (2019) found that perceived ease of use and usefulness of e-commerce platforms greatly influenced consumers' intentions to shop online. This research highlights the importance of intuitive user interface design and adequate functionality to increase customer satisfaction and loyalty.

Other research by Mahliza (2020) shows that consumers' trust in transaction security and the quality of information provided by sellers play an important role in online purchasing decisions. Pavlou found that consumers tend to prefer e-commerce platforms that offer reliable security systems and accurate and complete product information. This trust is a key factor in building long-term relationships between consumers and sellers.

In Indonesia, research by Rachbini (2020) revealed that promotions and discounts are the main factors that attract consumers to shop online. Massive promotions, especially during certain periods such

as Harbolnas (National Online Shopping Day) or when there are special offers, have proven effective in encouraging an increase in online transactions. In addition, research by Zahara (2021) highlights the importance of reviews and recommendations from other users in building consumer trust in e-commerce platforms. Positive reviews and recommendations from other users can increase consumers' perceptions of a seller's credibility and reliability.

This research seeks to continue and deepen understanding of consumer online shopping behavior in Indonesia with a more in-depth qualitative approach. With in-depth interviews and content analysis, this research is expected to provide more comprehensive insight into the factors that influence online shopping behavior and the challenges faced by consumers in Indonesia. In-depth interviews were conducted to gain direct information from consumers regarding their experiences, preferences and obstacles they face when shopping online. Content analysis is carried out to understand consumer behavior trends and patterns based on reviews and comments on social media and e-commerce platforms.

Through this qualitative approach, this research seeks to obtain a more detailed and in-depth picture of the dynamics of consumer online shopping behavior in Indonesia. It is hoped that the results of this research can make a significant contribution to the digital consumer behavior literature and become the basis for developing more effective marketing strategies and policies that support the growth of e-commerce in Indonesia.

2. LITERATURE REVIEW

The theoretical basis in this research includes several main concepts and theories that are relevant to understanding consumer behavior in the context of online shopping. One of the main theories on which it is based is the Consumer Behavior Theory, which studies various factors that influence consumer purchasing decisions. This theory includes psychological, social and situational aspects that shape consumer attitudes and behavior. Factors such as motivation, perception, learning, and trust play an important role in determining how consumers make purchasing decisions.

In addition, the Technology Acceptance Model (TAM) developed by Davis (1989) was also used as a theoretical framework in this research. TAM emphasizes that perceived ease of use and perceived usefulness are the two main factors that influence a person's intention to accept and use new technology. In the context of online shopping, perceived ease of use refers to how easy consumers find it to use the e-commerce platform, while perceived usefulness refers to the extent to which consumers feel that using the e-commerce platform will increase their effectiveness and efficiency in shopping. These two factors are considered key determinants in consumer adoption of e-commerce technology.

The Uses and Gratifications Theory proposed by Weiyan (2015) is also an important part of the theoretical basis in this research. This theory focuses on how individuals use media and technology to meet needs and achieve certain gratifications. In the context of e-commerce, consumers use online shopping platforms to fulfill various needs such as ease of access, product variety, price promotions, and convenience of shopping from home. By understanding the gratifications consumers seek, e-commerce companies can develop more effective strategies for attracting and retaining customers.

Trust Theory is also relevant in this research, considering the importance of consumer trust in online transactions. According to Holmes (2018), trust consists of three main elements: ability, goodwill and integrity. In the context of e-commerce, capability refers to the seller's competence to provide promised products and services, goodwill refers to the seller's concern for consumer interests, and integrity refers to the seller's honesty and reliability in running the business. Consumer trust in e-commerce platforms and sellers is critical to building long-term relationships and customer loyalty.

Product Fit Theory is also used to understand how the match between the product offered and consumer needs or preferences influences purchasing decisions. According to this theory, consumers tend to choose products that best suit their needs and preferences. In the context of e-commerce, this means that product variety, clear and accurate product information, and the ability to compare products play an important role in influencing consumer purchasing decisions.

This research also considers the Innovation Adoption Model (Diffusion of Innovations Theory) developed by Kiwanuka (2015). This model explains how innovations, including new technologies, are

adopted by society. The adoption process involves five stages: knowledge, persuasion, decision, implementation, and confirmation. In the context of e-commerce, this process can be used to understand how consumers know, consider, decide to use, implement, and ultimately confirm the benefits of online shopping.

