

**The Effect of Product Content Quality, Social Proof and Promotion
Attractiveness on Trust, Perceived Value, and Purchase Intention for
Baby Care Products on Shopee in Jabodetabek**



THESIS

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MASTER OF BUSINESS ADMINISTRATION

INSTITUT IPMI

JAKARTA

2026

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A THESIS

**Submitted in a partial fulfilment of the requirements for the degree of Master of
Business Administration**

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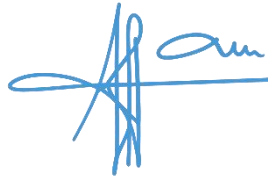
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NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfillment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 22 October 2026



Martio Orleigh Prakasha

ABSTRACT

The growth of e-commerce has made Shopee a convenient channel for purchasing baby care products in Indonesia. Yet consumers cannot inspect these products before buying and must rely on product information, customer reviews, and promotional offers to evaluate available choices. This study examines how Product Content Quality and Social Proof influence Trust, how Promotion Attractiveness influences Perceived Value, and how Trust and Perceived Value affect Purchase Intention for baby care products on Shopee in Jabodetabek. Using a quantitative survey and purposive sampling, data were collected from 200 female respondents aged 25–35 residing in Jabodetabek who had purchased baby care products through an online marketplace within the previous 12 months and had previous experience purchasing baby care products through Shopee. A pilot test involving 30 respondents preceded the main survey, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The standardized path coefficients (β), which indicate the strength and direction of the relationships, showed that Product Content Quality ($\beta = 0.579$) and Social Proof ($\beta = 0.356$) had positive and significant effects on Trust, while Promotion Attractiveness positively influenced Perceived Value ($\beta = 0.739$). Trust ($\beta = 0.615$) and Perceived Value ($\beta = 0.224$) also positively influenced Purchase Intention, with Trust showing the stronger relationship. Together, Trust and Perceived Value explained 62.6% of the variance in Purchase Intention. These findings suggest that although attractive promotions strengthen consumers' perceptions of value, reliable product information and credible customer reviews are important for building Trust, which is more strongly associated with Purchase Intention. For baby care brands and Shopee sellers, the results emphasize the need to prioritize clear product content and credible reviews alongside relevant promotions.

Keywords: Product Content Quality, Social Proof, Promotion Attractiveness, Trust, Perceived Value, Purchase Intention

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LIST OF ABBREVIATIONS

AVE	: Average Variance Extracted
BPOM	: Badan Pengawas Obat dan Makanan
FMCG	: Fast-Moving Consumer Goods
GMV	: Gross Merchandise Value
HTMT	: Heterotrait-Monotrait Ratio
Jabodetabek	: Jakarta, Bogor, Depok, Tangerang, Bekasi
PA	: Promotion Attractiveness
PCQ	: Product Content Quality
PI	: Purchase Intention
PLS-SEM	: Partial Least Squares Structural Equation Modeling
PV	: Perceived Value
SP	: Social Proof
T	: Trust
VIF	: Variance Inflation Factor

CHAPTER 1

INTRODUCTION

1.1 Background

Indonesia's e-commerce sector has grown rapidly over the past decade, driven by increasing internet penetration, widespread smartphone ownership, and a young, digitally active middle class (Febrianti & Hidayat, 2022; Ingriana, 2025). Recent estimates place Indonesia's e-commerce gross merchandise value (GMV) at around USD 56.5 billion in 2024, with projections exceeding USD 60 billion by 2028, reinforcing Indonesia's status as Southeast Asia's largest digital market (Ingriana, 2025). This expansion is driven primarily by major B2C platforms such as Shopee, Tokopedia, Lazada, and Blibli, which compete through aggressive promotions, user-friendly mobile interfaces, and integrated logistics and payment systems (Febrianti & Hidayat, 2022).

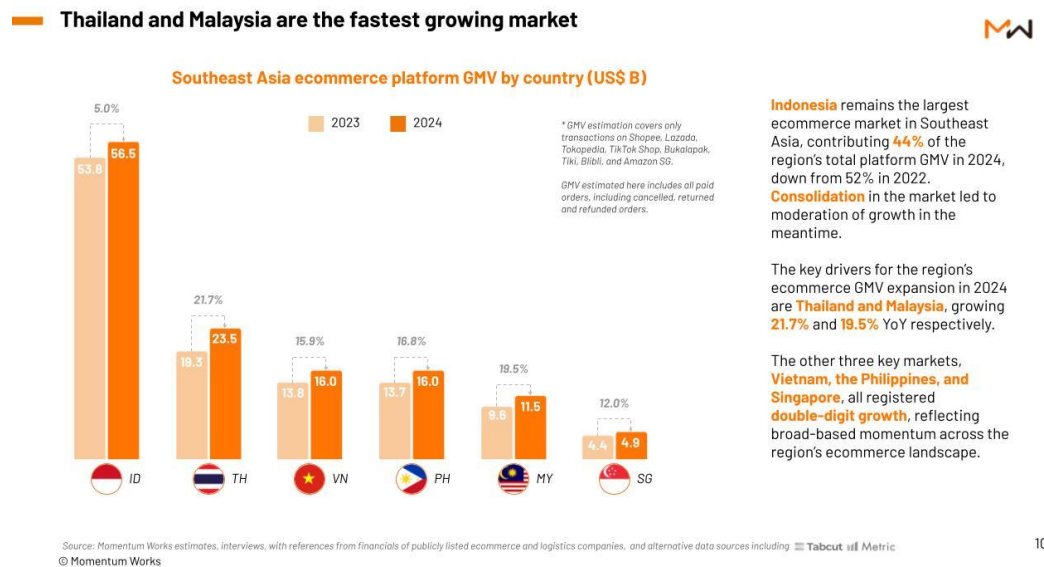


Figure 1.1 Southeast Asia E-commerce GMV

Source: Momentum Works (2025)

This growth has been driven by changes in consumer behavior toward digital usage. Everyday human routines now incorporate digital technology and its diverse instruments for communication alongside movie streaming and news consumption and social interaction and electronic commerce transactions. The notable expansion of digital platform engagement spans multiple channels such as social media and e-commerce marketplaces wherein cross-generational user adoption over recent years has directly driven online retail expansion. The emergence of the Covid-19 pandemic further hastened this behavioral transition because prolonged domestic confinement and restricted physical store accessibility compelled both purchasers and commercial enterprises to adjust swiftly. Continuous platform infrastructure investments by digital marketplaces coupled with aggressive brand positioning and diversified digital catalogs successfully fostered long-term growth in electronic market participation.

Although early consumer engagement in electronic commerce was limited to selective merchandise segments it progressively diversified into broad multi-category purchasing routines. Contemporary Indonesian shoppers consistently depend on electronic commerce platforms for discretionary acquisitions like apparel and electronics as well as essential sensitive provisions including food supplies and personal hygiene goods and infant care commodities. Empirical findings by Ingriana (2025) demonstrate that systematic advancements in logistics operations encompassing accelerated dispatch schedules and live shipment tracking and uniform return procedures and verified product authenticity have solidified buyer certainty when obtaining goods historically dominated by brick-and-mortar retailers.

Amidst this vigorous market rivalry Shopee secured prominent industry leadership through the strategic integration of extensive product variety and aggressive promotional discounts and subsidized shipping programs along with interactive social mechanisms including consumer evaluations and operational testimonials and real-time streaming broadcasts and creator-led promotional material (Febrianti & Hidayat, 2022; TheAsianParent, 2018).

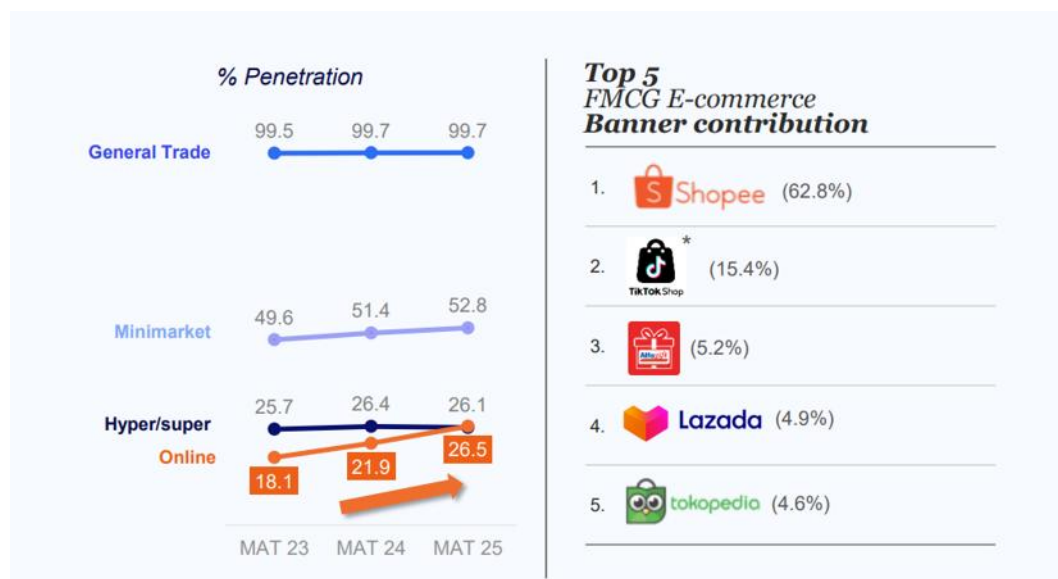


Figure 1.2 Top Marketplace in Indonesia

Source : NielsenIQ (2026)

Shopee remains one of the leading e-commerce marketplaces in Indonesia and most of SEA countries. Their model, consistency, and investment have continuously made them the favorite destination for online shop for almost all categories. In recent data, Shopee ranked as No.1 platform in Indonesia, with 62.8% contribution and far above compared to another platform, even from the giant retailer like Alfamart with their platform Alfagift. (NielsenIQ,2026)

Within this broader landscape, the baby care category shows a clear shift from traditional offline outlets to online marketplaces. Historically, Indonesian mothers preferred to purchase baby care products—such as diapers, lotions, shampoos, and cleansing products—at physical stores where they could directly evaluate texture, scent, packaging, and consult store staff before deciding. Baby care is widely regarded as a high-involvement category because parents are highly sensitive to safety, ingredient transparency, and age-appropriate suitability, which makes them cautious about trying unfamiliar brands or switching to new purchasing channels such as e-commerce (ecommerceIQ, 2018; theAsianParent, 2018). This makes product safety

Recent market data, however, indicate that online purchases of baby care products are expanding rapidly. Industry reports estimate that the Indonesian baby care market is worth around USD 1.6–1.9 billion and is projected to grow at a compound annual rate above 5 percent toward 2030, with online channels contributing significantly to this expansion. In the e-commerce channel specifically, mom-and-baby products have become one of the strongest FMCG categories, contributing close to 12 percent of online FMCG sales in Indonesia and recording double-digit growth in recent years. Consumer insight studies show that a large majority of Indonesian mothers now purchase mom-and-baby products through e-commerce platforms—motivated by assortment, convenience, and the ability to compare prices and reviews across sellers—with Shopee frequently cited as their preferred marketplace (ecommerceIQ, 2018; theAsianParent, 2018; theAsianparent, 2025).



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On platforms such as Shopee, consumers rely on product information and the experiences of other buyers to evaluate products before making a purchase. In the baby care category, product information may include ingredient lists, recommended age ranges, usage instructions, and relevant product safety or certification claims. Previous studies on Shopee indicate that information quality plays an important role in shaping consumer trust and purchase-related evaluations (Febrianti & Hidayat, 2022; Yudanegara, 2024). Social proof, including customer ratings, written reviews, user photos, and purchase counts, also provides additional information based on the experiences of previous buyers. Research shows that the credibility, quality, and volume of customer reviews influence consumer trust and online purchase decisions (Ilhamalimy & Ali, 2021; Rolando & Chondro, 2025). At the same time, promotional incentives such as discounts, vouchers, bundle offers, and free shipping can increase perceived value by improving the benefits consumers receive relative to their purchasing costs. Previous research indicates that e-promotions positively influence perceived customer value, which subsequently contributes to purchase intention (Ardana et al., 2024). These findings suggest that product content and social proof are relevant to trust formation, while promotional incentives contribute to perceived value, both of which are important considerations in understanding purchase intention for baby care products on Shopee.

To better understand how different marketplace factors influence consumer purchase intention, it is important to examine the psychological mechanisms that shape consumer decision-making in online shopping environments. In e-commerce platforms such as Shopee, consumers rely heavily on digital information and marketplace signals when evaluating products. Elements such as product content quality, social proof, and promotional offers provide important cues that help consumers assess the trust and value of a product. Because consumers cannot physically inspect products online, their evaluations depend largely on the information presented on the platform and the experiences shared by other users. These cues influence consumers' perceptions of trust and perceived value, which are widely recognized as key determinants of purchase

intention in online marketplaces. When consumers perceive that the product information is reliable, that other buyers provide positive feedback, and that promotions increase the benefits received relative to the cost, they are more likely to develop stronger intentions to purchase the product.

Despite the increasing importance of these marketplace stimuli, previous studies have not fully integrated these variables within a unified framework in the baby care context and academic studies that focus specifically on purchase intention for baby care products on Shopee in Jabodetabek remain limited. Many prior studies investigate general online purchase intention in broader product categories, or they emphasize single determinants such as ease of use, service quality, or price, without capturing the combined effects of product content quality, social proof, and promotion attractiveness in this sensitive category (Febrianti & Hidayat, 2022; Ilhamalimy & Ali, 2021). Yet, for baby care products, understanding these factors is particularly important because consumers purchasing baby care products often consider product safety and comfort alongside price and convenience when shopping online (ecommerceIQ, 2018; theAsianParent, 2018). Systematic reviews on e-trust and online reviews also highlight that credible content and review systems are critical for trust and purchase intention in e-commerce, underscoring the relevance of these constructs in high-risk categories (Ingriana, 2025; Rolando & Chondro, 2025).

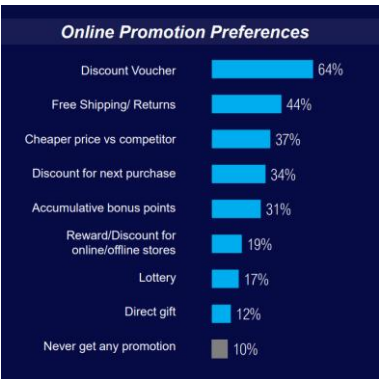


Figure 1.4 Online Promotion Preferences

Source : NielsenIQ (2026)

Against this backdrop, the present study aims to examine the determinants of purchase intention for baby care products on Shopee in Jabodetabek, focusing on female consumers with experience purchasing baby care products through Shopee. Specifically, the research investigates how three key stimuli—product content quality, social proof, and promotion attractiveness—shape two central psychological evaluations: trust and perceived value, which subsequently influence the final purchase intention. By identifying which elements of Shopee’s product pages and commercial offerings matter most in this high-involvement category, the study is expected to deliver actionable insights for baby care brands, official stores, and marketplace operators in designing more effective product content, review management, and promotional strategies that support female consumers in making confident and informed purchasing decisions for baby care products (Febrianti & Hidayat, 2022; Wang et al., 2022).

Therefore, this study examines the effect of product content quality, social proof, and promotion attractiveness as stimuli influencing trust and perceived value, which ultimately affect purchase intention. By focusing on baby care products as a high-involvement category on Shopee in Jabodetabek, this research aims to provide a clearer and more contextual understanding of the factors that drive purchase intention in online marketplaces. The findings are expected to offer valuable insights into what influences female consumers when purchasing baby care products, thereby supporting better consumer experience and strategic decision-making.

1.2 Research Gap and Novelty

Prior research has identified various factors that influence consumers’ purchase intention in e-commerce, such as trust, perceived value, price perception, and social proof. However, most of these studies focus on general product categories and examine these variables separately rather than integrating them into a single framework. Although previous studies have examined factors such as product

information quality, online reviews, and promotional incentives in e-commerce environments, many of these studies analyze these variables separately or focus on general product categories. Research that integrates product content quality, social proof, and promotion attractiveness in a single model to explain how they influence consumer trust, perceived value, and purchase intention remains relatively limited. This gap is particularly evident in the context of baby care products, where consumers tend to be more cautious and risk-averse due to concerns about product safety and suitability for infants. Understanding how these factors jointly influence purchase intention among female baby-care consumers in online marketplaces therefore becomes an important area for further investigation.

In addition, studies that specifically examine baby care products on Shopee in Jabodetabek are still scarce. Baby care products are considered high-involvement and risk-sensitive products, where consumers tend to pay more attention to product information, social proof, and promotion attractiveness which influence purchase intention. Therefore, consumers' trust and perceived value become more important in this category. This condition shows both a conceptual gap, in terms of integrating the selected variables in one model, and a contextual gap, in terms of product category and marketplace setting.

Based on these gaps, this study examines how Product Content Quality, Social Proof, and Promotion Attractiveness influence Trust and Perceived Value, and how these evaluations subsequently affect Purchase Intention for baby care products on Shopee among female consumers in Jabodetabek. Table 1.1 reviews related studies and highlights the differences in their research variables, product categories, marketplace settings, and conceptual models. This research addresses a more specific context by integrating the selected variables within the baby care category and focusing on eligible Shopee consumers residing in Jabodetabek.

Table 1.1 List of Previous Studies

No	Name and Year	Title	Focus	Relevance to Present Study	Distinction from the Present Study
1	Mandala et al. (2025)	Pengaruh Product Information Quality dan Electronic Word-of-Mouth (E-WOM) terhadap Purchase Intention pada Platform TikTok Shop di Indonesia dengan Customer Trust sebagai Mediasi	Examines how product information quality and e-WOM positively influence customer trust and purchase intention, including the mediating role of trust.	Supports the relationships among Product Content Quality, Social Proof, Trust, and Purchase Intention.	Focuses on TikTok Shop, while this study examines Shopee baby care products and includes Perceived Value.
2	Fadlurahman & Indriya Himawan (2024)	Analisis Information Quality dan Consumer Trust pada Purchase Intention dengan Social Psychology di TikTokshop	Examines the influence of information quality, consumer trust, and social psychological distance on purchase intention in TikTok Shop.	Supports the importance of information quality and consumer trust in forming online purchase intention.	Examines social psychological distance on TikTok Shop rather than Social Proof and promotions on Shopee.
3	Ilhamalimy & Ali (2021)	Model Perceived Risk and Trust: E-WOM and Purchase Intention (The Role of Trust Mediating in Online Shopping in Shopee Indonesia)	Finds that trust mediates the relationships between e-WOM, perceived risk, and online purchase intention on Shopee.	Supports Social Proof -> Trust and Trust -> Purchase Intention in the Indonesian Shopee context.	Focuses on e-WOM and perceived risk, while this study includes product content quality and promotions.
4	Yudanegara (2024)	The Effect of Trust and Information Quality on Buying Decisions Through Purchase Interest (Study of Electronic Goods on Shopee Marketplace)	Examines how trust and information quality influence purchase interest and buying decisions among Shopee consumers.	Supports the importance of Product Content Quality, Trust, and Purchase Intention in online shopping.	Studies electronic goods and buying decisions, rather than purchase intention for baby care products.