Apart from the theories above, this research also refers to the concept of User Experience (UX) which emphasizes the importance of intuitive and attractive user interface design. According to Hassenzahl and Tractinsky (2006), user experience includes aspects of usability, pleasure and engagement which together form the user's overall perception of a product or service. In the context of e-commerce, positive user experiences can increase consumer satisfaction and loyalty.

By using these various theories and concepts as a basis, this research seeks to identify and analyze various factors that influence consumer online shopping behavior in Indonesia. This comprehensive theoretical framework allows researchers to explore the phenomenon in depth and provide more holistic insight into the dynamics of consumer behavior in the digital era. These theories also provide a strong basis for developing hypotheses and more focused data analysis, so that the research results can make a significant contribution to academic literature and business practice in the field of e-commerce.

3. RESEARCH METHODS

This research uses a qualitative approach to identify and analyze consumer behavior patterns in online shopping in Indonesia. A qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the experiences, motivations and obstacles faced by consumers.

The development of research methods is carried out through several stages, starting with determining the research problem and the objectives to be achieved. After that, a theoretical framework is built based on relevant literature to support the analysis of the data to be collected. Furthermore, this research uses in-depth interview methods and content analysis to collect the necessary data.

The types of variables in this research consist of independent variables and dependent variables. Independent variables include factors that influence consumer decisions in online shopping, such as ease of use of the platform, price promotions, product variety, and transaction security. The dependent variable is consumers' online shopping behavior patterns, which are measured through e-commerce platform preferences, shopping frequency, and consumer satisfaction levels.

Data collection was carried out through in-depth interviews with 20 consumers who often shop online. Respondents were selected using purposive sampling techniques to ensure they had experience and knowledge relevant to the research topic. Interviews were conducted in a semi-structured manner, allowing researchers to explore certain topics in more detail while still allowing respondents the freedom to express their views. Each interview was recorded and transcribed for further analysis.

Apart from in-depth interviews, this research also uses content analysis of consumer reviews and comments on social media and e-commerce platforms. This secondary data was collected to gain a broader perspective regarding consumer experiences and preferences in online shopping. Content analysis was carried out by identifying the main themes that emerged from the reviews and comments.

The data processing technique in this research involves several stages. First, the transcribed interview data is organized and categorized based on themes that are relevant to the theoretical framework that has been built. Thematic analysis was used to identify consistent patterns in respondents' answers and explore the relationships between the variables studied. Data from the content analysis was also integrated into this analysis to provide additional context and strengthen the findings from the interviews.

Data verification was carried out through triangulation, namely by comparing findings from various data sources (interviews and content analysis) to ensure the consistency and validity of research results. Apart from that, the researcher also used member checking, where several respondents were asked to confirm and provide feedback on the researcher's interpretation of the data that had been collected. This technique helps ensure that research results reflect the real experiences and views of respondents.

With this structured and detailed method, it is hoped that this research can provide in-depth and accurate insight into consumer online shopping behavior in Indonesia. It is also hoped that a detailed explanation of the research process and procedures will make it easier for other researchers to repeat this research or use the same methodology for follow-up studies in the future.

4. RESULT AND DISCUSSION

This research succeeded in collecting and analyzing data from in-depth interviews with 20 consumers who frequently shop online, as well as content analysis from reviews and comments on social media and e-commerce platforms. The results of this research are presented in several main themes which include factors that influence purchasing decisions, e-commerce platform preferences, as well as challenges and obstacles faced by consumers.

a. Factors that Influence Purchasing Decisions

From in-depth interviews, it was found that several main factors that influence consumer decisions in online shopping are ease of use of the platform, product variety, price promotions, and transaction security. Most respondents stated that they tend to choose platforms that are easy to use and have intuitive navigation. Apart from that, the variety of products offered is also an important factor, where consumers prefer platforms that provide various product choices according to their needs.