5	Febrianti & Hidayat (2022)	Effect of Information Quality, Social Psychological Distance, and Trust on Consumer Purchase Intentions on Social Commerce Shopee	Finds that information quality positively influences trust, while trust positively affects purchase intention on Shopee.	Directly supports Product Content Quality -> Trust and Trust -> Purchase Intention.	Examines social psychological distance, while this study includes Social Proof and Perceived Value.
6	Lutfiana & Muniroh (2025)	Pengaruh Customer Online Review, Discount, Service Quality terhadap Repurchase Intention secara Online di Shopee dengan Trust sebagai Variabel Mediasi	Finds that online reviews, discounts, and service quality positively influence trust and repurchase intention, with trust acting as a mediator.	Supports the relevance of Social Proof, Promotion, and Trust in Shopee, although the outcome is Repurchase Intention.	Focuses on Repurchase Intention, while this study examines Purchase Intention through Trust and Perceived Value.
7	Peña-García et al. (2024)	Reviews, Trust, and Customer Experience in Online Marketplaces: The Case of Mercado Libre Colombia	Finds that high-quality reviews positively influence consumer trust, while perceived fake reviews negatively affect trust in rating systems.	Supports Social Proof -> Trust by emphasizing the importance of authentic and credible online customer reviews.	Focuses on reviews and customer experience in Colombia, rather than baby care purchase intention on Shopee.
8	Ardana et al. (2024)	The Effect of E-Service Quality, E-Promotion on Purchase Intentions Mediated by Perceived Customer Value	Finds that e-promotion positively influences perceived customer value and purchase intention, with perceived value acting as a mediator.	Supports Promotion Attractiveness - > Perceived Value and Perceived Value -> Purchase Intention.	Examines service quality and promotions, while this study also considers Product Content Quality and Social Proof.
9	Tristanto & Iswati (2025)	The Influence of Consumer Perception and Promotion on	Finds that promotion significantly influences perceived	Supports Promotion Attractiveness -	Focuses on a premium FMCG brand among

		Purchase Intention Through Perceived Value: A Case Study of Depok Campus Students on a Premium FMCG Brand	value and indirectly influences purchase intention through perceived value.	> Perceived Value -> Purchase Intention, particularly in an FMCG context.	students, rather than female baby care consumers.
10	Regina, Agusinta, & Setyowati (2021)	The Effect of Sales Promotion on Purchase Intention Through Customer Perceived Value on E-Commerce During the COVID-19 Pandemic	Finds that sales promotion positively influences purchase intention, both directly and indirectly through perceived value.	Supports Promotion Attractiveness -> Perceived Value and Perceived Value -> Purchase Intention in e-commerce.	Focuses on sales promotions and Perceived Value, without examining Trust or Social Proof.
11	Wang et al. (2022)	Trust and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach	A meta-analysis of 19 studies confirms a positive relationship between consumer trust and purchase intention in social commerce.	Provides strong empirical support for Trust -> Purchase Intention.	Uses a meta-analysis, while this study uses primary survey data and includes Perceived Value.

1.3 Problem Identification

Despite extensive research on consumer decision-making processes in e-commerce marketplaces, there is a notable lack of data specifically focused on baby care category purchase on Shopee in Jabodetabek. Understanding the key factors that influence consumer purchases of baby care products on shopee in Jabodetabek is crucial. This knowledge will enable companies to better serve their customers and enhance consumer satisfaction experience.

1.4 Research Questions

This study addresses the following research questions to get insight on the consumer behaviour decision making

1. How does product content quality affect consumer trust in purchasing baby care products on Shopee in Jabodetabek?
2. How does social proof affect consumer trust in purchasing baby care products on Shopee in Jabodetabek?
3. How does promotion attractiveness affect perceived value of baby care products on Shopee in Jabodetabek?
4. How does trust affect consumers' purchase intention for baby care products on Shopee in Jabodetabek?
5. How does perceived value affect consumers' purchase intention for baby care products on Shopee in Jabodetabek?

1.5 Research Objectives

Regarding the problems stated above, the objectives of this research are:

1. To analyze the effect of product content quality on consumer trust in purchasing baby care products on Shopee in Jabodetabek
2. To analyze the effect of social proof on consumer trust in purchasing baby care products on Shopee in Jabodetabek
3. To analyze the effect of promotion attractiveness on perceived value of baby care products on Shopee in Jabodetabek
4. To analyze the effect of trust on consumers' purchase intention for baby care products on Shopee in Jabodetabek
5. To analyze the effect of perceived value on consumers' purchase intention for baby care products on Shopee in Jabodetabek.

1.6 Scope of Research

This research aims to explore the key factors that influence how female consumers aged 25–35 years residing in Jabodetabek make decisions when purchasing baby care products on Shopee. In today's digital era, where convenience, promotions, reviews, and emotional trust play critical roles, understanding what influences female consumers to choose one baby care product over another is both practically important and academically valuable. The study focuses on uncovering real behaviour behind these choices to offer insights that are grounded in daily online shopping experiences.

To gather meaningful insights, the researcher distributed questionnaires to a carefully selected group of respondents who have previously purchased baby care products on Shopee in Jabodetabek. The data collected will then be analyzed to identify patterns, correlations, and hypothesized relationships between variables such as product content quality, social proof, and promotion attractiveness. Ultimately, the goal is to draw a clearer insight of what matters most to female baby-care consumers during their online shopping journey—and how businesses can respond better to those needs.

1.7 Research Benefits

From an academic perspective, this study is expected to provide useful references for future researchers who are interested in consumer purchase intention in e-commerce, particularly in the baby care category. By examining Product Content Quality, Social Proof, Promotion Attractiveness, Trust, and Perceived Value, this research can help researchers better understand the factors associated with online purchase intention. The research model and findings may also serve as a reference for further studies in different product categories, marketplaces, or consumer segments.

From a practical perspective, this study is expected to provide useful insights for baby care brands, e-commerce managers, and online sellers on Shopee. Understanding the factors that influence consumer Trust, Perceived Value, and Purchase Intention can help businesses improve product information, customer

reviews, and promotional strategies. The findings may also support better marketing decisions and help brands develop a more effective approach to meeting consumer needs when purchasing baby care products online.

1.8 Structure of Research

Five distinct chapters constitute the structural foundation of this thesis wherein each individual division systematically fulfills an essential functional role toward establishing the overarching academic argument of the investigation.

Chapter 1 – Introduction

The opening chapter establishes the contextual background of the inquiry while delineating the prevailing research gap and problem identification so that central research questions and investigative objectives emerge alongside explicit definitions of study scope and projected theoretical contributions and empirical novelty while outlining the broader structural sequence of the manuscript.

Chapter 2 – Literature Review

This chapter reviews the relevant theories and previous studies related to consumer purchase intention in e-commerce, particularly for baby care products on Shopee in Jabodetabek. It discusses the six key variables examined in this research: Product Content Quality, Social Proof, Promotion Attractiveness, Trust, Perceived Value, and Purchase Intention. Based on the literature review, the relationships between these variables are examined to develop the research hypotheses and establish the proposed conceptual research framework.

Chapter 3 – Research Methodology

A comprehensive operational architecture governs this division as it delineates the research design and targeted population parameters and sampling criteria and data collection procedures and variable measurement metrics while detailing survey instrument construction and measurement reliability and construct validity assessments

and specialized statistical data analysis techniques implemented to validate the structural model and verify hypothetical postulations.

Chapter 4 – Findings, Analysis, and Discussion

This section documents empirical analytical outcomes beginning with systematic data preparation protocols and respondent demographic characteristics before advancing through descriptive statistical evaluations and formal measurement model verification and structural model path estimations alongside definitive hypothesis testing outcomes interpreted directly against the primary research inquiries and relevant literature.

Chapter 5 – Conclusion and Recommendations

The culminating chapter consolidates primary empirical determinations derived from the statistical modeling while illuminating substantial theoretical advancements and managerial implications for practitioners and identifying inherent methodological constraints alongside actionable trajectories for future scholarly endeavors examining infant care acquisitions across electronic commerce platforms.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will focus on explaining the basic theory that will be used to conduct the research to explain how digital marketing stimuli in Shopee influence consumers' internal psychological states and subsequently shape purchase intention.

This chapter will collect information from selected previous scientific studies to formulate hypotheses for each research objective. In the end, the research framework will be presented.

2.2 Product Content Quality

In the context of e-commerce marketplaces, product content quality refers to the overall quality, accuracy, completeness, and usefulness of the digital information presented on a product page that helps consumers evaluate a product before making a purchase decision. Because online shoppers cannot physically inspect products, they rely heavily on the information displayed in the marketplace interface to assess product suitability, credibility, and value.

Product content quality typically includes several elements such as product descriptions, specifications, images, videos, titles, attributes, and other informational cues that communicate the features and benefits of the product. High-quality product content provides clear, complete, and reliable information that reduces uncertainty, improves consumer understanding of the product, and supports decision-making during the online shopping process.

Prior studies in information systems and e-commerce suggest that high information quality enhances users' cognitive evaluations of online systems and positively influences behavioral outcomes such as trust and purchase intention (Lee, Strong, Kahn, & Wang, 2002; Wixom & Todd, 2005). Therefore, in marketplace environments such as Shopee, product content quality represents the effectiveness of digital product presentation in delivering accurate, relevant, and understandable information to potential buyers.

Product content quality is conceptually derived from information quality theory, which explains that consumers rely on accurate, complete, and relevant information to evaluate products before purchase.

When shopping in e-commerce marketplace, buyers face a fundamental challenge: they cannot touch, feel, or physically inspect products before making a purchase. This situation creates what economists describe as information asymmetry, where sellers possess more knowledge about the product than potential buyers can obtain from a product page alone (Akerlof, 1970).

In e-commerce marketplaces such as Shopee, this imbalance becomes even clearer because consumers must rely entirely on digital information presented by sellers or brand. As a result, buyers often evaluate products based solely on the information and visual content available on the platform. Signaling Theory, introduced by Spence (1973), provides a useful explanation for how sellers attempt to overcome this imbalance. According to this theory, the party with more information—in this case, the seller—sends signals to communicate the hidden quality of a product to potential buyers. In e-commerce environments, these signals are transmitted through product-related content such as descriptions, images, specifications, certifications, and other information displayed on the product page. Because consumers cannot directly verify the product before purchase, they interpret these signals to assess the credibility of the seller and the reliability of the product. Consequently, the quality of product content

plays an important role in shaping consumers' trust and their willingness to engage in an online transaction.

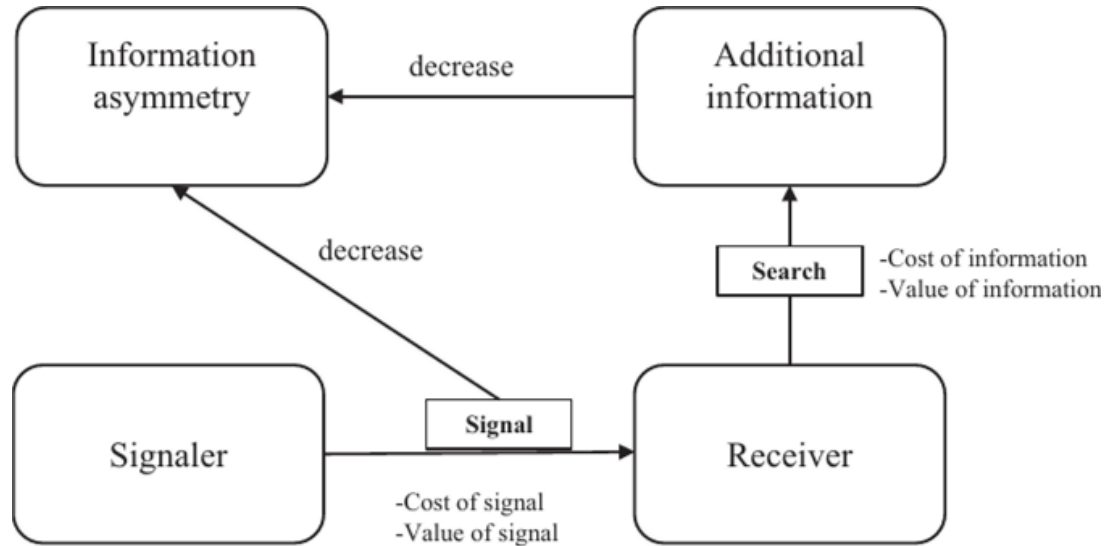


Figure 2.1 Signaling Theory and Information Asymmetry

Source : Middleton & Muttonen (2020), adapted from Karasek III & Bryant (2012), based on Spence (1973)

While signaling theory explains why sellers provide product information as signals to potential buyers, it does not explain what characteristics make these signals effective. Scholarly understanding of this operational mechanism relies substantially upon Information Quality Theory wherein Wang and Strong (1996) postulate that informational utility emerges solely when content satisfies rigorous evaluative benchmarks enabling prospective recipients to execute confident strategic judgments. Substantial informational integrity mandates several indispensable parameters such as precision and comprehensiveness and intelligibility where precision reflects truthful representation of authentic product attributes without hyperbolic or deceptive claims while comprehensiveness denotes the presence of exhaustive descriptive depth including specifications and material formulations and operational instructions necessary for objective evaluation. Intelligibility denotes the cognitive ease with which

purchasers decode and internalize presented descriptions because even fully truthful and exhaustive disclosures fail to deliver strategic value whenever convoluted or intensely technical phrasing obscures buyer comprehension. Digital retail settings require prospective buyers to inspect product web pages intensively during brand appraisal so that these distinct evaluative dimensions directly guarantee that commercial disclosures maintain functional relevance and operational efficacy throughout consumer decision sequences (Wang & Strong, 1996).

A comprehensive assessment paradigm established by Lee et al. (2002) through the AIMQ methodology (A Methodology for Information Quality Assessment) expands this analytical perspective by asserting that subjective consumer interpretation rather than exclusively technical fidelity governs overall content caliber. Informational value depends upon recipient assessments regarding utility and dependability and interpretive clarity which demonstrates elevated applicability within electronic marketplaces given that individual vendors and brand owners independently construct and upload product profiles. Disparities in presentation standards frequently materialize across competing digital storefronts whereby certain retailers present meticulous well-structured technical descriptions while competing outlets deliver fragmented or ambiguous listings. Consumer appraisal of product literature as verifiably precise and structurally thorough and cognitively accessible reinforces commercial perceptions of merchant credibility and reliability which ultimately cultivates buyer trust as a vital catalyst driving consumer acquisition likelihood across digital marketplaces.

The conceptual convergence of signaling theory and information quality theory establishes that product descriptions function as symbolic cues communicating commercial legitimacy and supplier dependability while quality metrics clarify the exact properties that render these signals valuable and persuasive to target audiences. Digital merchandising channels employ descriptive catalog content as their central transmission medium for conveying critical product intelligence to prospective buyers.

When prospective purchasers classify commercial disclosures as accurate and exhaustive and unambiguous this content serves as a high-fidelity signal attenuating transaction anxiety and facilitating decisive product appraisal whereas deficient or opaque explanations trigger consumer skepticism and diminish retail confidence so that product content quality operates as a pivotal determinant regulating buyer perceptions and ultimate purchasing commitments within internet retail platforms.

This theoretical infrastructure enables the current inquiry to define product content quality as the subjective consumer evaluation of digital merchandise disclosures furnished by commercial merchants across electronic marketplace listings. Drawing on the frameworks of signaling theory and information quality theory (Spence, 1973; Wang & Strong, 1996; Lee et al., 2002), product content quality in this research is operationalized through three key indicators: accuracy, which reflects the correctness and reliability of the product information provided; completeness, which represents the extent to which sufficient and detailed information is available for consumers to evaluate the product; and clarity, which refers to how easily consumers can understand and interpret the information presented. These three dimensions capture the effectiveness of the signals transmitted through product pages and provide a foundation for understanding how seller-provided product content influences consumer trust and purchase intention in e-commerce marketplaces.

A systematic review of e-trust in e-commerce further emphasizes that detailed and transparent product information is one of the core determinants of digital trust. Ingriana (2025) notes that clear descriptions, realistic visuals, and upfront disclosure of terms (shipping, return, warranty) reduce information asymmetry and perceived risk, making consumers more comfortable transacting online.

Studies on perceived value and purchase intention in Indonesian e-commerce show that when consumers feel the benefits they receive (e.g., product performance consistent with the description) outweigh the monetary and non-monetary costs,

perceived value increases and so does purchase intention. Conversely, misleading or exaggerated content can lead to dissatisfaction, negative e-WOM, and loss of trust, which undermines future purchase behavior.

The link between content quality and trust is especially important in categories such as cosmetics, electronics, and fashion. Research on beauty and personal care platforms in Indonesia (e.g., Sociolla) shows that clarity of product information and completeness of attributes, significantly affects e-customer satisfaction and trust. Dzikanaka and Zuliastiana (2020) report that e-service quality in the Sociolla ecosystem, which includes accurate product details and clear categorization, is positively associated with trust. These findings imply that product content quality shapes both cognitive evaluations and affective responses in sensitive product categories.

In the Indonesian marketplace context (e.g., Shopee), product content quality is particularly relevant because many sellers offer similar products, making information a key differentiator. Studies highlight that when sellers provide detailed specifications, clear size charts, and realistic photos, consumers are more inclined to select those listings over competitors with sparse or generic information.

2.3 Social Proof

In the context of e-commerce, social proof refers to signals from other consumers—such as product reviews, ratings, testimonials, and purchase counts—that influence potential buyers' perceptions and decisions. Decision makers navigating ambiguous environments frequently anchor their choices upon observed actions and expressed viewpoints of external parties as postulated within Social Proof Theory (Cialdini, 1984) because the physical absence of merchandise inspection across virtual shopping platforms renders peer-generated signals indispensable for mitigating transaction apprehension while fostering merchant confidence so that aggregated

consumer feedback and numerical scores operate as collective endorsements governing relational trust and driving purchase intentions (Handoyo, 2024; Rolando & Chondro, 2025).

Social proof in online shopping can also be explained through Informational Social Influence, as introduced by Deutsch and Gerard (1955). This theory explains that individuals may rely on information and experiences from others when making decisions under uncertainty. Unlike normative social influence, which is associated with meeting social expectations, informational social influence focuses on using the judgments of others as a source of information. This is particularly relevant in e-commerce, where consumers cannot physically examine products before purchasing them. On Shopee, product ratings, purchase numbers, and customer reviews provide information about previous buyers' experiences. For baby care products, these signals can help consumers evaluate product quality and suitability, reduce uncertainty, and develop greater trust in the product and seller that demonstrate collective product appraisal.

Confronting situational ambiguity naturally directs individuals toward observing external reference points which subsequently guides ordinary consumption choices within electronic retail environments. This behavioral tendency was formalized by Cialdini (1984) under Social Proof Theory to demonstrate how individuals treat third-party actions as authoritative benchmarks for validating personal decisions because extensive peer adoption signals appropriate selection.

Digital retail environments manifest social proof through buyer testimonials and numerical scorecards and verified feedback statements and aggregate transaction metrics like "500+ sold" alongside social media metrics communicating previous consumer satisfaction. These cues maintain paramount importance across electronic platforms such as Shopee or Tokopedia where prospective buyers encounter constraints regarding direct physical merchandise examination before payment and consequently

depend upon historical consumer evaluations to diminish purchase hesitancy and direct consumption trajectories (Handoyo, 2024; Rolando & Chondro, 2025).

Operating as an essential cognitive heuristic as conceptualized by Cialdini (1984) social proof facilitates rapid intuitive problem-solving during instances of bounded information availability particularly when ambiguity intersects with perceived peer similarity. Prospective buyers appraising unfamiliar catalog items routinely gravitate toward merchandise displaying abundant reviews and superior ratings and bestseller designations because these validation markers initiate a bandwagon effect compelling individuals to conform to dominant market tendencies while research demonstrates that social proof efficacy intensifies when identical preferences receive consistent backing from reviewers who share salient buyer characteristics.

Online commerce architectures operationalize these psychological principles through structural features like aggregate review counts and mean star ratings and cumulative sales counters and prominent bestseller badges serving as visible indicators of collective market behavior. Significant enhancement of consumer confidence and purchase intention by these visible signals receives continuous empirical verification in contemporary academic literature (Handoyo, 2024; Meilatinova, 2021) which proves that social proof functions as a collective endorsement informing prospective buyers that earlier purchasers successfully secured merchandise and experienced operational satisfaction.

The transmission of social proof impacts consumer decisions indirectly through foundational psychological intermediaries comprising relational trust and perceived risk. Empirical scholarship continuously identifies consumer trust as a vital catalyst for online sales completion while perceived risk establishes psychological friction that deters transactions because trust reflects beliefs regarding merchant dependability and corporate honesty and fulfillment competence whereas multiple positive endorsements from verified consumers build credibility and alleviate relational doubt while elevated

perceived risk concerning financial exposure or compromised product quality or privacy breaches weakens social influence and suppresses commercial transactions (Handoyo, 2024).

Electronic word-of-mouth (e-WOM) represents one of the most prominent manifestations of digital social proof as defined by Ismagilova et al. (2017) and Ilhamalimy & Ali (2021) who describe it as any favorable or unfavorable expression formulated by consumers regarding merchandise or commercial enterprises distributed via online environments. Distinct from transitory private dialogues characteristic of traditional verbal recommendations e-WOM exhibits enduring visibility and unrestricted public reach throughout electronic marketplaces via star evaluations and written reviews and media testimonials and interactive user feedback.

Lacking opportunities for physical sensory interaction prior to financial commitment online shoppers utilize e-WOM as an informational substitute for firsthand product engagement since preceding buyers share experiences derived from absorbing initial acquisition risks. Documented scholarly investigations establish that e-WOM alters consumer assessments of merchandise credibility and merchant integrity while empirical studies confirm that cumulative review volume and informational depth and perceived authenticity dictate the persuasive strength of peer evaluations toward prospective buyers (Handoyo, 2024; Rolando & Chondro, 2025).