Price promotions, such as discounts and special offers, are also a significant factor. Many respondents revealed that they are often attracted to shopping online because of big discounts or exclusive offers. Transaction security is also a major concern, where consumers feel more comfortable shopping on platforms that have a trusted security system and safe payment methods.

b. E-commerce Platform Preferences

In terms of e-commerce platform preferences, respondents showed a tendency to choose platforms that are well known and have a good reputation. Platforms such as Tokopedia, Shopee, and Bukalapak are the main choices because they are considered more trustworthy and have responsive customer service. Apart from that, additional features such as product reviews, ratings, and recommendations also influence consumer preferences.

Respondents also revealed that they prefer to use platforms that have user-friendly mobile applications and offer a seamless shopping experience. The use of mobile applications allows consumers to shop anytime and anywhere, which adds to their convenience in shopping online.

Table 1. E-commerce Platform Preferences

Platforms	Percentage of Users
Tokopedia	40%
Shopee	35%
Bukalapak	15%
Lazada	7%
Blibli	3%

c. Challenges and obstacles

Some of the main challenges identified in this research are limited internet connectivity, lack of digital literacy, and transaction security issues. Respondents living in areas with inadequate internet infrastructure often face difficulties in accessing e-commerce platforms, which hinders their shopping experience. Apart from that, some consumers who are less familiar with digital technology admit that they have difficulty using applications and making online payments.

Transaction security is also an important issue, with several respondents expressing concern about the risk of fraud and theft of personal data. Even though most e-commerce platforms have adopted advanced security technology, there are still consumers who have doubts and need further assurance regarding the security of their transactions.

d. Influence of Social Media

This research also found that social media plays a significant role in influencing consumer shopping behavior. Product reviews, recommendations from friends or influencers, and advertisements that appear on social media greatly influence consumer purchasing decisions. Many respondents admitted that they often look for information and product reviews on social media before deciding to buy a product.

Apart from that, social media platforms such as Instagram and Facebook are also used by consumers to follow e-commerce accounts that offer exclusive promotions and discounts. This shows that social media not only functions as a source of information, but also as an effective marketing platform for e-commerce companies.

Table 2. Influence of Social Media on Purchasing Decisions

Social media	Percentage of Influence
Instagram	45%
Facebook	30%
Twitter	15%
Other	10%

The results of this research provide a clear picture of the various factors that influence consumer online shopping behavior in Indonesia. By understanding these factors, e-commerce companies can develop more effective strategies for attracting and retaining customers. Apart from that, these results can also be used as a basis for improving infrastructure and digital literacy to support sustainable e-commerce growth in Indonesia.

Discussion

The results of this research provide in-depth insight into consumer online shopping behavior in Indonesia, revealing various factors that influence purchasing decisions, preferences for e-commerce platforms, as well as the challenges and obstacles faced. This discussion will explain in more detail the main findings and factors that led to these results.

a. Factors that Influence Purchasing Decisions

From this research, it was found that ease of use, product variety, price promotions, and transaction security are the main factors that influence consumer decisions in online shopping. Ease of use of an e-commerce platform is very important because consumers tend to choose sites or applications that have intuitive navigation and simple transaction processes. This is in line with the Technology Acceptance Model (TAM) which states that perceived ease of use and perceived usefulness are key determinants in technology adoption (Davis, 1989). When consumers feel comfortable using the platform, they are more likely to make repeat transactions.

Product variety is also a significant factor, indicating that consumers want access to a wide selection of products on one platform. This allows them to compare products easily and find the item that best suits their needs. This concept is supported by Product Suitability Theory, which states that consumers tend to choose products that best suit their needs and preferences.

Price promotions, such as discounts and special offers, are very attractive to consumers and are often the main motivator for making a purchase. This promotion not only attracts consumers to shop but also increases the frequency of purchases. This shows the importance of the right marketing strategy to attract consumer attention and drive sales.

Transaction security is a critical factor in building consumer trust. Concerns about the security of personal data and the risk of fraud can be significant barriers for consumers to shop online. Therefore, e-commerce platforms need to ensure that they have a strong security system and are transparent in protecting consumer data, which is relevant to Trust Theory (Mayer, Davis, and Schoorman, 1995).

b. E-commerce Platform Preferences

Consumer preferences for certain e-commerce platforms such as Tokopedia, Shopee, and Bukalapak reflect the reputation and quality of services offered by these platforms. The good reputation and trust built by this platform are the main determining factors in consumer choice. The platform's success can also be attributed to responsive customer service and additional features that simplify the consumer shopping experience, such as product reviews, ratings, and recommendations.