The operational efficacy of social proof hinges fundamentally upon perceived feedback integrity alongside pure informational volume given that platform expansion has heightened buyer skepticism toward fabricated testimonials and distorted evaluation scores. Growing consumer awareness regarding manipulated endorsements transforms review authenticity into a critical filter determining whether peer signals generate buyer trust or foster skepticism which motivates platforms to integrate buyer verification mechanisms and prominent verified purchaser badges alongside

photographic and video upload capabilities that ensure genuine experiential reporting and elevate signal reliability.

Within Indonesian electronic marketplaces social proof exerts substantial influence because shoppers frequently transact with unverified commercial sellers so that favorable evaluations and dependable historical feedback serve as indispensable informational resources assisting consumers in validating product reliability and mitigating uncertainty prior to checkout. Existing empirical research validates that digital reviews profoundly alter consumer trust and purchase trajectories because purchasers lean upon aggregated external experiences during brand appraisal across digital platforms.

Based on Social Proof Theory (Cialdini, 1984) and Informational Social Influence (Deutsch & Gerard, 1955), supported by electronic word-of-mouth literature, this study conceptualizes social proof as the influence of other consumers' experiences and opinions in evaluating products on online marketplaces. In this study, social proof is measured through three indicators. The first is Purchase and Review Volume, which reflects the importance consumers place on the number of previous buyers and product reviews. The second is Ratings and Review Attention, which captures how consumers consider product ratings and both positive and negative reviews before making a purchase. The third is Review Authenticity and Quality, which reflects consumers' attention to genuine and detailed reviews, including photos and videos shared by previous buyers. Together, these indicators capture how consumers consider information from other buyers when evaluating baby care products on Shopee. Such information may help reduce uncertainty and strengthen consumer trust, which is subsequently expected to influence purchase intention.

2.4 Promotion Attractiveness

Scholars conceptualize promotion attractiveness as the degree to which prospective buyers evaluate vendor-supplied commercial incentives as compelling and

economically advantageous because promotional actions represent an essential pillar of the marketing mix utilized to communicate merchandise utility and stimulate acquisition behavior. Sales promotion encompasses transitory incentives formulated to prompt consumer product experimentation and immediate procurement as asserted by Kotler and Keller (2016) who emphasize that price markdowns and vouchers and cashback provisions and subsidized delivery schemes and product bundling operate systematically to elevate overall proposition appeal while generating buyer demand through enhanced perceived value.

Digital retail environments operationalize commercial incentives through reduced price points and voucher allocations and zero-cost logistics and volume-based deals and bonus gifts alongside complementary transactional stimuli designed to accelerate checkout behavior.

Elevated market rivalry forces promotional instruments to function as critical catalysts directing consumer merchandise appraisal because supplementary incentives differentiate specific items from accessible market substitutes. Favorable consumer perceptions regarding promotional benefits generate positive transactional assessments as perceived utility rises while perceived costs diminish which proves exceptionally salient across virtual marketplaces where shoppers prioritize transaction terms alongside standalone merchandise descriptions.

Competitive electronic platforms such as Shopee and Tokopedia and Lazada heighten the strategic leverage of promotional attractiveness because extensive vendor clusters market comparable merchandise simultaneously while facilitating rapid comparative evaluation of retail prices and promotional mechanics and product attributes across multiple brands. Vendors widely implement promotional mechanisms as predominant instruments to command user engagement and fortify market competitiveness while electronic platforms deploy flash sales and discount coupons

and cashback campaigns and zero-fee delivery incentives to drive acquisition intentions.

The physical unavailability of merchandise pre-purchase evaluation compels online consumers to rely upon observable visual indicators so that promotional incentives serve as influential transactional cues directing cognitive appraisals and final commitments. Encountering enticing promotions prompts prospective buyers to calculate elevated net benefits relative to financial outlay which subsequently strengthens positive brand appraisals and elevates commercial conversion likelihood.

The consumer value framework illustrates how promotional mechanisms govern buyer assessments regarding the ratio of received benefits to incurred financial outlays while academic literature defines perceived value as the overarching cognitive evaluation comparing received utility with expended resources during an acquisition (Zeithaml, 1988; Kotler & Keller, 2016). Meaningful commercial incentives actively optimize this evaluative calculation by magnifying perceived functional rewards and minimizing perceived monetary sacrifices so that consumers discern elevated value from the retail proposition.

Prior empirical scholarship demonstrates that promotional attractiveness impacts both utilitarian and hedonic facets of consumer value perception where utilitarian value captures rational pragmatic advantages including monetary savings from price cuts while hedonic value reflects emotional and experiential rewards like the intrinsic excitement of capturing a bargain. Promotional campaigns frequently stimulate both value dimensions simultaneously to transform the purchasing sequence into a more fulfilling consumer experience (Chandon, Wansink, & Laurent, 2000; Santini et al., 2015).

Several empirical studies support the relationship between promotion attractiveness and perceived value. Santini et al. (2015) found that promotional

campaigns significantly influence consumer perceptions of value and subsequently affect purchase intention. Their research suggests that attractive promotional offers increase the perceived benefits associated with a product and enhance consumers' evaluation of the transaction. Similarly, studies in digital commerce environments show that promotional incentives positively influence perceived value by increasing economic and psychological benefits perceived by consumers (Chen & Dubinsky, 2003; Dodds, Monroe, & Grewal, 1991).

Other studies have also confirmed that sales promotions play an important role in shaping consumer purchasing behavior. Significant determination of consumer behavioral outcomes such as repurchase intention and customer satisfaction by promotional incentives was empirically substantiated by Taufik and Lestari (2023) whose analytical findings demonstrate that marketing incentives optimize consumer assessments of commercial offerings through supplemental transactional value that stimulates procurement behavior while corresponding investigations within digital retail platforms confirm that promotion attractiveness exerts a substantial positive influence on perceived value which subsequently directs prospective consumer purchase intentions (Liu, Li, & Hu, 2013).

Commercial enterprises operate promotional mechanisms within digital platform environments to amplify sales volume and deliberately consolidate the perceived value of listed merchandise because specialized incentives encompassing price markdowns and digital vouchers and flash campaigns evoke psychological impressions of financial economy and exclusivity that elevate transactional assessments while stimulating acquisition motivation as perceived transactional utility expands.

Synthesizing the foundational theoretical frameworks and empirical documentation presented above positions promotion attractiveness as a crucial marketing stimulus governing consumer value evaluations across virtual retail channels

because promotional incentives systematically amplify perceived benefits while diminishing anticipated monetary sacrifices associated with commercial acquisitions so that prospective shoppers attributing elevated appeal to promotional offers inherently formulate superior value perceptions toward the retail proposition.

Frequent comparative appraisal of competing marketplace alternatives by digital shoppers renders promotion attractiveness an essential determinant directing product evaluation because identifying substantial advantages within promotional frameworks leads consumers to judge merchandise favorably and assign greater perceived worth to the exchange which ultimately increases the probability that stronger purchase intentions will emerge toward the selected items.

The direct theoretical linkages suggest that promotion attractiveness governs perceived value across electronic retail environments to facilitate the subsequent establishment of consumer purchase intention.

2.5 Trust

Scholarly literature conceptualizes trust as prospective buyer confidence regarding the operational dependability and corporate honesty and transactional fulfillment capability demonstrated by a vendor whenever immediate sensory inspection remains unfeasible across electronic marketplaces which positions it as a fundamental catalyst governing commercial purchase intention. The heightened association with product safety and quality assurance and risk mitigation within the mom and baby category compels consumers to anchor their acquisition behavior upon verified relational trust because Mayer, Davis, and Schoorman (1995) define trust as the psychological willingness of an individual to embrace vulnerability toward the actions of another party under the cognitive anticipation that specific crucial expectations will be fulfilled. Electronic marketplaces intensify this perceived vulnerability since prospective shoppers cannot physically inspect physical goods or

independently verify merchant integrity prior to financial settlement which establishes trust as an indispensable prerequisite determining consumer willingness to finalize transactions with a designated seller or brand.

The theoretical architecture underlying trust emergence within this investigation is rooted in Signaling Theory as formulated by Spence (1973) to explain how economic market actors systematically convey dependable informational cues to mitigate information asymmetry and empower exchange partners to conduct precise evaluative assessments. Digital purchasing platforms obscure firsthand inspection of merchandise excellence and vendor reliability so that consumers deliberately decode observable markers embedded across marketplace interfaces including aggregated star scores and peer reviews and user-generated media alongside comprehensive product descriptions. These visible markers function as analytical proxies for latent seller attributes that permit buyers to deduce the underlying competence and dependability and transparency of commercial vendors while the perception of these signals as authentic and resilient against artificial manipulation attenuates transactional doubt and accelerates the establishment of commercial trust throughout virtual exchanges.

Subjective interpretation of these electronic indicators directly cultivates consumer trust within digital marketplace ecosystems through two pivotal signals consisting of social proof and product content quality. The manifestation of social proof via buyer testimonials and numerical scorecards and shared operational experiences delivers collective empirical validation confirming merchant dependability and functional merchandise efficacy while product content quality encompassing meticulous specifications and lucid imagery and ingredient disclosures and formal safety certifications communicates vendor competence and institutional professionalism. Consumer appraisal of these indicators as informative and genuine and internally coherent stimulates positive trust perceptions toward both the commercial enterprise and the physical merchandise despite the total absence of face-to-face retail encounters.

Grounded within signaling theory and overarching academic trust literature the operationalization of trust across virtual marketplace environments encompasses several interconnected dimensions wherein the first dimension captures the perceived integrity and benevolence of the seller reflecting buyer convictions that the vendor acts honestly and conscientiously and in the best interests of the customer as deduced from testimonial narratives recounting merchant responsiveness and verified product authenticity and equitable dispute resolution. A complementary dimension involves perceived product competence and safety reflecting buyer certainty that merchandise reliably satisfies its functional utility which represents a paramount consideration within the mom and baby segment where prospective purchasers seek rigorous confirmation concerning chemical formulations and regulatory certifications and safety compliance. Perceived credibility of peer validation mechanisms completes this trust formation structure because digital commentaries and numerical ratings operate as evaluative intermediaries that either corroborate or challenge promotional assertions within product listings and govern whether consumers ultimately deem the vendor and merchandise trustworthy.

Empirical studies consistently highlight the central role of trust in shaping online purchase intention. Wang et al. (2022), through a meta-analysis of social commerce studies, found that trust has a strong and significant positive effect on purchase intention, particularly when trust is directed toward the seller rather than the platform. Their findings also indicate that social interaction elements—such as customer reviews and ratings—strengthen the relationship between trust and purchase intention. Supporting this view, systematic literature reviews show that credible user-generated information and transparent product communication play a key role in forming consumer trust in digital commerce environments. Research on online reviews further demonstrates that characteristics such as review credibility, informativeness, and consistency significantly influence consumers' trust beliefs and, ultimately, their purchase decisions.

Taken together, these findings suggest that in high-involvement and risk-sensitive categories such as mom and baby products, trust directed at the seller, brand, and product plays a critical role in influencing purchase intention. In marketplace environments where direct product evaluation is not possible, trust is primarily formed through digital signals provided by product content and validated by social proof from other consumers. Therefore, understanding how these signals contribute to trust formation is essential for explaining consumers' purchasing behaviour in e-commerce marketplaces.

2.6 Perceived Value

Consumer transaction choices depend fundamentally upon perceived value which represents an individualized cognitive judgment weighing acquired utility against surrendered monetary resources and temporal investments and personal effort. Zeithaml (1988) conceptualized this construct as the comprehensive consumer appraisal of merchandise utility determined through the equilibrium between received benefits and incurred sacrifices. Within electronic commerce marketplaces prospective purchasers continuously conduct such evaluations by comparing vendor-specific advantages encompassing product quality and brand stature and promotional incentives against the total transactional costs associated with executing a purchase.

The theoretical mechanisms governing perceived value formation receive significant explanatory structure from Means-End Theory which Zeithaml (1988) broadened by demonstrating how shoppers cognitively link tangible merchandise characteristics such as pricing levels and markdown depths and dispatch conditions and vendor trustworthiness directly to subsequent functional and emotional outcomes encompassing financial savings and procedural ease and risk mitigation. These psychological outcomes subsequently connect with fundamental personal values including security and personal gratification and self-esteem so that the presentation of enticing promotional incentives like complimentary delivery and digital vouchers and

flash campaigns and bundled packages enables prospective buyers to identify an optimized avenue for securing elevated utility with diminished sacrifice which ultimately solidifies vendor appeal and heightens commercial acquisition probability.

Scholars operationalize perceived value as a complex multidimensional construct comprising utilitarian and hedonic and emotional and social as well as price dimensions where utilitarian value denotes functional performance alongside fair financial assessment while hedonic and emotional dimensions encapsulate affective pleasure and psychological stimulation derived from retail engagement such as seizing flash discounts on Shopee or applying time-sensitive vouchers during major promotional events. Empirical evidence from the Indonesian cosmetics electronic retail sector by Andriani (2024) revealed that emotional and performance and social and price dimensions jointly establish comprehensive perceived value among Sociolla consumers which subsequently accelerates repurchase intentions through the mediating mechanism of electronic trust.

Scholarly investigations across Indonesian electronic marketplaces substantiate the pivotal role of perceived value in steering consumer acquisition intention because Anureza (2025) demonstrated that service excellence and platform familiarity within Shopee positively stimulate consumer trust to generate elevated purchase intentions by reducing navigation effort and expanding perceived transactional worth. Corresponding findings by Cahyaningtiyas and Ludiya (2024) within Tokopedia confirmed that superior perceived value cultivates elevated consumer trust which systematically converts into augmented repurchase intention and validates the proposition that appealing and equitable commercial offers generate enduring value perceptions extending past initial transactions.

Contemporary digital retail formats exhibit this identical behavioral dynamic as empirical evidence from interactive live streaming demonstrates that multidimensional value perceptions fortify relational trust toward broadcast hosts while this trust

mediates the linkage connecting perceived value to repeated purchasing routines across channels like Shopee Live. Parallel conclusions documented by Wu and Huang (2023) validated that perceived value within live streaming environments stimulates continuous purchase intentions through the intervening mechanism of consumer trust which accentuates the essential capacity of perceived value to consolidate platform trust and sustain ongoing procurement behavior throughout electronic marketplaces.

The literature reviewed suggests that promotional campaigns can strengthen perceived value and purchase intention across different online shopping contexts. The present study examines these relationships specifically among female Shopee baby care consumers aged 25–35 residing in Jabodetabek.

2.7 Purchase Intention

The deliberate determination or psychological readiness of an individual to acquire designated merchandise in an upcoming timeframe defines purchase intention which encapsulates prevailing cognitive and affective assessments toward a brand while operating as the most definitive internal indicator preceding an actual transaction. Empirical investigations evaluating online marketing efficacy consistently designate this construct as the immediate antecedent of conversion behavior because it captures the statistical likelihood that a prospective buyer will finalize an order following extensive browsing and comparative evaluation across digital platform catalogs (Anureza, 2025).

Motivational drivers dictating consumer conduct were conceptualized by Ajzen (1991) who established that intensified intention levels induce greater behavioral exertion toward task completion while complementary perspectives from Kotler and Keller (2016) frame purchase intention as the subjective probability of planning or executing an acquisition once comprehensive product appraisals conclude. The inability to physically inspect items across virtual retail platforms requires buyers to evaluate intangible digital stimuli comprising textual descriptions and catalog

photography and peer ratings and promotional incentives while directing primary relational trust toward autonomous marketplace merchants rather than the hosting application itself (Febrianti & Hidayat, 2022; Ingriana, 2025).

The theoretical architecture established within the Consumer Decision-Making Process Theory by Engel et al. (1995) models procurement behavior through a sequential trajectory beginning with problem recognition and advancing through information search and alternative evaluation before culminating in purchase intention formation. Digital marketplaces mediate this behavioral pathway through merchant-generated content and peer-generated feedback since consumers constantly contrast equivalent items across rival storefronts so that product content quality and social proof indicators like reviews and numerical scores serve as fundamental informational inputs during exploratory stages while promotion attractiveness steers cost-benefit trade-offs (Anureza, 2025; Febrianti & Hidayat, 2022). These external stimuli converge upon internal cognitive assessments comprising perceived value and trust which occupy central roles within the Engel–Blackwell–Miniard framework as vital psychological bridges connecting marketplace inputs to buying behavior and positioning content quality and social proof as informational cues alongside promotional attractiveness as an economic cue and perceived value and trust as primary evaluative drivers of purchase intention.

Connecting this theoretical structure with operational constructs enables the classification of specific merchant-level dimensions wherein product content quality incorporates the precision and completeness and clarity of published merchandise data including technical specifications and application manuals and dimensional metrics and high-definition photography to diminish information asymmetry and elevate vendor trust (Febrianti & Hidayat, 2022). Social proof manifests through aggregate review volume and mean star scores and evaluation valence and perceived feedback authenticity which empirical literature confirms as significant catalysts enhancing relational confidence and accelerating transaction choices within social commerce

environments (Ingriana, 2025; Wang et al., 2022). Promotion attractiveness encompasses perceived discount magnitude and structural transparency and redemption efficiency with empirical research confirming that promotional incentives achieve optimal efficacy when prospective buyers perceive authentic transactional utility rather than compromised merchandise quality (Ingriana, 2025). Multidimensional conceptualizations of perceived value encompass utilitarian quality-to-price ratios alongside hedonic enjoyment and social approval and symbolic identity expression where superior value consistently reinforces platform trust and purchase intention in electronic retail settings (Sari et al., 2024; Wu & Huang, 2023). Relational trust toward individual vendors depends upon buyer perceptions of managerial integrity and organizational benevolence and functional competence and operational reliability while extensive empirical investigations alongside meta-analytic social commerce literature validate trust as one of the most powerful and direct antecedents dictating commercial purchase intention (Anureza, 2025; Febrianti & Hidayat, 2022; Wang et al., 2022).

Recent empirical findings in e-commerce research further reinforce this theoretical perspective. A systematic review of e-trust research between 2020 and 2025 found that information quality and credible user reviews are among the most important drivers of trust, and that trust consistently reduces perceived risk while increasing online purchase intentions (Ingriana, 2025). In the Indonesian Shopee context specifically, information quality positively affects trust, which in turn significantly enhances purchase intention — indicating that high-quality product content translates into buying behavior primarily through the seller trust it generates (Febrianti & Hidayat, 2022). Evidence from live-streaming e-commerce further shows that utilitarian, hedonic, social, and symbolic value dimensions all significantly increase trust in sellers, and that trust mediates the relationship between perceived value and continuous purchase intention (Sari et al., 2024; Wu & Huang, 2023). Meta-analytic results in social commerce similarly confirm that trust in sellers has a medium to strong positive effect on purchase intention, and that social features such as reviews and

ratings are particularly powerful in building that trust (Wang et al., 2022). Taking together, these findings align consistently with the proposed model: stronger product content quality and more credible social proof foster seller trust; more attractive promotions elevate perceived value; and both perceived value and trust serve as the key psychological mechanisms through which marketplace cues from individual sellers are ultimately converted into concrete purchase intentions.

2.8 The effect of Product Content Quality towards Trust

Signaling Theory explains how, under information asymmetry, the party with more information uses observable signals to communicate hidden attributes to the less informed party (Spence, 1973). Merchants operating across electronic marketplaces such as Shopee maintain substantial informational advantages regarding merchandise quality and authentic origin over prospective buyers who face constraints regarding physical pre-purchase inspection of infant commodities so that digital catalog content encompassing written descriptions and chemical formulations and official certifications and visual illustrations and operational instructions operates as the primary communicative signal utilized by shoppers to deduce merchandise excellence and vendor integrity. Foundational principles within Information Quality Theory expand this conceptual mechanism by establishing that commercial data facilitates strategic decision-making exclusively when fulfilling user-centric benchmarks comprising accuracy and completeness and intelligibility (Wang & Strong, 1996; Lee et al., 2002). Satisfying these evaluative parameters allows virtual product descriptions to project elevated credibility that mitigates transactional ambiguity while stimulating the systematic emergence of relational trust directed toward the merchant and hosting electronic platform.