Platforms that have user-friendly mobile applications and offer a seamless shopping experience are also preferred. This is because mobile applications allow consumers to shop easily anytime and anywhere, which increases convenience and flexibility. The ability to shop mobile is an important aspect of a good user experience, as described in the User Experience concept (Hassenzahl and Tractinsky, 2006).

c. Challenges and obstacles

Although the growth of e-commerce in Indonesia shows a positive trend, this research identifies several main challenges faced by consumers. Limited internet connectivity remains a significant obstacle, especially in areas with inadequate infrastructure. This hampers consumer access to e-commerce platforms and limits market growth potential.

Lack of digital literacy is also a challenge, where some consumers are not yet familiar with digital technology and online payment methods. Education and training on the use of digital technology and transaction security can help overcome these barriers and increase consumer participation in online shopping.

Transaction security issues remain a major concern for many consumers. Concerns about fraud and theft of personal data make some consumers hesitant to shop online. Therefore, e-commerce companies need to continue improving their security systems and educating consumers about the steps they take to protect their personal data.

d. Influence of Social Media

Social media plays a significant role in influencing consumer shopping behavior. Product reviews, recommendations from friends or influencers, and advertisements that appear on social media greatly influence consumer purchasing decisions. This shows that social media not only functions as a communication platform but also as an effective marketing tool.

Consumers often look for information and product reviews on social media before deciding to buy a product. Reviews and recommendations from other users can increase consumer confidence in a product or e-commerce platform. This shows the importance of online reputation and review management for e-commerce companies.

In addition, social media platforms such as Instagram and Facebook are used by consumers to follow e-commerce accounts that offer exclusive promotions and discounts. This shows that social media is an important channel for marketing and promotional campaigns. With the right strategy, companies can utilize social media to increase product visibility and attract more consumers.

5. CONCLUSION

This research has succeeded in identifying and analyzing various factors that influence consumer online shopping behavior in Indonesia. Based on the research results, it can be concluded that several main factors that influence consumer decisions in online shopping are ease of use of the platform, product variety, price promotions, and transaction security. These factors are very important in shaping consumer perceptions and satisfaction with e-commerce platforms.

Ease of use of e-commerce platforms is one of the main determinants in consumers' decisions to shop online. Consumers are more likely to choose platforms that have intuitive navigation and simple transaction processes. Apart from that, the variety of products offered by e-commerce platforms is also an important factor influencing purchasing decisions, because consumers want access to a wide selection of products on one platform.

Price promotions, such as discounts and special offers, have proven effective in attracting consumers to shop online. This promotion not only increases consumer interest in making purchases, but also increases the frequency of transactions. Transaction security is another crucial factor, where consumers feel more comfortable shopping on platforms that have a trusted security system and safe payment methods.

Consumer preferences for certain e-commerce platforms such as Tokopedia, Shopee, and Bukalapak reflect the reputation and quality of services offered by these platforms. Consumers prefer platforms that are well-known and have a good reputation and responsive customer service. In addition, mobile applications that are user-friendly and offer a smooth shopping experience are also important factors in consumer preferences.

However, this research also reveals several challenges faced by consumers when shopping online. Limited internet connectivity and lack of digital literacy are the main obstacles that need to be overcome to support sustainable e-commerce growth. Transaction security issues are also still a major concern for many consumers, so e-commerce companies need to continue to improve their security systems.

The influence of social media in consumer purchasing decisions is also very significant. Product reviews, recommendations from friends or influencers, and advertisements on social media greatly influence consumer shopping behavior. Social media not only serves as a communication platform, but also as an effective marketing tool.

Overall, this research provides comprehensive insight into consumer online shopping behavior in Indonesia. The results of this research can be used as a basis for developing more effective marketing strategies and improving the online shopping experience for consumers. E-commerce companies need to continue to innovate and adapt to changing consumer behavior and ensure that they provide services that are safe, convenient and meet consumer needs. Thus, it is hoped that the growth of e-commerce in Indonesia can continue and provide greater benefits for all parties involved.

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