The imperative for superior product content quality intensifies within the baby care sector because consumers purchasing baby care products may have greater concerns regarding chemical safety and ingredient transparency and developmental suitability. Comprehensive descriptive profiles and exhaustive ingredient disclosures

and targeted age brackets alongside lucid contextualization of specialized claims including hypoallergenic verification or dermatological testing empower consumers to evaluate product safety and suitability for infants with elevated precision. High-resolution images and consistent product information further reinforce the impression that the seller is professional and honest. From a signaling perspective, such rich, transparent content indicates that the seller is confident in the product and willing to invest in clear communication, which strengthens perceptions of reliability and integrity. Conversely, vague, incomplete, or inconsistent content can trigger suspicion and weaken trust, especially in a high-involvement and risk-sensitive category like baby care.

Empirical studies in e-commerce highlight the importance of information quality in building consumer trust. Febrianti and Hidayat (2022) found that information quality has a positive and significant effect on consumer trust on Shopee, indicating that providing reliable and useful information can increase consumers' confidence when shopping online. Similarly, Yudanegara (2024) found that information quality positively influences purchase interest and buying decisions among consumers purchasing electronic products on Shopee. In another study, Mandala et al. (2025) found that product information quality positively influences purchase intention on TikTok Shop, with customer trust playing a mediating role. These findings suggest that product information quality is an important factor in online consumer evaluations, particularly when consumers cannot physically inspect products before purchasing. In the context of baby care products on Shopee, accurate, complete, and clear product information is therefore expected to strengthen consumer trust by helping consumers assess product suitability and reduce uncertainty before making a purchase.

In Shopee's baby care environment, where multiple sellers offer similar products, product content quality becomes a key differentiator in building trust. Female consumers who perceive that a seller provides clear, complete, and reliable information about baby care products are more likely to believe that the seller is competent and

honest, and to feel comfortable transacting despite not being able to inspect the product physically. Trust, understood as a willingness to be vulnerable based on positive expectations of the seller's behavior (Mayer et al., 1995), is therefore likely to increase when product content quality is high. Based on these theoretical arguments and empirical findings, this study expects that better perceived product content quality will strengthen consumer trust in purchasing baby care products on Shopee in Jabodetabek.

Based on the theoretical explanation and prior empirical findings, the following hypothesis is proposed:

H1: Product Content Quality has a positive effect on trust in purchasing baby care products on Shopee in Jabodetabek.

2.9 The effect of Social Proof towards Trust

Social Proof Theory posits that individuals look to the behavior and opinions of others to guide their own decisions, particularly in situations of uncertainty (Cialdini, 1984). This perspective is supported by Informational Social Influence (Deutsch & Gerard, 1955), which explains how individuals use information from others to form their own judgments. In online shopping, consumers cannot directly inspect products and must rely on available information before making a purchase. On Shopee, product ratings, customer reviews, buyer photos and videos, and purchase numbers provide evidence of previous consumers' experiences. These signals help potential buyers assess whether a product and seller are reliable. This is particularly important when purchasing baby care products, where concerns about safety, quality, and suitability can influence how consumers interpret previous buyers' experiences and develop trust.

Electronic platforms like Shopee operationalize these peer influence dynamics through integrated architectural features encompassing mean star metrics and cumulative review counts and comprehensive narrative commentaries and purchaser-

submitted multimedia files. Elevated feedback quantities alongside substantial transaction figures demonstrate extensive previous market adoption while superior average ratings and complimentary testimonial narratives signal that historical buyers derived genuine fulfillment from both the tangible merchandise and the seller fulfillment standards. Feedback credibility strengthens considerably when evaluative submissions originate from authenticated purchases and articulate granular observations concerning merchandise functionality and protective parceling and transit punctuality and merchant after-sales communication so that these social proof indicators become uniquely critical for establishing buyer trust within the baby care category where female consumers may perceive greater risks regarding health safety and physiological suitability.

Empirical research highlights the central role of social proof in building consumer trust in digital commerce. A systematic literature review by Rolando and Chondro (2025) highlights that review credibility, authenticity, and quality are important factors influencing consumer trust and online purchase decisions. In the Indonesian Shopee context, Ilhamalimy and Ali (2021) found that electronic word-of-mouth (e-WOM) positively influences consumer trust, which mediates the relationship between e-WOM and purchase intention. Their study also shows that perceived risk negatively affects trust. Similarly, Lutfiana and Muniroh (2025) found that customer online reviews play an important role in building trust and influencing repurchase intention on Shopee. These findings suggest that credible and informative reviews help consumers reduce uncertainty and develop greater confidence in online sellers. Therefore, social proof is expected to positively influence consumer trust when purchasing baby care products on Shopee.

For female consumers purchasing baby care products on Shopee, social proof offers reassurance that previous buyers have reported positive experiences with the products. Observing a high volume of positive, detailed reviews and realistic photos of babies using the products helps reduce uncertainty about safety, effectiveness, and

authenticity. Even credible negative reviews can enhance trust in the review system by signaling transparency and giving consumers a more realistic understanding of possible drawbacks. Overall, when social proof is perceived as abundant, positive, and credible, female consumers are more likely to trust both the product and the seller. Accordingly, this study expects social proof to play a significant positive role in the formation of trust for baby care purchases on Shopee in Jabodetabek.

Based on the theoretical explanation and prior empirical findings, the following hypothesis is proposed:

H2: Social proof has a positive effect on trust in purchasing baby care products on Shopee in Jabodetabek.

2.10 The effect of Promotion Attractiveness towards Perceived Value

Promotion attractiveness can be explained through sales promotion and consumer value perspectives. Sales promotion theory views promotions as short-term incentives that enhance the appeal of an offer and encourage purchase (Kotler & Keller, 2016). Means–End and value models add that consumers mentally connect promotion attributes—such as discount depth, voucher usability, and free-shipping conditions—to functional and emotional consequences, which then relate to higher-order values like financial security, enjoyment, and feeling like a “smart shopper” (Zeithaml, 1988; Gutman, 1982). Elevated benefits acquired by consumers against equivalent or diminished sacrifices systematically augment perceived value which researchers conceptualize as the comprehensive appraisal comparing derived utility against surrendered resources.

Within the Shopee digital retail platform promotion attractiveness encompasses the subjective appeal and functional utility and perceived equity of promotional instruments including direct price reductions and vendor-specific or platform-wide

vouchers and time-sensitive flash campaigns and cashback allocations and zero-cost shipping provisions and multi-item bundling schemes. Female consumers purchasing baby care products characterized by high replenishment frequencies and substantial budgetary allocations demonstrate acute responsiveness toward commercial incentives that curtail routine domestic outlays without compromising essential quality standards because lucrative promotional structures enable consumers to purchase larger quantities or preferred products or prestige labels at accessible expenditures while fostering psychological impressions of maximizing transactional returns. Transparent and easily applicable promotional mechanisms minimize cognitive friction and amplify overall perceived value through the systematic reduction of non-monetary transactional sacrifices including temporal investment and procedural complexity.

Substantial empirical investigations substantiate the direct linkage connecting promotion attractiveness to perceived value because Chandon et al. (2000) confirm that commercial sales promotions stimulate utilitarian value encompassing financial economies and quality-to-price ratios alongside hedonic value comprising entertainment and retail exploration which collectively strengthens overall value appraisals. Santini et al. (2015) find that more attractive promotions significantly increase perceived value and, through perceived value, strengthen purchase intention. Chen and Dubinsky (2003) and Dodds et al. (1991) similarly argue that promotions enhance perceived customer value by increasing perceived benefits relative to price. In the Indonesian e-commerce context, Taufik and Lestari (2023) report that sales promotions positively influence perceived value and repurchase intention via customer satisfaction, while Ardana et al. (2024) confirm that promotion improves perceived value and, through perceived value, increases purchase intention.

Within Shopee's baby care category, female consumers can compare different sellers' promotional offers for the same or similar products. When Shopee's promotions—such as baby-category vouchers, thematic campaign discounts, or free shipping thresholds—are perceived as generous, transparent, and easy to redeem,

consumers are likely to perceive higher value in purchasing baby care products on the platform. This higher perceived value reflects not only monetary savings but also the emotional satisfaction of securing good deals for products intended for infant care. Therefore, based on promotion and value theories and supported by recent empirical studies in e-commerce, promotion attractiveness is expected to positively influence perceived value for baby care products on Shopee in Jabodetabek.

H3: Promotion attractiveness has a positive effect on Perceived Value in purchasing baby care products on Shopee in Jabodetabek.

2.11 The effect of Trust towards Purchase Intention

Trust is a critical factor in online purchasing because it reduces perceived risk and supports consumers' willingness to transact in uncertain environments. Mayer et al. (1995) define trust as the willingness of one party to be vulnerable to another based on expectations of the other's reliability, integrity, and benevolence. Consumers transacting across virtual retail ecosystems like Shopee place foundational reliance upon the infrastructure of the hosting platform and the operational execution of individual merchants to supply goods matching promotional specifications and execute monetary transactions securely and manage disputes equitably. The conceptual architecture of the Engel–Blackwell–Miniard decision-making framework positions trust as a paramount evaluative consequence crystalizing throughout informational retrieval and comparative alternative appraisal which directly governs whether buyers transition from cognitive appraisal to definitive purchase intentions (Engel et al., 1995) because elevated trust systematically compels consumers to finalize commercial acquisitions.

Within the baby care sector on Shopee consumer trust denotes psychological certainty regarding product safety and authentic origin and developmental

appropriateness alongside dependable merchant order fulfillment. Female consumers evaluate seller integrity and platform dependability through product content quality indicators and peer validation cues and historical shopping interactions because transparent precise specifications communicate operational competence while favorable testimonials and elevated star scores deliver collective validation that the merchant previously provided rewarding consumption experiences to other buyers. Confirmed reliability of Shopee and individual storefronts attenuates perceived transactional hazards among female consumers purchasing baby care products and strengthens their readiness to transition beyond exploratory evaluation toward final purchasing choices.

Empirical evidence consistently shows that trust is one of the strongest predictors of online purchase intention. Anureza (2025) finds that trust significantly increases purchase intention among Shopee users in Indonesia, with product, service, and application quality as important antecedents. Febrianti and Hidayat (2022) report that trust strongly drives purchase intention on Shopee and is influenced by information quality and social psychological distance. Ilhamalimy and Ali (2021) demonstrate that trust mediates the impact of e-WOM and perceived risk on online purchase intention in Shopee, underlining trust's central role in converting online signals into buying decisions. Wang et al. (2022) provide meta-analytic evidence that trust in digital commerce has a substantial positive effect on purchase intention across platforms and product categories.

For baby care purchases, where the perceived consequences of a wrong choice are higher, trust becomes even more decisive. Female consumers may be less willing to purchase from unfamiliar sellers or products if they do not trust the seller's integrity and the platform's protection mechanisms. When Shopee and its sellers successfully build trust through credible content, consistent delivery, and responsive service, consumers' hesitation decreases and their intention to buy baby care products via the platform increases. Accordingly, this study expects trust to have a positive effect on

purchase intention for baby care products on Shopee in Jabodetabek. Based on the theoretical explanation and prior empirical findings, the following hypothesis is proposed:

H4: Trust has a positive effect on purchase intention of baby care products on Shopee in Jabodetabek.

2.12 The effect of Perceived Value towards Purchase Intention

Perceived value is widely recognized as a key determinant of purchase intention because it represents the consumer's overall evaluation of what is received versus what is given (Zeithaml, 1988). Means–End Theory suggests that consumers connect concrete attributes (e.g., price, promotion, convenience) to functional and emotional consequences (e.g., saving money, saving time, feeling secure), which in turn relate to deeper personal values (e.g., financial security, responsible purchasing, and peace of mind) (Gutman, 1982). The subjective appraisal of transactional rewards exceeding surrendered monetary expenditures and temporal requirements and cognitive energy systematically enhances perceived value which subsequently motivates prospective buyers to formulate definite acquisition plans. Fluid comparative evaluation of rival commercial propositions across diverse vendors and competing applications positions perceived value as the predominant evaluative standard guiding consumer decisions regarding product selection and storefront patronage within virtual marketplace ecosystems.

Consumer value perceptions within the baby care merchandise segment on Shopee emerge through the collective interaction of pricing strategies and tangible merchandise excellence and promotion attractiveness and operational interface efficiency and subjective risk evaluations. Functional performance manifests when purchasers secure harmless and efficacious infant commodities at defensible price levels while emotional utility crystalizes through affective peace of mind regarding the

selection of optimal provisions for infant well-being. Structural convenience augments perceived net utility when automated catalog search algorithms and frictionless payment processing and reliable doorstep logistics eliminate the temporal burdens and logistical exertion typical of conventional brick-and-mortar procurement. Female consumers who perceive that transactions on Shopee satisfy developmental requirements with economical efficiency and reduced transactional friction cultivate elevated overarching value perceptions that intensify the overall appeal of finalizing acquisitions through the application.

Substantial empirical documentation within digital commerce literature confirms the positive association connecting perceived value to transaction-oriented behavioral intentions because Chen and Dubinsky (2003) demonstrate that perceived value operates as a central determinant of virtual purchase intention through the systematic integration of buyer appraisals encompassing pricing structures and merchandise characteristics and service quality dimensions. Liu et al. (2013) show that higher perceived value—resulting from both utilitarian and hedonic benefits—significantly increases consumers’ willingness to purchase online. In Indonesia, Andriani (2024) finds that emotional, performance, social, and price value dimensions jointly shape perceived value in a beauty e-commerce platform, which then enhances online repurchase intention, with e-trust acting as a mediator. Cahyaningtiyas and Ludiya (2024) report that higher perceived value on Tokopedia strengthens customer trust and repurchase intention, confirming the strategic role of value in sustaining online buying behavior. Taufik and Lestari (2023) similarly show that perceived value, together with sales promotions, positively influences repurchase intention via customer satisfaction.

Applied to baby care products on Shopee, these findings suggest that female consumers who perceive strong value from purchasing on the platform—because they receive safe, suitable products at fair prices with convenient and reliable service—will exhibit higher purchase intention. In Means–End terms, Shopee’s marketplace

attributes (e.g., rich content, credible reviews, attractive promotions) generate positive consequences (saving money, reducing effort, feeling more confident about product suitability), which support important personal values and thus make purchasing on the platform more compelling. Therefore, perceived value is expected to play a significant positive role in shaping female consumers' intention to purchase baby care products on Shopee in Jabodetabek.

H5: Perceived Value has a positive effect on purchase intention of baby care products on Shopee in Jabodetabek.

2.13 Research Model and Hypotheses Development

Based on the summary above, the author proposes the following research model to be tested.

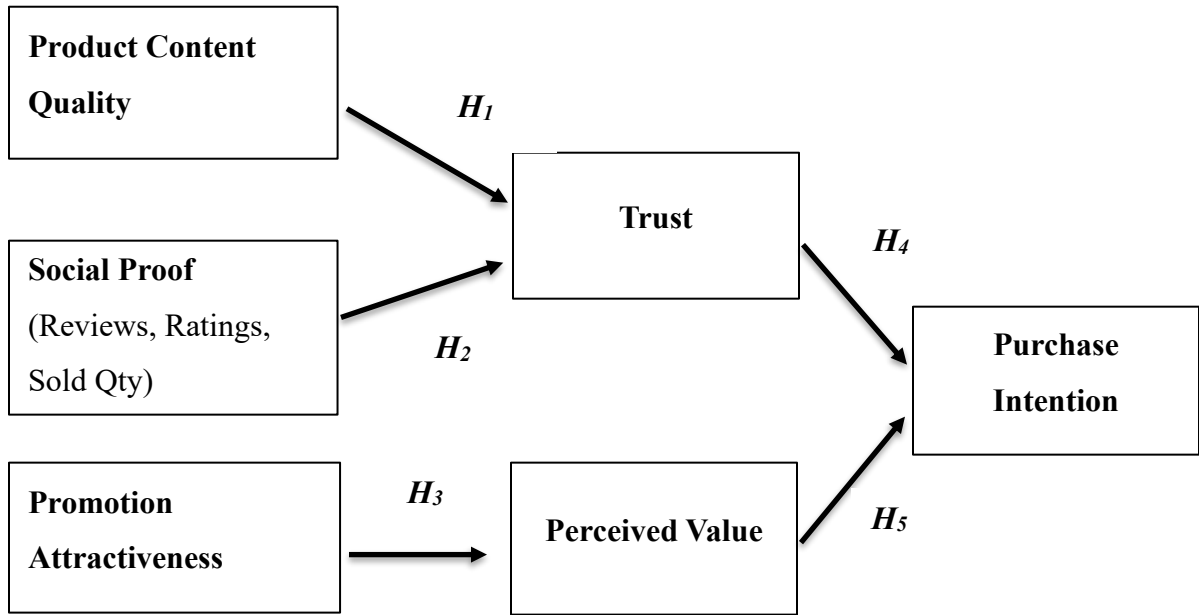


Figure 2.2 Research Framework

Source : Author (2026)

Hypothesis:

- H1: Product Content Quality has a positive effect on trust in purchasing baby care products on Shopee in Jabodetabek.
- H2: Social proof has a positive effect on trust in purchasing baby care products on Shopee in Jabodetabek.
- H3: Promotion attractiveness has a positive effect on Perceived Value in purchasing baby care products on Shopee in Jabodetabek
- H4: Trust has a positive effect on purchase intention of baby care products on Shopee in Jabodetabek.
- H5: Perceived Value has a positive effect on purchase intention of baby care products on Shopee in Jabodetabek.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the research methodology used to examine the effect of product content quality, social proof, and promotion attractiveness on trust, perceived value, and purchase intention for baby care products on Shopee. It explains the research design, types and sources of data, data collection method, population and sample, questionnaire design, measurement and scaling, and the procedures for reliability, validity, and data analysis.

The conceptual framework of this research was developed based on theories discussed in Chapter II, including signaling theory, social proof theory, sales promotion literature, and consumer behavior perspectives on trust, perceived value, and purchase intention

3.2 Research Design

This study employs a quantitative explanatory research design to examine the relationships between online marketplace stimuli and consumer purchase intention. The explanatory approach is appropriate because the research aims to test hypothesized relationships between several independent variables, mediating variables, and the dependent variable based on the conceptual framework developed in Chapter II.

The research adopts a cross-sectional survey method, in which data are collected from respondents at a single point in time. This design is commonly used in consumer behavior studies because it allows researchers to examine how individuals perceive and evaluate certain stimuli within a specific context. In this study, the stimuli

are represented by several marketplace factors on Shopee, including product content quality, social proof, and promotion attractiveness.

The research focuses on how these stimuli influence consumers' internal evaluations—specifically trust and perceived value—which subsequently affect purchase intention. By applying a quantitative approach, the study allows for statistical testing of the hypothesized relationships and provides empirical evidence regarding the strength and significance of each relationship within the research model.

To analyze the relationships among the constructs, this study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM). Scholars frequently employ this statistical technique for predictive structural frameworks incorporating diverse latent variables and intricate associative networks while contemporary marketing and consumer behavior research heavily adopts PLS-SEM due to its operational capability to execute concurrent evaluations of measurement models alongside structural path configurations.

3.3 Types and Sources of Data

Both primary and secondary empirical materials provide the evidential foundation for this investigation wherein research investigators obtain primary data directly from target respondents via a purpose-built digital survey instrument that systematically measures consumer perceptions regarding product content quality and social proof and promotion attractiveness and trust and perceived value and purchase intention within the baby care merchandise segment on Shopee.

Table 3.1 Type of Data

Type of Data	Description	Source of Data
Primary Data	Responses collected from eligible respondents through an online questionnaire about baby care purchase intention	Online survey respondents residing in Jabodetabek
Secondary Data	Relevant information gathered from academic journals, previous studies, industry reports, books, and other published sources	Previous studies, Book, internet, news, consumer insight, and any related data.

Secondary data are obtained from journal articles, industry reports, and official statistics that support the background and literature review. These sources include recent reports on Indonesia's e-commerce and baby care markets and previous empirical studies on online purchase intention, trust, and perceived value. Secondary data are used only to build the theoretical foundation and are not used in the statistical testing.

3.4 Data Collection Method

The data used in this research consist primarily of primary data collected through a structured questionnaire. Systematic assessment of participant appraisals regarding product information and social influence and promotional attractiveness and trust and perceived value and purchase intention during the acquisition of baby care products on Shopee represents the core investigative focus embedded within the empirical questionnaire design.

Investigators administer the measurement instrument through a web-based survey interface enabling target informants to finish evaluations flexibly across smartphones or personal computers while digital data acquisition aligns precisely with this empirical framework because the target population consists of female consumers with previous experience purchasing baby care products through Shopee, making an online survey an appropriate method for collecting their responses.

Initial filter inquiries precede the primary measurement scale to ensure that completing participants satisfy predefined sampling conditions while researchers exclude unqualified subjects from advancing through subsequent questionnaire sections so that only eligible informants contribute to final empirical datasets.

Voluntary involvement governs the survey administration protocol wherein researchers deliberately mitigate common method bias by assuring participants regarding absolute anonymity and exclusive academic data utilization so that guaranteed confidentiality promotes forthright reporting and systematically reduces systematic measurement distortions.

3.5 Population and Sample

The target population of this study consists of female consumers aged 25–35 years residing in Jabodetabek who have experience purchasing baby care products through Shopee. The study focuses on female baby care product consumers rather than limiting respondents to mothers, as baby care purchasing decisions may also involve women who do not necessarily identify themselves as mothers. This approach allows the research to focus on actual purchasing experience rather than parental status, while examining how product information, customer reviews, and promotional offers influence consumer trust, perceived value, and purchase intention.

Female consumers purchasing baby care products through Shopee may rely on product information, customer reviews, and promotional offers when evaluating their

purchasing options. These marketplace features are particularly relevant for baby care products, where safety, quality, and suitability are important considerations. Therefore, focusing on female consumers with previous purchasing experience allows the study to examine how these factors influence Trust, Perceived Value, and Purchase Intention within the selected consumer segment.

The study further focuses on female consumers aged 25–35 years. This age range provides a defined consumer segment for examining online purchasing behavior, while the requirement for previous purchasing experience ensures that respondents are familiar with the baby care category and Shopee's marketplace environment.

The geographical scope of this study is limited to Jabodetabek (Greater Jakarta), comprising Jakarta, Bogor, Depok, Tangerang, and Bekasi. Respondents residing outside these areas were not included in the target population. The study focuses on this geographical area and does not aim to represent all female baby care consumers across Indonesia.

Practical constraints preventing comprehensive enumeration of all constituent population units justify the application of non-probability sampling via purposive sampling protocols to enlist informants fulfilling predefined eligibility standards aligned with research objectives while empowering the researcher to concentrate analytical inquiry upon respondents possessing verified experiential familiarity with the investigated retail context.

To ensure the relevance and validity of the data collected, respondents must meet the following criteria:

Table 3.2 Respondent Eligibility Requirements

Requirement	Rationale
Female	Defines the female consumer segment selected for this study
Aged 25–35 years	Represents the target demographic defined in the research scope
Resides in Jabodetabek	Consistent with the geographical scope of the empirical study
Uses Shopee	Ensures that the respondent is familiar with the platform
Has purchased baby care products through an online marketplace within the previous 12 months	Ensures that respondents have recent online baby care purchasing experience
Has previous experience purchasing baby care products through Shopee	Ensures that respondents are familiar with purchasing baby care products through the platform being studied.

The requirement that respondents must have prior purchasing experience is particularly important because it ensures that participants are familiar with the marketplace environment, including product information, customer reviews, and promotional mechanisms available on Shopee. Substantial empirical validity characterizes evaluations supplied by participants possessing documented historical transactions within the digital baby care sector because prior transactional involvement generates authentic operational insights across the targeted measurement constructs.

The primary minimum sample requirement was determined through statistical power analysis, while the respondent-to-item ratio was considered as a supplementary guideline for determining the final sample target.

To determine the minimum required sample size, this study applied statistical power analysis using G*Power (Faul et al., 2009). The research model has a maximum of two predictors for a single endogenous variable. Using a medium effect size ($f^2 = 0.15$), a significance level of 5%, and statistical power of 80%, the analysis indicated a minimum requirement of 68 respondents. This calculation was used as the primary statistical basis for determining the minimum sample size.

As an additional consideration, this study also applied the respondent-to-item ratio guideline discussed by Boateng et al. (2018), which suggests approximately 10 respondents for each measurement item in scale development and validation. This research consists of six variables, each measured using three indicators, resulting in 18 measurement items. Based on this guideline, the preliminary sample target was 180 respondents (18×10). However, this ratio was treated as a practical guideline rather than a statistical requirement for PLS-SEM. To provide a larger dataset for analysis and allow for data screening, the study targeted 200 valid respondents, with approximately 210–220 responses planned for collection. The final sample of 200 valid respondents exceeded both the G*Power minimum and the respondent-to-item guideline, supporting the measurement and structural model analyses.

3.6 Questionnaire Design

The questionnaire consists of two sections, Section A and Section B. Section A collects respondents' demographic information and screening criteria, including age, domicile within Jabodetabek, frequency of purchasing baby care products on Shopee, and length of time using Shopee. The screening questions ensure that only respondents who meet all eligibility criteria continue to the main part of the questionnaire.

Section B contains the measurement items for the variables in the research model. The items are based on validated scales from previous studies on e-commerce and baby products, adapted to fit the context of Shopee and the baby care market. The variables measured in this section are product content quality, social proof, promo

attractiveness, trust, perceived value, and purchase intention. Each variable was measured through several indicators written in simple and clear language to ensure that respondents could easily understand them.

Before the survey was distributed, the questionnaire was reviewed by the academic supervisor to confirm its content validity and consistency with the theoretical framework. The questionnaire was written in Bahasa Indonesia to match how the respondents communicate, and academic terms were translated into everyday expressions commonly used in Indonesian online shopping.

3.7 Measurement and Scaling

Several latent variables embodying the structural dimensions of the conceptual framework undergo empirical evaluation within this inquiry wherein the measured constructs encompass product content quality and social proof and promotion attractiveness and trust and perceived value and purchase intention.

Multiple observable indicators adapted from foundational investigations across electronic commerce and consumer behavior scholarship operationalize each individual theoretical construct because deploying validated measurement metrics ensures structural reliability and theoretical congruence with preceding scholarly literature.

All indicators are measured using a five-point Likert scale, where respondents indicate their level of agreement with each statement. The scale ranges from:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

The use of the Likert scale allows respondents to express their perceptions and attitudes toward the constructs being studied. The collected responses are then analyzed statistically to determine how each variable contributes to the formation of purchase intention.

The variables in this study are operationalized using measurement indicators adapted from previous studies in e-commerce and consumer behavior research

Table 3.3 Operational Variable

Variable	Definition	Indicator	Code	Measurement Items	Sources
Product Content Quality	The importance of accurate product images, complete information, and clear presentation when evaluating baby care products on Shopee.	Visual Accuracy	PCQ1	When considering the product, I pay close attention to whether the product image matches the product's actual condition.	Wang & Strong (1996); Lee et al. (2002)
		Information Completeness	PCQ2	The completeness of product information, such as ingredients, benefits, directions for use, size, suitable age, and safety information, is an important consideration for me before purchasing.	
		Information Clarity	PCQ3	I pay close attention to whether product images, descriptions, and information are presented clearly and are easy to understand.	
Social Proof	The consideration given to purchase and review volume, product ratings, and authentic, detailed reviews from other consumers.	Purchase and Review Volume	SP1	The number of people who have purchased the product and left reviews is an important consideration for me when choosing it.	Cialdini (1984); Ilhamalimy & Ali (2021)
		Ratings and Review Attention	SP2	I pay close attention to ratings and positive or negative reviews before buying the product.	
		Review Authenticity and Quality	SP3	I pay close attention to reviews that appear authentic, detailed, and include photos or videos from other buyers.	
Promotion Attractiveness	The appeal of discounts, cost-saving offers, and	Discount Appeal	PA1	The size of the discount (price reduction) is an important consideration for me when choosing the product.	Kotler & Keller (2016)

Variable	Definition	Indicator	Code	Measurement Items	Sources
	clear, easy-to-redeem promotional benefits when shopping for baby care products.	Monetary Promotion Benefits	PA2	Vouchers, cashback, free shipping, or other promotional benefits that actually reduce the total purchase cost are important considerations for me.	
		Promotion Clarity and Ease of Redemption	PA3	I am more attracted to promotions with clear terms, that are easy to use, and whose benefits are easy to obtain.	
Trust	Confidence in baby care product information supported by trustworthy reviews and consistency with other buyers' experiences.	Information Trustworthiness	T1	When buying baby care products on a marketplace, I need to feel that the information presented is trustworthy before I feel confident enough to buy.	Mayer, Davis & Schoorman (1995); Gefen (2002)
		Review-Based Confidence	T2	Ratings and reviews from other buyers help me feel more confident about the baby care product I intend to purchase.	
		Information Consistency and Confidence	T3	I feel more confident buying baby care products on a marketplace when product information and other buyers' experiences provide a consistent and convincing picture.	
Perceived Value	Perceived financial savings and overall worth of promotional benefits when purchasing baby care products.	Perceived Promotional Benefits	PV1	Promotions such as discounts, vouchers, cashback, or free shipping make purchasing baby care products on a marketplace feel more beneficial to me.	Zeithaml (1988); Sweeney & Soutar (2001)
		Perceived Monetary Value	PV2	I feel I receive better value when promotions actually reduce the total amount I have to pay.	
		Overall Promotional Value	PV3	When the promotional benefits I receive are substantial, buying baby care products through a marketplace feels more worth it to me.	
Purchase Intention	The tendency and likelihood to buy baby care products when the information, confidence, and value meet consumers' expectations.	Propensity to Purchase	PI1	When I find a baby care product that meets my considerations, I tend to proceed to purchase it through Shopee.	Ajzen (1991); Pavlou (2003)
		Purchase Likelihood	PI2	After obtaining enough information to feel confident about my choice, the likelihood that I will purchase a baby care product through Shopee is high.	
		Purchase Decision Inclination	PI3	If a baby care product is convincing and offers the value I expect, I tend to decide to buy it through a marketplace.	

3.8 Reliability and Validity of the Instrument

To ensure that the instrument is reliable and valid, a pilot test is conducted with around 30 respondents who meet the screening criteria. Responses from the pilot test are analyzed using Cronbach's alpha and item-total correlations to assess internal

consistency. Items with low loadings or ambiguous wording are revised or removed. Content validity is ensured through alignment with previous scales and expert review by the thesis supervisor.

In the main study, reliability and validity are assessed using the PLS-SEM measurement (outer) model. Composite reliability and Cronbach's alpha are examined to evaluate internal consistency of each construct, with threshold values above 0.70 considered acceptable. Convergent validity is assessed through factor loadings and Average Variance Extracted (AVE); loadings above 0.70 and AVE values above 0.50 indicate satisfactory convergent validity (Hair et al., 2022). Discriminant validity is evaluated using Heterotrait-Monotrait Ratio (HTMT), ensuring that each construct is empirically distinct from the others.

Table 3.4 Pilot - Test Assessment Criteria

Assessment	Purpose	Acceptance criterion
Corrected item-total correlation	Evaluates whether each item is consistent with its construct	Pearson > 0.361
Cronbach's alpha	Evaluates the internal consistency of each construct	≥ 0.60
Respondent feedback	Identifies unclear or ambiguous wording	No material misunderstanding
Completion time	Ensures that the questionnaire is reasonably manageable	Recorded and reviewed

3.9 Data Preparation and Descriptive Analysis

Before conducting the statistical analysis, the collected questionnaire responses were screened to ensure the quality and relevance of the data. The screening process followed the respondent eligibility criteria outlined in Section 3.5, including gender, age, domicile, and previous experience purchasing baby care products through online marketplaces and Shopee. Responses that did not meet the eligibility criteria were excluded from the final dataset..

The data preparation sequence incorporates the following methodological procedures:

1. Elimination of questionnaires that do not fulfill foundational screening prerequisites.
2. Deletion of survey submissions displaying incomplete observational responses.
3. Detection and eradication of redundant or duplicate empirical entries.
4. Systematic scrutiny of internally contradictory or irrational response patterns.
5. Identification and removal of unengaged straight-line response behaviors characterized by uniform option selection across consecutive measurement scales without substantive variation.
6. Rigorous filtering of submissions finalized within unreasonably rapid duration thresholds.
7. Verification of data completeness alongside systematic detection of extreme multivariate outliers.

Concluding these data validation routines allows researchers to systematically code the final empirical dataset before importing it into dedicated statistical software while Chapter 4 will formally document comprehensive tallies regarding gross collected observations and eliminated records and finalized usable datasets.

Researchers will apply descriptive statistical methods to delineate participant demographic configurations and general distribution tendencies by detailing participant attributes through frequency distributions and percentage representations while evaluating scale items through calculated mean scores and standard deviation values. The respondent profile was analyzed using frequency distributions and percentages, covering gender, age, domicile, favorite marketplace for purchasing baby care products, and shopping frequency on Shopee. These characteristics provide an overview of the respondents and their online purchasing behavior history and transactional frequencies within the digital baby care sector.

Descriptive assessments will further pinpoint the most dominant and least endorsed indicator statements within every theoretical construct while avoiding reliance upon descriptive mean values to infer the structural magnitude or statistical significance of hypothetical linkages because definitive path relationships receive formal verification exclusively through empirical structural model estimation.

3.10 Data Analysis Method

Empirical materials gathered throughout this investigation will be evaluated through descriptive statistical techniques and Partial Least Squares Structural Equation Modeling (PLS-SEM) executed via SmartPLS software so that descriptive computations delineate respondent demographic compositions alongside overarching distributional tendencies while PLS-SEM procedures determine the psychometric adequacy of theoretical constructs and empirically examine hypothesized structural pathways within the conceptual framework.

The prediction-oriented architecture of this empirical inquiry justifies the selection of PLS-SEM because the model explores associative networks among multiple unobservable latent variables while enabling the researcher to simultaneously estimate outer relationships connecting latent constructs to their respective measurement metrics alongside inner structural linkages connecting Product Content

Quality and Social Proof and Promotion Attractiveness and Trust and Perceived Value and Purchase Intention.

Execution of the PLS-SEM analytical procedure follows a sequential two-stage framework wherein the initial phase assesses the measurement model or outer model to verify indicator reliability and construct validity parameters while the subsequent phase scrutinizes the structural model or inner model to determine the predictive capability of the empirical framework and test proposed hypothetical relationships among the latent variables.

3.10.1 Measurement Model Evaluation

The measurement model, also referred to as the outer model, evaluates the relationships between the latent constructs and their respective measurement indicators. All constructs in this study are specified as reflective constructs because the indicators are considered manifestations of their corresponding latent constructs.

The measurement model will be evaluated based on four main criteria: indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

1. Indicator Reliability

Indicator reliability will be assessed using the outer-loading value of each measurement item. An outer loading of 0.708 or higher is preferred because it indicates that the construct explains more than 50% of the variance in the indicator.

Indicators with outer loadings between 0.40 and 0.708 will not be removed automatically. Researchers will contemplate indicator deletion exclusively whenever eliminating a specific measurement item elevates composite reliability or Average Variance Extracted metrics while safeguarding the underlying theoretical scope of the

latent construct whereas manifest items displaying outer loadings beneath 0.40 will systematically face elimination.

The structural presence of exactly three indicators per theoretical variable within this conceptual framework magnifies the gravity of indicator retention decisions so that empirical item pruning demands rigorous justification grounded concurrently in statistical parameters and theoretical necessity.

2. Internal Consistency Reliability

Internal consistency reliability assesses whether the indicators within each construct consistently measure the same concept. In this study, internal consistency reliability will be evaluated using Cronbach's Alpha and Composite Reliability. Values between 0.70 and 0.95 indicate acceptable reliability, while values above 0.95 may suggest that the indicators are excessively similar or redundant

3. Convergent Validity

Convergent validity assesses the extent to which indicators of the same construct share a high proportion of variance. It will be evaluated using the Average Variance Extracted (AVE).

An AVE value of 0.50 or higher indicates satisfactory convergent validity because the construct explains at least 50% of the variance in its indicators.

4. Discriminant Validity

Discriminant validity assesses whether one construct is empirically distinct from the other constructs in the research model. In this study, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT).

According to Hair et al. (2022), an HTMT value below 0.90 indicates acceptable discriminant validity for conceptually similar constructs. A higher HTMT

value indicates greater similarity between constructs and may suggest that the constructs are not sufficiently distinct from each other.

Therefore, HTMT was used as the main criterion to assess discriminant validity in this study. After evaluating the measurement model and identifying any measurement limitations, the analysis proceeded to the structural model evaluation.

3.10.2 Structural Model Evaluation

The structural model, also referred to as the inner model, evaluates the relationships among the latent constructs in the proposed research framework. The structural model will be assessed through collinearity assessment, path coefficients, coefficient of determination, effect size, and predictive relevance.

1. Collinearity Assessment

Before evaluating the structural relationships, collinearity among predictor constructs will be examined using the Variance Inflation Factor (VIF). A VIF value below 5.00 indicates that critical collinearity is not present, while a more conservative value below 3.30 may provide stronger evidence that collinearity does not influence the structural estimates.

In this research, collinearity will be assessed between:

Product Content Quality and Social Proof as predictors of Trust; and

Trust and Perceived Value as predictors of Purchase Intention.

2. Path Coefficients

Path coefficients represent the direction and relative strength of the relationships between constructs. The values range from -1 to $+1$. A coefficient closer to $+1$ indicates a stronger positive relationship, while a coefficient closer to -1 indicates a stronger negative relationship.

All five hypotheses in this study predict positive relationships. Therefore, a positive path coefficient is expected for each hypothesized relationship. However, the strength and direction of a path coefficient alone are not sufficient to determine whether a hypothesis is supported. Statistical significance will be evaluated through the bootstrapping procedure described in Section 3.11.

3. Coefficient of Determination

The coefficient of determination, or R^2 , measures the proportion of variance in an endogenous construct that is explained by its predictor constructs.

In this research, R^2 values will be reported for:

- Trust;
- Perceived Value; and
- Purchase Intention.

R^2 values of approximately 0.25, 0.50, and 0.75 may be interpreted as weak, moderate, and substantial explanatory power, respectively. However, the interpretation will also consider the context of consumer-behaviour research and the complexity of the proposed model.

4. Effect Size

The f^2 effect size evaluates the contribution of an individual predictor construct to the R^2 value of an endogenous construct. It indicates how much the explanatory power of the endogenous construct changes when a particular predictor is excluded from the model.

The f^2 values will be interpreted as follows:

- 0.02 indicates a small effect;
- 0.15 indicates a medium effect; and
- 0.35 indicates a large effect.

An f^2 value below 0.02 indicates that the predictor has a negligible effect on the relevant endogenous construct.

Table 3.5 PLS-SEM Assessment Criteria

Model evaluation	Assessment	Criteria
Measurement model	Outer loading	Preferably ≥ 0.708
Measurement model	Cronbach's alpha	0.70–0.95
Measurement model	Composite reliability	0.70–0.95
Measurement model	Average Variance Extracted	≥ 0.50
Measurement model	HTMT	< 0.90
Structural model	Variance Inflation Factor	< 5.00 ; preferably < 3.30
Structural model	Path coefficient	Direction is consistent with the proposed hypothesis
Structural model	R^2	0.25 weak; 0.50 moderate; 0.75 substantial
Structural model	f^2	0.02 small; 0.15 medium; 0.35 large

3.11 Hypothesis Testing

Hypothesis testing will be conducted using the bootstrapping procedure in SmartPLS. Bootstrapping is a non-parametric resampling method that generates a large number of subsamples from the original dataset to assess the stability and statistical significance of the estimated structural relationships.

This study will use 5,000 bootstrap subsamples. Since all hypotheses propose positive directional relationships, a two-tailed test will be applied at a significance level of 5%.

A hypothesis will be supported when the following criteria are fulfilled:

1. The path coefficient is positive and consistent with the hypothesized direction.
2. The t-statistic is greater than 1.96.
3. The p-value is below 0.05.

The hypothesis-testing results will present the original sample coefficient, sample mean, standard deviation, t-statistic, p-value, and final decision regarding whether each hypothesis is supported or not supported.

Table 3.6 Hypothesis-Testing Criteria

Assessment	Decision criterion
Bootstrap subsamples	5,000
Test type	Two-tailed
Confidence level	95%
Path direction	Positive
t-statistic	> 1.96
p-value	< 0.05
Decision	Supported when all criteria are fulfilled

The hypotheses tested in this study are presented in Table 3.7.

Table 3.7 Hypothesized Relationships

Hypothesis	Structural relationship	Expected direction
H1	Product Content Quality → Trust	Positive
H2	Social Proof → Trust	Positive
H3	Promotion Attractiveness → Perceived Value	Positive
H4	Trust → Purchase Intention	Positive
H5	Perceived Value → Purchase Intention	Positive

CHAPTER 4

FINDINGS, ANALYSIS, AND DISCUSSION

4.1 Introduction

This chapter presents the results and analysis of the data collected from the respondents. The objective of this chapter is to analyze the relationship between Product Content Quality, Social Proof, Promotion Attractiveness, Trust, Perceived Value, and Purchase Intention in purchasing baby care products through Shopee in Jabodetabek.

The data used in this research were collected through an online questionnaire administered through Google Forms to respondents who met the criteria of the study. The respondents were:

1. Female consumers
2. Age 25 – 35 years old
3. Reside in Jabodetabek Area
4. Who had purchased baby care products through online marketplace within the previous 12 months
5. Had previous experience purchasing baby care products through Shopee.

A total of 200 valid responses were used for the final analysis.

The analysis in this chapter starts with data preparation and respondent profile to provide a general understanding of the respondents in this research. This is followed by descriptive analysis to understand how the respondents answered the questions for each variable in the research model.

After the descriptive analysis, the research model is analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis is divided into measurement model evaluation and structural model evaluation. The

measurement model is used to check the validity and reliability of the variables and indicators, while the structural model is used to evaluate the relationship between the variables in the research model.

The final part of this chapter presents the hypothesis testing and discussion of the findings. Evaluating empirical findings against hypothetical postulations and relevant scholarly literature establishes the empirical verification status of hypothesized structural linkages while providing foundational evidence for the conclusions and practical recommendations formulated in Chapter 5.

4.2 Validity and Reliability Test

Prior to comprehensive empirical field execution researchers administered a preliminary pilot study involving 30 eligible participants to ascertain that all measurement indicators possessed linguistic clarity and operational validity and measurement precision across every theoretical variable under investigation.

Operational validity designates the analytical capacity of a measurement instrument to evaluate its intended conceptual phenomenon accurately (Sugiyono, 2022) so that this research deployed the Pearson Correlation method to verify individual item validity against an established r-table threshold of 0.361 derived from 30 observations where an indicator attained formal validity when its calculated Pearson Correlation coefficient surpassed 0.361 alongside a statistical significance value beneath 0.05 (Field, 2018).

Evaluation of measurement consistency across latent variables relied upon Cronbach's Alpha coefficients because Field (2018) identifies a Cronbach's Alpha value exceeding 0.60 as an acceptable reliability benchmark while Table 4.1 outlines the definitive statistical outputs of the validity and reliability procedures.

Table 4.1 Validity and Reliability Test Result From 30 Respondents

Variable	Item	Pearson Correlation	Valid? Pearson >0.361	Cronbach's Alpha	Reliable? CA>0.6
Product Content Quality	PCQ1	.568**	Valid	0.628	YES
	PCQ2	.923**	Valid		
	PCQ3	.788**	Valid		
Social Proof	SP1	.813**	Valid	0.68	YES
	SP2	.777**	Valid		
	SP3	.775**	Valid		
Promotion Attractiveness	PA1	.912**	Valid	0.751	YES
	PA2	.822**	Valid		
	PA3	.711**	Valid		
Trust	T1	.742**	Valid	0.725	YES
	T2	.806**	Valid		
	T3	.858**	Valid		
Perceived Value	PV1	.874**	Valid	0.835	YES
	PV2	.919**	Valid		
	PV3	.813**	Valid		
Purchase Intention	PI1	.702**	Valid	0.726	YES
	PI2	.853**	Valid		
	PI3	.857**	Valid		

** . Correlation is significant at the 0.01 level.

* . Correlation is significant at the 0.05 level.

Source: Author, 2026

Based on Table 4.1, all 18 questionnaire items have Pearson Correlation values higher than the r-table value of 0.361 and significance values below 0.05. The correlation values range from 0.568 to 0.923. Therefore, all questionnaire items met the validity criteria and were considered valid.

The reliability results also show that all variables have Cronbach's Alpha values above 0.60. Product Content Quality has a value of 0.628, Social Proof 0.680,

Promotion Attractiveness 0.751, Trust 0.725, Perceived Value 0.835, and Purchase Intention 0.726. Perceived Value has the highest Cronbach's Alpha value at 0.835, while Product Content Quality has the lowest value at 0.628. However, all six variables remain above the reliability criterion used in this pilot test.

Overall, the pilot test results show that all questionnaire items met the validity and reliability requirements. Therefore, no questionnaire items were removed, and the questionnaire was continued for the main data collection until the required sample size was achieved.

4.3 Data preparation

Before conducting the main analysis, the collected responses were screened and prepared to ensure that the data used in this research were complete and suitable for further analysis. The screening process was conducted based on the respondent criteria and data quality requirements defined in Chapter 3.

Respondents were required to be female consumers aged 25–35 years old, residing in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), who had purchased baby care products through an online marketplace within the last 12 months and had experience purchasing baby care products through Shopee. Responses that did not meet these criteria were not included in the final dataset.

The data were also reviewed for completeness and consistency. Incomplete responses, duplicate entries, or responses that showed inconsistent answering patterns were checked before the final analysis. Since the questionnaire used mandatory questions for the main measurement items, the possibility of missing data was minimized during the data collection process.

After the screening and data preparation process, a total of **200 valid responses** were retained and used for the final analysis. These responses were then used for the respondent profile analysis, descriptive analysis, measurement model evaluation, structural model evaluation, and hypothesis testing using PLS-SEM.

4.4 Respondent Profile

The respondent profile provides an overview of the consumers who participated in this research. In addition to basic demographic information such as gender, age, and domicile, this study also included shopping-related information, particularly the respondents' favorite marketplace for baby care products and their frequency of purchasing baby care products through Shopee.

A total of 200 valid respondents were included in this study. The profile of the respondents is presented in Table 4.2.

Table 4.2 Respondent Demographics

Demographic Variable	Category	Total Number	%
Gender	Female	200	100%
Age	25 – 27 years	106	53%
	28 – 30 years	53	26.5%
	31 – 33 years	29	14.5%
	34 -35 years	12	6%
	Total	200	100%
Domicile	Jakarta	100	50%
	Bogor	20	10%
	Depok	27	13.5%
	Tangerang	27	13.5%

	Bekasi	26	13%
	Total	200	100%
Favorite Marketplace to Shop Baby Care Product	Shopee	163	81.5%
	TikTok	25	12.5%
	Tokopedia	7	3.5%
	Lazada	2	1%
	Blibli	3	1.5%
	Total	200	100%
Shopping Frequency	<1x/Month	45	22.5%
	1x per Month	59	29.5%
	2 - 3x /Month	76	38%
	>= 4x/Month	20	10%
	Total	200	100%

Source : Author, 2026

As shown in Table 4.2, all respondents in this study are female, which is consistent with the target respondent criteria of the research. In terms of age, the largest group is respondents aged 25–27 years old, representing 53.0% of the total respondents. This is followed by respondents aged 28–30 years old at 26.5%. Combined, 79.5% of the respondents are between 25 and 30 years old, showing that the sample is mainly concentrated in the younger range of the target age group.

In terms of domicile, Jakarta represents the largest group with 100 respondents or 50.0% of the total sample. The remaining respondents are relatively distributed across Depok and Tangerang at 13.5% each, Bekasi at 13.0%, and Bogor at 10.0%. This distribution confirms that all 200 respondents reside within Jabodetabek, although half of the sample is concentrated in Jakarta.

The result also shows a strong preference toward Shopee for baby care shopping. A total of 163 respondents, or 81.5%, selected Shopee as their favorite

marketplace. TikTok Shop was the second most preferred marketplace at 12.5%, followed by Tokopedia at 3.5%, Blibli at 1.5%, and Lazada at 1.0%. This result is relevant to the context of this research, since Shopee is the marketplace being examined in the research model.

Procurement frequency metrics reveal that informants acquiring baby care provisions via Shopee two to three times monthly constitute the predominant cohort accounting for 38.0% of the sample which precedes consumers executing single monthly transactions at 29.5% and subjects completing purchases less than once per month at 22.5% whereas participants transacting four times or more monthly represent 10.0% of total observations.

A cumulative proportion of 48.0% of participants procures infant commodities through Shopee at a baseline frequency of twice monthly which substantiates that a significant segment of the sample maintains consistent transactional engagement with the digital storefront. This sustained behavioral pattern carries methodological value because continuous platform exposure ensures that participants possess extensive familiarity with published merchandise specifications and peer evaluations and promotional architectures and transactional interfaces necessary to deliver empirically grounded evaluations regarding all investigated research constructs.

4.5 Descriptive Analysis

Researchers generated an analytical overview of informant responses across the empirical variables through descriptive statistical techniques that characterize data distributions using computed mean scores alongside standard deviation values per indicator while refraining from deducing inferential conclusions regarding associative linkages between constructs because Sugiyono (2022) establishes that descriptive analysis functions strictly to articulate empirical observations in their authentic state without formulating speculative population generalizations.

A five-point Likert scale spanning values from 1 to 5 served as the uniform measurement framework across all conceptual variables where elevated mean metrics reflect stronger respondent agreement toward specific indicator propositions while this descriptive evaluation encapsulates Product Content Quality and Social Proof and Promotion Attractiveness and Trust and Perceived Value and Purchase Intention.

4.5.1 Product Content Quality

Scholarly literature defines Product Content Quality as the operational excellence of digital merchandise disclosures displayed to prospective buyers throughout the virtual procurement journey wherein this empirical framework operationalizes the construct through the systematic parameters of informational accuracy and completeness and clarity. The structural impossibility of physically examining infant commodities prior to completing digital transactions establishes published catalog descriptions as an indispensable evaluative benchmark guiding consumer product appraisal.

Table 4.3 Mean Value of Product Content Quality (PCQ) Indicator

Construct	N	Min	Max	Mean	Std. Deviation
PCQ1	200	1	5	4.11	1.12
PCQ2	200	1	5	4.19	1.08
PCQ3	200	1	5	4.24	0.98
Mean				4.18	1.06

Source: SPSS Data Process, 2026

Product Content Quality has an overall mean value of **4.18**, showing a high level of agreement from respondents toward the importance of good product information when shopping for baby care products online.

Among the indicators, **PCQ3 has the highest mean value of 4.24**, followed by PCQ2 at 4.19 and PCQ1 at 4.11. Analytical computations reveal that informants directed their highest level of endorsement toward the communicative clarity of product

presentation including visual illustrations and textual specifications which demonstrates that lucid and cognitively accessible merchandise literature constitutes an essential evaluative benchmark when prospective purchasers assess infant care commodities across Shopee.

The indicator PCQ1 recorded the lowest relative mean score at 4.11 despite maintaining an elevated absolute rating while aggregate empirical findings confirm that prospective buyers consistently prioritize informational accuracy alongside descriptive completeness and interpretive clarity throughout digital procurement evaluations.

4.5.2 Social Proof

Academic literature operationalizes Social Proof as informational cues and evaluative signals transmitted by preceding consumers to assist prospective purchasers in appraising merchandise attributes because digital storefronts manifest social proof through aggregate numerical ratings and buyer testimonials and cumulative transaction volumes and user-generated content including photographic evidence and video demonstrations which operate as critical evaluative heuristics whenever buyers encounter structural constraints preventing direct physical inspection of products prior to financial checkout.

Table 4.4 Mean Value of Social Proof (SP) Indicator

Construct	N	Min	Max	Mean	Std. Deviation
SP1	200	1	5	4.24	0.99
SP2	200	1	5	4.34	0.88
SP3	200	1	5	4.34	0.86
Mean				4.30	0.91

Source: SPSS Data Process, 2026

An aggregate composite mean value of 4.30 characterizes the Social Proof construct which demonstrates that respondents place considerable importance on feedback

provided by previous buyers shared by prior buyers throughout their assessment of infant care commodities.

Empirical tabulations reveal identical peak mean metrics of 4.34 across indicators SP2 and SP3 while indicator SP1 generated a mean calculation of 4.24 and this distribution underscores that informants place exceptional importance upon favorable ratings alongside verified consumer evaluations substantiated by photographic evidence or recorded demonstrations because such peer-generated materials furnish prospective buyers with authentic auxiliary proof regarding merchandise efficacy grounded in the direct usage encounters of previous consumers.

Consistently elevated statistical metrics across all three measurement indicators verify that social proof constitutes an indispensable cognitive heuristic guiding respondent merchandise evaluations during the procurement of baby care products via the Shopee marketplace ecosystem.

4.5.3 Promotion Attractiveness

Promotion Attractiveness refers to the extent to which promotional offers are perceived as appealing and beneficial by consumers. In this research, promotional attractiveness covers offers such as discounts, vouchers, free shipping, and promotional mechanisms that provide clear benefits to consumers.

Table 4.5 Mean Value of Promotion Attractiveness (PA) Indicator

Construct	N	Min	Max	Mean	Std. Deviation
PA1	200	1	5	4.28	0.93
PA2	200	1	5	4.29	0.95
PA3	200	1	5	4.38	0.90
Mean				4.32	0.93

Source: SPSS Data Process, 2026

The Promotion Attractiveness construct obtained an overarching composite mean calculation of 4.32 which demonstrates that female consumers in this study generally view promotional offers as important when evaluating baby care products throughout digital infant care transactions.

Indicator PA3 attained the peak mean calculation of 4.38 against respective mean recordings of 4.29 for PA2 and 4.28 for PA1 and these distributional results demonstrate that surveyed consumers predominantly favor promotional mechanisms displaying transparent participation guidelines and frictionless redemption usability alongside immediate tangible utility.

Consistent high-level mean valuations spanning the three constituent indicators confirm that monetary and non-monetary promotional incentives function as a primary evaluative criterion steering consumer procurement decisions across the Shopee baby care marketplace.

4.5.4 Trust

Academic literature defines Trust as the psychological assurance held by consumers regarding the dependability of catalog disclosures and transaction ecosystems throughout the virtual acquisition process. The heightened strategic relevance of trust within electronic commerce environments stems from consumers finalizing purchasing commitments without sensory opportunities to inspect or touch or physically evaluate prospective merchandise. This cognitive assurance becomes uniquely critical across the baby care commodity segment because prospective buyers demand unequivocal confidence concerning the veracity and structural reliability of published vendor information prior to executing monetary transactions.

Table 4.6 Mean Value of Trust (T) Indicator

Construct	N	Min	Max	Mean	Std. Deviation
T1	200	1	5	4.32	0.96
T2	200	1	5	4.23	0.96
T3	200	1	5	4.34	0.92
Mean				4.29	0.95

Source: SPSS Data Process, 2026

Trust has an overall mean value of 4.29, indicating that respondents generally show a high level of confidence when evaluating baby care products through Shopee.

The highest mean value is found in T3 at 4.34, followed by T1 at 4.32, while T2 has the lowest mean at 4.23. The higher score of T3 indicates that consistency between the information presented about the product and information from other buyers is an important element in strengthening respondents' confidence toward the product.

Although T2 has the lowest score among the three indicators, its mean remains above 4.00. Overall, the result indicates that reliability, credibility, and consistency of information are important components of trust in the online purchase of baby care products.

4.5.5 Perceived Value

Perceived Value represents consumers' evaluation of the benefits received compared with the cost or effort required to purchase the product. In this study, perceived value reflects whether consumers consider purchasing baby care products through Shopee to provide worthwhile benefits, including the financial benefits obtained from promotions.

Table 4.7 Mean Value of Perceived Value (PV) Indicator

Construct	N	Min	Max	Mean	Std. Deviation
PV1	200	1	5	4.42	0.86
PV2	200	1	5	4.37	0.83
PV3	200	1	5	4.37	0.86
Mean				4.39	0.85

Source: SPSS Data Process, 2026

Perceived Value has the highest overall mean among the variables in this study, with a value of 4.39. This indicates that respondents generally perceive high value from purchasing baby care products through Shopee.

Among the indicators, PV1 has the highest mean value at 4.42, while PV2 and PV3 both have mean values of 4.37. The result indicates that promotional benefits such as discounts, vouchers, and free shipping contribute strongly to respondents' perception that an online purchase provides good value.

The relatively low standard deviation values, ranging from 0.83 to 0.86, also indicate that respondents' answers are relatively consistent across the three indicators. Overall, respondents generally perceive the benefits received from shopping for baby care products through Shopee as worthwhile compared with the costs involved.

4.5.6 Purchase Intention

Purchase Intention refers to consumers' willingness or likelihood to purchase a product after evaluating the available information and benefits. In this study, Purchase Intention represents the respondents' intention to proceed with purchasing baby care products through Shopee.

Table 4.8 Mean Value of Purchase Intention (PI) Indicator

Construct	N	Min	Max	Mean	Std. Deviation
PI1	200	1	5	4.36	0.86
PI2	200	1	5	4.32	0.92
PI3	200	1	5	4.30	0.92
Mean				4.32	0.90

Source: SPSS Data Process, 2026

Purchase Intention has an overall mean value of **4.32**, showing that respondents generally have a high intention to purchase baby care products through Shopee.

The highest mean value is found in **PI1 at 4.36**, followed by PI2 at 4.32 and PI3 at 4.30. This indicates that respondents show the strongest purchase intention when the product meets the considerations they use during the evaluation process.

The mean scores of all three indicators are above 4.00 and relatively close to each other. This suggests that the respondents consistently demonstrate positive purchase intention toward baby care products on Shopee.

4.5.7 Overall Descriptive Result

Across the six variables, the overall mean values range from **4.18 to 4.39**. Perceived Value records the highest overall mean at **4.39**, followed by Promotion Attractiveness and Purchase Intention at **4.32**, Social Proof at **4.30**, Trust at **4.29**, and Product Content Quality at **4.18**.

The descriptive results therefore show that respondents generally provide positive evaluations across all variables included in the research model. However, these descriptive results only describe respondents' responses to each construct. The relationships and effects between Product Content Quality, Social Proof, Promotion Attractiveness, Trust, Perceived Value, and Purchase Intention are evaluated separately through the PLS-SEM measurement and structural model analysis in the following sections.

4.6 Measurement Model Evaluation

Measurement model evaluation is conducted to assess whether the indicators used in this research are able to measure their respective constructs in a valid and reliable manner. In PLS-SEM, the measurement model, or outer model, explains the relationship between the latent constructs and the indicators used to represent them.

For reflective measurement models, the evaluation includes indicator reliability, internal consistency reliability, convergent validity, and discriminant validity (Hair et al., 2022). Indicator reliability is assessed through the outer loading values, while internal consistency is evaluated using Cronbach's Alpha and Composite Reliability. Convergent validity is assessed using the Average Variance Extracted (AVE). Discriminant validity is evaluated separately using the Heterotrait-Monotrait Ratio (HTMT).

Figure 4.1 presents the PLS Algorithm result of the research model. The figure shows the outer loading values of each indicator as well as the relationships among the constructs in the research model.

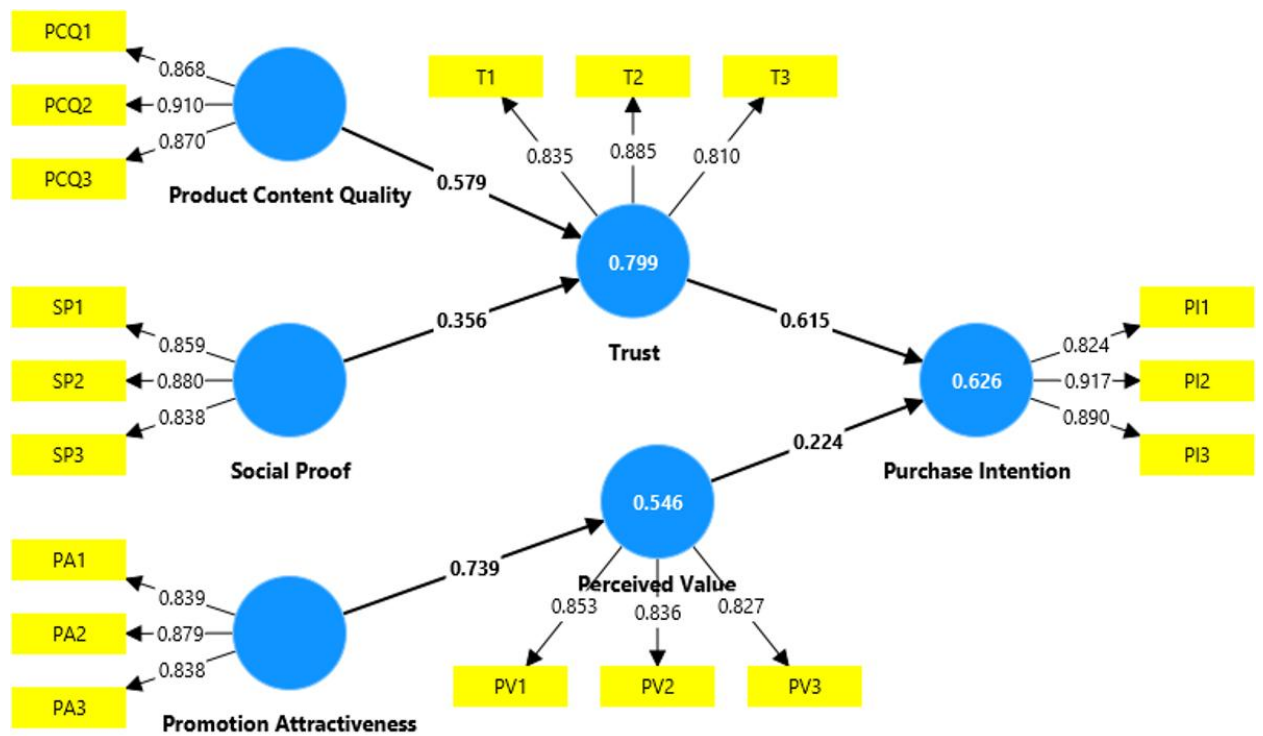


Figure 4.1 Research Model

Source : SmartPLS 4.1, 2026

4.6.1 Construct Reliability and Convergent Validity

Construct reliability and convergent validity were evaluated using outer loading, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE).

Outer loading represents the strength of the relationship between an indicator and the construct it is intended to measure. According to Hair et al. (2022), an outer loading value of approximately 0.708 or higher is recommended, as this indicates that the construct explains more than 50% of the variance in the indicator.

Internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability. Values of 0.70 or higher are generally considered acceptable, while values that are excessively high, particularly above 0.95, may indicate that the indicators are overly similar or redundant (Hair et al., 2022).

Convergent validity was evaluated using Average Variance Extracted (AVE). An AVE value of 0.50 or higher indicates that, on average, the construct explains at least 50% of the variance of its indicators. Therefore, a construct is considered to have satisfactory convergent validity when the outer loading and AVE criteria are achieved (Hair et al., 2022).

The results of the construct reliability and convergent validity assessment are presented in Table 4.9.

Table 4.9 Construct Reliability & Validity

Variable	Items	Outer Loading	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
Product Content Quality	PCQ1	0.868	0.858	0.914	0.779
	PCQ2	0.91			
	PCQ3	0.87			
Social Proof	SP1	0.859	0.823	0.894	0.738
	SP2	0.88			
	SP3	0.838			
Promotion Attractiveness	PA1	0.839	0.811	0.888	0.726
	PA2	0.879			
	PA3	0.838			
Trust	T1	0.835	0.798	0.881	0.712
	T2	0.885			
	T3	0.81			
Perceived Value	PV1	0.853	0.79	0.877	0.704
	PV2	0.836			
	PV3	0.827			
Purchase Intention	PI1	0.824	0.85	0.909	0.77
	PI2	0.917			
	PI3	0.89			

Source : Author, 2026

Based on Table 4.9, all indicators have outer loading values above the recommended level. The outer loading values range from 0.810 to 0.917, with T3 having the lowest loading value of 0.810 and PI2 having the highest value of 0.917.

Therefore, all 18 indicators meet the indicator reliability requirement and no indicator needs to be removed from the measurement model.

The Cronbach's Alpha values of all six constructs range from 0.790 to 0.858, while the Composite Reliability values range from 0.877 to 0.914. Computed statistical estimates across all evaluated dimensions exceed the minimum threshold baseline of 0.70 which confirms satisfactory internal consistency reliability throughout the measurement system. Product Content Quality demonstrated peak reliability coefficients through a Cronbach's Alpha of 0.858 and a Composite Reliability of 0.914 whereas Perceived Value recorded the lowest relative parameters with a Cronbach's Alpha of 0.790 alongside a Composite Reliability of 0.877 while all evaluated constructs comfortably surpass the standard psychometric requirement.

Empirical AVE computations thoroughly satisfy convergent validity criteria because Product Content Quality generated an AVE of 0.779 and Social Proof reached 0.738 and Promotion Attractiveness produced 0.726 and Trust yielded 0.712 and Perceived Value attained 0.704 and Purchase Intention showed 0.770. Every observed AVE calculation exceeds the conventional baseline threshold of 0.50 which substantiates that each theoretical construct successfully accounts for more than fifty percent of the variance contained within its designated manifest indicators.

Aggregate diagnostic outputs confirm that all latent constructs embedded within the outer measurement model establish robust indicator reliability and internal consistency reliability and convergent validity. Full compliance across all outer loading coefficients and Cronbach's Alpha statistics and Composite Reliability metrics and AVE values against recommended methodological standards justified the retention of every manifest item for subsequent structural equation modeling procedures.

The sequential phase of measurement model verification examines discriminant validity properties via the HTMT criterion.

4.6.2 Discriminant Validity

Discriminant validity is used to assess whether each construct in the research model represents a concept that is empirically distinguishable from the other constructs. In this study, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT). Hair et al. (2022) recommend HTMT as a more appropriate assessment of discriminant validity compared with the traditional Fornell-Larcker criterion, as HTMT is more sensitive in identifying potential overlap between constructs.

HTMT represents the relationship between correlations of indicators across different constructs and correlations of indicators within the same construct. A high HTMT value indicates that two constructs may share a relatively high level of similarity. According to Hair et al. (2022), an HTMT value below 0.90 can be used as the criterion for constructs that are conceptually similar, while a stricter threshold of 0.85 may be applied for constructs that are conceptually more distinct. Considering that several constructs in this research represent closely related consumer perceptions within the same online purchasing process, the threshold of **0.90** was applied in this study. The results of the HTMT assessment are presented in Table 4.10

Table 4.10 Heterotrait-Monotrait Ratio (HTMT)

Construct Pair	HTMT	Result
Product Content Quality ↔ Perceived Value	0.88	Meet Criterion
Promotion Attractiveness ↔ Perceived Value	0.915	Above Criterion
Promotion Attractiveness ↔ Product Content Quality	0.924	Above Criterion
Purchase Intention ↔ Perceived Value	0.811	Meet Criterion
Purchase Intention ↔ Product Content Quality	0.857	Meet Criterion
Purchase Intention ↔ Promotion Attractiveness	0.778	Meet Criterion
Social Proof ↔ Perceived Value	0.812	Meet Criterion
Social Proof ↔ Product Content Quality	0.974	Above Criterion

Social Proof ↔ Promotion Attractiveness	0.943	Above Criterion
Social Proof ↔ Purchase Intention	0.91	Above Criterion
Trust ↔ Perceived Value	0.903	Above Criterion
Trust ↔ Product Content Quality	1.046	Above Criterion
Trust ↔ Promotion Attractiveness	0.92	Above Criterion
Trust ↔ Purchase Intention	0.941	Above Criterion
Trust ↔ Social Proof	1.018	Above Criterion

Criterion : HTMT < 0.90

Source : Research data processed using SmartPLS 4.1, 2026

As shown in Table 4.10, several construct pairs have HTMT values below 0.90 and therefore meet the recommended discriminant validity criterion. These include Product Content Quality and Perceived Value (0.880), Purchase Intention and Perceived Value (0.811), Purchase Intention and Product Content Quality (0.857), Purchase Intention and Promotion Attractiveness (0.778), and Social Proof and Perceived Value (0.812).

Empirical calculations concurrently reveal that multiple construct pairings exhibit HTMT ratios exceeding the conventional conservative threshold wherein peak metrics emerge across Trust alongside Product Content Quality at 1.046 and Trust alongside Social Proof at 1.018. These elevated statistical indices substantiate that participating informants perceive specific latent dimensions within the research framework notably Product Content Quality and Social Proof and Trust as strongly interconnected conceptual dimensions.

This empirical pattern reflects the operational realities governing virtual baby care acquisitions where detailed product literature and peer-generated proof function as primary informational cues deployed by prospective buyers to establish cognitive trust amidst conditions that restrict direct physical merchandise examination prior to

purchase completion so that statistical overlap manifests between these constructs despite their conceptual distinctiveness within the theoretical model.

Comprehensive HTMT diagnostics confirm that discriminant validity criteria are fulfilled for multiple structural pairings yet remain unfulfilled across specific segments of the measurement model which necessitates careful analytical deliberation when explaining structural associations connecting these strongly correlated latent variables while the measurement system consistently upholds indicator reliability and internal consistency reliability and convergent validity requirements based upon outer loadings and Cronbach's Alpha and Composite Reliability and AVE computations.

The analytical workflow proceeded to the structural model evaluation phase while documenting the detected covariance across several theoretical dimensions as an empirical limitation that guides the nuanced interpretation of the definitive structural outcomes.

4.7 Structural Model Evaluation

After evaluating the measurement model, the next step is to evaluate the structural model or inner model. The structural model is used to assess the relationships between constructs and to examine how well the endogenous variables can be explained by the predictor variables in the research model.

According to Hair et al. (2022), structural model evaluation includes the assessment of the coefficient of determination (R^2), path coefficient, collinearity using the Variance Inflation Factor (VIF), and effect size (f^2).

The coefficient of determination, or R^2 , indicates how much of the variance in an endogenous variable can be explained by its predictor variables. R^2 values range from 0 to 1, where a higher value indicates stronger explanatory power. Hair et al.

(2022) suggest that R^2 values of approximately 0.75, 0.50, and 0.25 can be interpreted as substantial, moderate, and weak respectively.

Table 4.11 Coefficient of Determination (R^2)

	R-square	R-square adjusted
Perceived Value	0.546	0.544
Trust	0.799	0.797
Purchase Intention	0.626	0.622

Source : PLSSEM Report, 2026

Based on Table 4.11, Trust has an R^2 value of 0.799, which is categorized as substantial. This means that Product Content Quality and Social Proof together explain 79.9% of the variance in Trust, while the remaining 20.1% is explained by other factors outside this research model.

Perceived Value has an R^2 value of 0.546, indicating a moderate level of explanatory power. This means that Promotion Attractiveness explains 54.6% of the variance in Perceived Value, while the remaining 45.4% is explained by other factors outside the model.

Purchase Intention has an R^2 value of 0.626, which is also categorized as moderate. This indicates that Trust and Perceived Value together explain 62.6% of the variance in Purchase Intention, while the remaining 37.4% is explained by other variables not included in this study.

Overall, the R^2 results show that the research model has strong explanatory power for Trust and moderate explanatory power for Perceived Value and Purchase Intention.

The path coefficient represents the direction and strength of the relationship between two constructs. A positive path coefficient indicates that the relationship moves in the same direction, while a higher coefficient indicates a stronger relationship. The significance of each relationship will be tested separately through bootstrapping in the hypothesis testing section.

Collinearity was assessed using the Variance Inflation Factor (VIF). According to Hair et al. (2022), a VIF value below 5.0 indicates that there is no critical collinearity issue in the structural model.

The effect size (f^2) is used to measure the individual contribution of an exogenous construct in explaining an endogenous construct. Hair et al. (2022) suggest that f^2 values of approximately 0.02, 0.15, and 0.35 represent small, medium, and large effects respectively.

Table 4.12 Path Coefficient, VIF, and F2

Ha	Relationship	Path Coefficient	VIF	F Square
H1	Product Content Quality -> Trust	0.579	3.047	0.547
H2	Social Proof -> Trust	0.356	3.047	0.207
H3	Promotion Attractiveness -> Perceived Value	0.739	1.000	1.204
H4	Trust -> Purchase Intention	0.615	2.070	0.488
H5	Perceived Value -> Purchase Intention	0.224	2.070	0.065

Source : PLSSEM Report, 2026

Based on Table 4.12, all relationships in the model have positive path coefficients. Empirical estimations demonstrate that the structural path linking Promotion Attractiveness to Perceived Value constitutes the most pronounced trajectory through a path coefficient of 0.739 which precedes the structural link connecting Trust to

Purchase Intention registering at 0.615 and the direct effect of Product Content Quality on Trust yielding 0.579.

A positive structural association characterizes the influence of Social Proof on Trust through an empirical path coefficient of 0.356 whereas Perceived Value generates the lowest relative direct coefficient toward Purchase Intention with a parameter of 0.224.

Observed VIF statistics span numerical limits from 1.000 to 3.047 where all diagnostic metrics fall comfortably beneath the conservative cutoff boundary of 5.0 so that the empirical structural system demonstrates no severe multicollinearity distortion and researchers can reliably retain all predictor constructs for subsequent analytical evaluations.

Diagnostic calculations for f^2 indicate that Promotion Attractiveness exerts a substantial effect magnitude upon Perceived Value with an f^2 score of 1.204 and Product Content Quality likewise produces a substantial effect upon Trust with an f^2 calculation of 0.547 while Trust similarly demonstrates a substantial impact upon Purchase Intention through an f^2 index of 0.488.

A moderate effect magnitude characterizes the structural contribution of Social Proof toward Trust via an f^2 value of 0.207 whereas Perceived Value exerts a comparatively minor effect upon Purchase Intention reflected in an f^2 metric of 0.065.

The structural model exhibits acceptable multicollinearity properties alongside robust explanatory capacity while empirical findings substantiate that Promotion Attractiveness and Product Content Quality and Trust yield the most potent contributions across their specified conceptual linkages so that the subsequent analytical section formally determines the statistical significance of these hypothesized paths via bootstrapping resampling protocols.

Manual Consistency Check of Path Coefficients

To check the path coefficient reported by SmartPLS, a manual consistency check was carried out for Product Content Quality → Trust (H1) as a sample. The calculation follows the standardized regression coefficient relationship presented by Ledermann et al. (2025, Table 2).

Ledermann et al. (2025, Table 2) provide a relationship between the standardized regression coefficient, effect size (f^2), and the variance explained by the regression model:

$$|\beta_j| = \sqrt{\frac{f^2(1 - R^2)}{1 - R_j^2}}$$

In this formula, β_j is the standardized coefficient of the selected predictor; f^2 is its effect size; R^2 is the proportion of variance explained in the dependent variable; and R_j^2 is the proportion of variance in the selected predictor explained by the other predictors. The formula gives the magnitude (absolute value), not the direction, of the coefficient.

For H1, Trust is the dependent variable. Product Content Quality is the selected predictor (j), and Social Proof is the other predictor of Trust. Therefore, R_j^2 refers to the proportion of variation in Product Content Quality that can be explained by Social Proof. It is not the R^2 value for Trust.

R_j^2 is not presented separately in Tables 4.11–4.12. However, Table 4.12 reports a VIF of 3.047 for Product Content Quality. Ledermann et al. (2025, Footnote 2) explain that $1 - R_j^2$ is known as tolerance and that VIF is the inverse of tolerance:

$$VIF = 1 / (1 - R_j^2)$$

By rearranging this relationship:

$$R_j^2 = 1 - (1 / VIF)$$

$$R_j^2 = 1 - (1 / 3.047) = 0.671808 \approx 0.672$$

This value is calculated from the reported SmartPLS VIF; it is not presented as a separate SmartPLS output.

The study reports $R^2 = 0.799$ for Trust (Table 4.11), $f^2 = 0.547$ for the Product Content Quality $\rightarrow$ Trust relationship, and $VIF = 3.047$ (Table 4.12). Using $R_j^2 = 0.671808$ in the published formula:

$$|\beta_j| = \sqrt{\frac{0.547(1 - 0.799)}{1 - 0.6724}}$$

$$|\beta_j| = 0.5788 \approx \mathbf{0.579}$$

SmartPLS reports a positive path coefficient of 0.579 for H1. The manually calculated magnitude also rounds to 0.579. The positive direction comes from the original SmartPLS result. Thus, the coefficient is **mathematically consistent** with the R^2 , f^2 , and VIF reported in the study.

Based on this verification, the SmartPLS result for the selected relationship is internally consistent and supports the continued use of the reported path coefficients in the structural model analysis. However, this calculation is limited to one selected path and does not represent an independent verification of the entire model using the original respondent data.

4.8 Hypothesis Testing

Researchers executed the bootstrapping procedure in SmartPLS to evaluate the structural hypotheses by determining the statistical significance of every proposed pathway within the conceptual model where inferential determinations relied upon the path coefficient and t-statistic and p-value because positive path coefficients confirm directional congruence with theoretical expectations while p-values falling beneath the 0.05 cutoff benchmark establish genuine statistical significance (Hair et al., 2022).

The results of the hypothesis testing are presented in Table 4.13.

Table 4.13 Hypothesis Testing Result

Ha	Relationship	Path Coefficient	T Statistics (O/STDEV)	P Values	Conclusion
H1	Product Content Quality -> Trust	0.579	7.583	0.000	Supported
H2	Social Proof -> Trust	0.356	4.455	0.000	Supported
H3	Promotion Attractiveness -> Perceived Value	0.739	10.293	0.000	Supported
H4	Trust -> Purchase Intention	0.615	6.727	0.000	Supported
H5	Perceived Value -> Purchase Intention	0.224	2.398	0.017	Supported

Source : PLSSEM Report, 2026

Based on Table 4.13, all five hypotheses have positive path coefficients and p-values below 0.05. Therefore, all hypotheses proposed in this research are supported.

H1 examines the effect of Product Content Quality on Trust. The result shows a path coefficient of **0.579**, a t-statistic of **7.583**, and a p-value below 0.001. This indicates that Product Content Quality has a positive and significant effect on Trust. Therefore, **H1 is supported**.

H2 examines the effect of Social Proof on Trust. The relationship has a path coefficient of **0.356**, a t-statistic of **4.455**, and a p-value below 0.001. This result shows that Social Proof has a positive and significant effect on Trust. Therefore, **H2 is supported**.

H3 examines the effect of Promotion Attractiveness on Perceived Value. The result shows a path coefficient of **0.739**, a t-statistic of **10.293**, and a p-value below 0.001. This is the highest path coefficient among the five relationships tested, showing a strong positive relationship between Promotion Attractiveness and Perceived Value. Therefore, **H3 is supported**.

H4 examines the effect of Trust on Purchase Intention. The result shows a path coefficient of **0.615**, a t-statistic of **6.727**, and a p-value below 0.001. This indicates that higher Trust is associated with higher Purchase Intention for baby care products on Shopee. Therefore, **H4 is supported**.

H5 examines the effect of Perceived Value on Purchase Intention. The relationship has a path coefficient of **0.224**, a t-statistic of **2.398**, and a p-value of **0.017**. Although this is the lowest path coefficient among the five relationships, the p-value remains below 0.05, indicating that the effect is statistically significant. Therefore, **H5 is supported**.

Overall, the hypothesis testing shows that Product Content Quality and Social Proof have significant positive effects on Trust, while Promotion Attractiveness has a significant positive effect on Perceived Value. Trust and Perceived Value also have significant positive effects on Purchase Intention. However, Trust shows a stronger relationship with Purchase Intention than Perceived Value, with path coefficients of **0.615** and **0.224**, respectively.

4.9 Discussion of Findings

This section discusses the main findings of the study by connecting the hypothesis-testing results with the theoretical framework and previous studies discussed in Chapter 2. Overall, all five relationships tested in the research model are positive and statistically significant. However, the strength of the relationships differs across the model, providing a clearer understanding of what is more important in shaping Trust, Perceived Value, and Purchase Intention for baby care products on Shopee. Product Content Quality and Trust

4.9.1 The Effect of Product Content Quality on Trust

The first objective of this study is to analyze the effect of Product Content Quality on Trust in purchasing baby care products on Shopee. Based on the hypothesis testing result, Product Content Quality has a positive and significant effect on Trust, with a path coefficient of **0.579**, t-statistic of **7.583**, and p-value of **0.000**. Therefore, H1 is supported.

This result shows that better product information can increase consumer trust when purchasing baby care products online. Product Content Quality in this research represents the accuracy, completeness, and clarity of information provided on the product page. Since consumers cannot physically inspect products before purchasing, clear and complete information helps reduce uncertainty.

This finding is consistent with Signaling Theory, where product information acts as a signal from sellers to consumers in situations where information is not equally available to both parties (Spence, 1973). Wang and Strong (1996) and Lee et al. (2002) also explain that information that is accurate, complete, and understandable is more useful for decision-making.

The finding is also consistent with previous e-commerce studies showing that information quality positively affects consumer trust. In this study, Product Content Quality also has a large effect size of **0.547**, showing that product content is an important factor in building Trust. For baby care products, this means that brands and sellers need to provide reliable and easy-to-understand product information, especially information related to product usage, specifications, ingredients, and suitability.

4.9.2 The Effect of Social Proof on Trust

The second objective of this study is to analyze the effect of Social Proof on Trust. The result shows that Social Proof has a positive and significant effect on Trust, with a path coefficient of **0.356**, t-statistic of **4.455**, and p-value of **0.000**. Therefore, H2 is supported.

Social Proof in this study represents consumers' use of ratings, reviews, and popularity signals when evaluating baby care products on Shopee. The result indicates that information coming from previous buyers helps consumers become more confident about the product and seller.

This finding supports Social Proof Theory by Cialdini (1984), which explains that people tend to use the actions and opinions of others as guidance when making decisions, particularly in uncertain situations. This becomes relevant in online shopping because consumers cannot directly see or test the product before purchase.

Previous research also found that online reviews and electronic word-of-mouth have a positive effect on consumer trust and purchase intention. Reviews from previous buyers provide additional evidence beyond the information provided directly by the seller.

However, the effect of Social Proof on Trust is lower than the effect of Product Content Quality. Social Proof has a medium effect size of **0.207**, compared with

Product Content Quality at 0.547. This indicates that reviews and ratings are important, but good product information appears to have a stronger role in building Trust for baby care products.

4.9.3 The Effect of Promotion Attractiveness on Perceived Value

The third objective of this study is to analyze the effect of Promotion Attractiveness on Perceived Value. The hypothesis testing result shows a positive and significant effect, with a path coefficient of **0.739**, t-statistic of **10.293**, and p-value of **0.000**. Therefore, H3 is supported.

This is the strongest relationship in the research model. The result indicates that attractive promotions strongly influence how consumers evaluate the value of buying baby care products through Shopee. Discounts, vouchers, free shipping, and other promotional benefits can reduce the cost of purchasing and make consumers feel that they receive more benefit from the transaction.

The finding is consistent with Zeithaml (1988), who defines perceived value as the consumer's evaluation of what is received compared with what is given. Promotions increase perceived value when consumers feel that the benefits received are higher than the money, time, or effort sacrificed.

This result is also consistent with Chandon et al. (2000) and Santini et al. (2015), who found that sales promotions can increase consumer value through economic savings and the satisfaction of receiving a good deal.

Promotion Attractiveness also has a large effect size of **1.204**, which confirms its strong contribution to Perceived Value. For products that are purchased regularly, such as baby care products, promotion can become an important consideration because consumers can immediately compare prices and offers between different sellers on Shopee.

4.9.4 The Effect of Trust on Purchase Intention

The fourth objective of this study is to analyze the effect of Trust on Purchase Intention. The hypothesis testing result shows that Trust has a positive and significant effect on Purchase Intention, with a path coefficient of **0.615**, a t-statistic of **6.727**, and a p-value below **0.001**. Therefore, **H4 is supported**.

This result indicates that consumers with higher trust are more likely to have stronger intention to purchase baby care products through Shopee. Trust becomes important in online shopping because consumers make purchase decisions before they can physically inspect or use the product. In this situation, consumers need confidence that the product is reliable, the seller provides the product as described, the payment process is secure, and any problem during the transaction can be handled properly.

The finding is consistent with Mayer et al. (1995), who explain that trust involves the willingness to accept vulnerability based on positive expectations regarding another party's reliability and integrity. The result is also in line with Wang et al. (2022), who found that trust has a strong positive effect on purchase intention in social commerce.

The structural model also shows that Trust has a **large effect size of 0.488** on Purchase Intention. This confirms that Trust is an important factor in explaining consumers' intention to purchase baby care products on Shopee. Compared with Perceived Value, Trust also has a much stronger path coefficient, which suggests that consumers may value good prices and promotions, but confidence in the product and transaction plays a stronger role in shaping Purchase Intention.

For baby care brands and sellers, this result suggests that promotional activities should be supported by trust-building efforts. Accurate product information, credible customer reviews, reliable products, secure transactions, and effective handling of complaints can help strengthen consumer confidence and support Purchase Intention.

4.9.5 The Effect of Perceived Value on Purchase Intention

The fifth objective of this study is to analyze the effect of Perceived Value on Purchase Intention. The result shows that Perceived Value has a positive and significant effect on Purchase Intention, with a path coefficient of **0.224**, a t-statistic of **2.398**, and a p-value of **0.017**. Therefore, **H5 is supported**.

Empirical evidence demonstrates that prospective purchasers cultivate Purchase Intention more readily when appraising infant care procurement across Shopee as delivering superior utility wherein Perceived Value operationalizes the aggregate experiential utility acquired relative to surrendered financial resources and temporal investments and procedural effort necessary for transaction execution.

Conceptual congruence emerges with the foundational theoretical postulations of Zeithaml (1988) establishing that consumers formulate value assessments through the comparative appraisal of acquired utility against surrendered outlays because prospective buyers formulate affirmative Purchase Intention whenever perceived transactional benefits derived from Shopee surpass total incurred sacrifices.

The empirical structural pathway linking Perceived Value to Purchase Intention displays the lowest path magnitude across all five hypothesized linkages within the research framework alongside a comparatively small effect size calculation of 0.065 which demonstrates that the explanatory contribution of Perceived Value remains constrained relative to the predominant influence of Trust despite maintaining statistical significance.

Empirical observations suggest that competitive pricing structures and navigational ease and overarching economic utility maintain strategic relevance while remaining inadequate on their own to determine infant care acquisition decisions because prospective buyers demand unequivocal confidence regarding product integrity and vendor reliability and payment security so that Perceived Value functions

as an essential secondary catalyst whereas Trust exerts a primary guiding function over Purchase Intention.

One of the important findings of this research is the difference in the strength of the relationships between Trust and Perceived Value toward Purchase Intention. Although both variables have positive and significant effects, Trust shows a considerably stronger relationship with Purchase Intention, with a path coefficient of 0.615 compared to 0.224 for Perceived Value. The difference is also reflected in their effect sizes, where Trust has an f^2 value of 0.488, compared to 0.065 for Perceived Value. Meanwhile, Promotion Attractiveness has a strong positive effect on Perceived Value, with a path coefficient of 0.739. These findings suggest that attractive promotions can increase consumers' perceptions of value, but Trust plays a more important role in explaining their intention to purchase baby care products.

For example, consumers may find a baby care product attractive because it offers a significant discount, making them feel that they are receiving good value for their money. However, if they are uncertain about the product's authenticity, safety, suitability, or the reliability of the seller, their intention to purchase may remain low despite the attractive offer. On the other hand, when consumers have strong trust in a product and its seller, they may still be willing to purchase even when the discount is relatively small. This is particularly relevant for baby care products, where consumers may place greater importance on product reliability and their children's well-being than on obtaining the lowest price. Therefore, the findings suggest that while promotions help create perceived value, building and maintaining consumer trust should be a higher strategic priority for companies seeking to strengthen purchase intention.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The first objective of this study was to analyze the effect of Product Content Quality on Trust when consumers purchase baby care products on Shopee. The result shows that Product Content Quality has a positive and significant effect on Trust, with a path coefficient of 0.579. Therefore, H1 is supported. The result indicates that accurate, complete, and clear product information plays an important role in building consumer confidence. This is particularly relevant for baby care products because consumers cannot directly inspect the product before purchasing and therefore depend on information available on the product page. The large effect size of 0.547 also shows that Product Content Quality is an important contributor to Trust.

The second objective was to analyze the effect of Social Proof on Trust. The result shows that Social Proof has a positive and significant effect on Trust, with a path coefficient of 0.356. Therefore, H2 is supported. Ratings, reviews, and product popularity provide additional information from other consumers and help reduce uncertainty during the online shopping process. However, the effect of Social Proof on Trust is lower than Product Content Quality, with a medium effect size of 0.207. This suggests that while consumers pay attention to the experiences of other buyers, reliable product information provided on the product page remains a stronger factor in building Trust.

The third objective was to analyze the effect of Promotion Attractiveness on Perceived Value. The result shows a positive and significant effect, with a path coefficient of 0.739. Therefore, H3 is supported. This is the strongest relationship found in the research model. Attractive promotions increase the value perceived by consumers because they provide additional economic benefits and reduce the cost

associated with the purchase. The effect size of 1.204 also shows a very strong contribution of Promotion Attractiveness to Perceived Value. This confirms that promotional offers remain highly relevant when consumers evaluate the value of purchasing baby care products through Shopee.

The fourth objective was to analyze the effect of Trust on Purchase Intention. The result shows that Trust has a positive and significant effect on Purchase Intention, with a path coefficient of 0.615. Therefore, H4 is supported. Trust has a large effect size of 0.488, showing that consumers are more likely to develop purchase intentions when they have confidence in the product, seller, payment process, and transaction experience. This finding is particularly relevant in the baby care category, where product safety, reliability, and suitability are important considerations.

The fifth objective was to analyze the effect of Perceived Value on Purchase Intention. The result shows that Perceived Value has a positive and significant effect on Purchase Intention, with a path coefficient of 0.224. Therefore, H5 is supported. Although consumers are more likely to purchase when they feel that the benefits received are worth the money, time, and effort spent, Perceived Value has the smallest effect size in the model at 0.065. This indicates that Perceived Value contributes to Purchase Intention, but its contribution is considerably lower than Trust.

Overall, this study finds that Trust has a stronger positive relationship with Purchase Intention than Perceived Value, as reflected by their respective path coefficients of 0.615 and 0.224. Although Promotion Attractiveness strongly influences Perceived Value, attractive promotional offers alone may not be sufficient to encourage consumers to purchase baby care products when trust is lacking. This finding highlights the importance of consumer confidence, particularly in a product category where safety, reliability, and suitability are important considerations. Therefore, while promotions remain relevant in influencing consumers' value perceptions, Trust should receive greater attention as a key factor associated with Purchase Intention.

The explanatory coefficient of determination derived from the structural system reinforces these empirical conclusions because Product Content Quality and Social Proof account for 79.9% of the total variance within Trust and Promotion Attractiveness explains 54.6% of the variance observed in Perceived Value while the joint contribution of Trust and Perceived Value accounts for 62.6% of the variance in Purchase Intention so that the conceptual framework establishes robust analytical power in elucidating the cognitive mechanisms through which consumers appraise baby care products within the Shopee marketplace ecosystem.

5.2 Recommendation

Based on the research findings, this study provides recommendations from both academic and practical perspectives. The results highlight the importance of Product Content Quality and Social Proof in building Trust, while Promotion Attractiveness contributes to Perceived Value. More importantly, Trust has a stronger relationship with Purchase Intention than Perceived Value. These findings provide useful insights for future academic research and for baby care brands and e-commerce sellers in developing more effective strategies on Shopee.

5.2.1 Contribution to the Academics

The first academic contribution of this study is the integration of Product Content Quality, Social Proof, and Promotion Attractiveness within one model of online purchase intention. Previous studies often examine these factors separately or within different product categories. This study brings the three marketplace stimuli together and examines how they influence consumers through two different internal evaluations, namely Trust and Perceived Value.

The findings also contribute to academic literature by providing empirical support for the theories used to explain the individual relationships in the model. The positive effect of Product Content Quality on Trust is consistent with Signaling Theory

and Information Quality Theory, where reliable information helps reduce information asymmetry and uncertainty (Spence, 1973; Wang & Strong, 1996; Lee et al., 2002). The findings also support Social Proof Theory by demonstrating the positive influence of Social Proof on Trust, as prospective buyers rely on the judgments and experiences of previous consumers as informational cues to evaluate products and reduce uncertainty during the purchase decision process (Cialdini, 1984).

The observed relationship between Promotion Attractiveness and Perceived Value reinforces the theoretical concept of consumer value proposed by Zeithaml (1988), which explains that consumers evaluate value by comparing the benefits received with the resources spent. Meanwhile, the stronger influence of Trust on Purchase Intention supports the concept of trust proposed by Mayer et al. (1995), which emphasizes the importance of confidence and willingness to accept vulnerability in transactions involving uncertainty.

Comparing Trust and Perceived Value as concurrent predictors of Purchase Intention provides another academic contribution to this study. Although both variables demonstrate positive and statistically significant effects, Trust has a considerably stronger influence on Purchase Intention. This finding provides additional insights into consumer behavior in sensitive product categories, indicating that female consumers evaluating baby care products consider not only the value offered through promotions but also the credibility, safety, and reliability of the products and sellers.

Finally, this study contributes to the academic understanding of online purchase intention for baby care products by providing empirical evidence from female Shopee consumers aged 25–35 residing in Jabodetabek. The findings offer a reference for future research examining similar consumer behavior in other geographical areas, consumer segments, or product categories.

5.2.2 Contribution to the practical

The results give baby care brands and sellers on Shopee some practical direction. Product Content Quality had a stronger relationship with Trust ($\beta = 0.579$) than Social Proof did ($\beta = 0.356$). So the product page itself deserves more of a seller's attention than it usually gets. Many sellers treat a listing as a routine upload task. In this category, though, the listing is often where consumers decide whether to trust the product. Clear descriptions, accurate images, a full ingredient list, and usage instructions help consumers judge whether a product suits their child before they buy.

Social Proof also had a positive and significant relationship with Trust. Reviews, ratings, and the experiences of earlier buyers still shape how confident consumers feel. Brands can encourage genuine reviews from customers and keep the buying experience consistent. They should also respond quickly when complaints or negative reviews appear. Many online shoppers rely on other buyers' experiences, and these steps make both the product and the seller more credible to them.

Promotion Attractiveness had a strong relationship with Perceived Value ($\beta = 0.739$). Discounts, vouchers, and bundles clearly affect how consumers judge what they get for their money. Promotions therefore remain a useful tool. They work best when they are relevant to the product and fit what the brand offers.

The comparison between the two predictors of Purchase Intention matters most for marketing priorities. Trust had a much stronger relationship with Purchase Intention ($\beta = 0.615$) than Perceived Value did ($\beta = 0.224$). Promotions raise Perceived Value, but they are not the main reason consumers intend to buy. Brands that depend mostly on discounts may be putting their effort in the wrong place. Trust is built through reliable product information, credible reviews, guaranteed authenticity, and a consistent customer experience.

Take a consumer who sees a baby care product with a large discount and thinks it looks like good value. If she is unsure about the product's safety, quality, or

authenticity, the low price alone may not convince her to buy. A consumer who already trusts a brand may still want to buy even when the discount is small. This is especially true for baby care, where parents tend to care more about safety and suitability than about getting the lowest price.

Baby care brands should therefore treat trust-building as their main priority and use promotions to support Perceived Value. For e-commerce managers, the finding helps with dividing the marketing budget between trust-building work and promotional spending. Heavy discounting attracts attention, but it does not build the confidence that drives purchase intention. A balanced plan works better: accurate product information, credible social proof, and reliable products, supported by competitive promotions. That way, brands can strengthen purchase intention without becoming too dependent on price cuts.

5.3 Limitations

This study is limited to female consumers aged 25–35 residing in Jabodetabek who have previous experience purchasing baby care products through Shopee. The research uses purposive sampling with 200 respondents. Therefore, the findings should not be generalized to all female baby care consumers in Jabodetabek or to consumers elsewhere in Indonesia, as the sample was not selected using probability sampling. Future research could include respondents from other regions, different age groups, and broader consumer segments to examine whether similar relationships exist across different populations.

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APPENDIX: QUESTIONNAIRE

1. Kuesioner Penelitian

Faktor yang Mempengaruhi Niat Pembelian Produk Baby Care di Shopee

Peneliti: Martio Orleigh Prakasha | Master of Business Administration | IPMI International Business School

Terima kasih telah bersedia berpartisipasi dalam penelitian ini. Penelitian ini bertujuan memahami faktor-faktor yang memengaruhi niat pembelian produk baby care di Shopee, termasuk kualitas konten produk, social proof, promosi, kepercayaan, dan perceived value.

Fokus penelitian adalah bagaimana konsumen mengevaluasi produk baby care ketika berbelanja online, bukan penilaian terhadap Shopee sebagai platform. Seluruh jawaban bersifat anonim dan hanya digunakan untuk kepentingan akademik. Tidak ada jawaban benar atau salah.

Estimasi pengisian: 5–7 menit. Dengan melanjutkan, responden menyatakan bersedia berpartisipasi secara sukarela.

PART A. RESPONDENT INFORMATION AND SCREENING

Pilihan jawaban disajikan sesuai dengan instrumen penelitian.

Pertanyaan	Pilihan Jawaban
Berapa usia Anda saat ini?	☐ <25th ☐ 25 - 27th ☐ 28 - 30th ☐ 31 - 33th ☐ 34 -35th ☐ >35th
Dimanakah domisili Anda saat ini?	☐ Jakarta ☐ Bogor ☐ Depok ☐ Tangerang ☐ Bekasi ☐ Lainnya
Apakah anda pernah membeli product baby care melalui marketplace dalam 12 bulan terakhir?	☐ Ya ☐ Tidak

Pertanyaan	Pilihan Jawaban
Apa marketplace favorit anda untuk membeli product baby care (perawatan bayi)	☐ Shopee ☐ TikTok ☐ Tokopedia ☐ Lazada ☐ Blibli
Apakah anda pernah menggunakan Shopee untuk berbelanja Baby Care?	☐ Ya ☐ Tidak
Frekuensi membeli produk baby care melalui Shopee	☐ <1x/bulan ☐ 1x per bulan ☐ 2 - 3x /bulan ☐ >= 4x/bulan

PART B. MAIN QUESTIONNAIRE — MEASUREMENT ITEMS

Bayangkan satu produk baby care yang pernah atau sedang Anda pertimbangkan untuk dibeli di Shopee. Gunakan produk tersebut sebagai acuan untuk menjawab seluruh pernyataan.

Variable	Indicator	Code	Measurement Items (Bahasa Indonesia)
Product Content Quality	Visual Accuracy	PCQ1	Dalam mempertimbangkan produk tersebut, kesesuaian gambar produk dengan kondisi produk sebenarnya merupakan hal yang sangat saya perhatikan.
	Information Completeness	PCQ2	Kelengkapan informasi produk, seperti ingredients, manfaat, cara penggunaan, ukuran, usia penggunaan, dan informasi keamanan, merupakan pertimbangan penting bagi saya sebelum membeli.
	Information Clarity	PCQ3	Saya sangat memperhatikan apakah gambar, deskripsi, dan informasi produk disajikan dengan jelas dan mudah dipahami.
Social Proof	Purchase and Review Volume	SP1	Banyaknya orang yang sudah membeli dan memberikan ulasan merupakan pertimbangan penting bagi saya ketika memilih produk tersebut.
	Ratings and Review Attention	SP2	Rating serta ulasan positif atau negatif sangat saya perhatikan sebelum membeli produk tersebut.
	Review Authenticity and Quality	SP3	Saya sangat memperhatikan ulasan yang terlihat asli, detail, dan disertai foto atau video dari pembeli lain.
Promotion Attractiveness	Discount Appeal	PA1	Besarnya diskon (potongan harga) merupakan pertimbangan penting bagi saya ketika memilih produk tersebut.

	Monetary Promotion Benefits	PA2	Voucher, cashback, gratis ongkir, atau benefit promosi lain yang benar-benar mengurangi total biaya pembelian merupakan pertimbangan penting bagi saya.
	Promotion Clarity and Ease of Redemption	PA3	Saya lebih tertarik pada promosi yang syaratnya jelas, mudah digunakan, dan manfaatnya mudah saya dapatkan.
Trust	Information Trustworthiness	T1	Dalam membeli produk baby care di marketplace, saya perlu merasa bahwa informasi yang ditampilkan dapat dipercaya sebelum saya yakin untuk membeli.
	Review-Based Confidence	T2	Rating dan ulasan dari pembeli lain membantu saya merasa lebih yakin terhadap produk baby care yang akan saya beli.
	Information Consistency and Confidence	T3	Saya akan lebih yakin membeli produk baby care di marketplace ketika informasi produk dan pengalaman pembeli lain memberikan gambaran yang konsisten dan meyakinkan.
Perceived Value	Perceived Promotional Benefits	PV1	Promosi seperti diskon, voucher, cashback, atau gratis ongkir membuat pembelian produk baby care di marketplace terasa lebih menguntungkan bagi saya.
	Perceived Monetary Value	PV2	Saya merasa mendapatkan value yang lebih baik ketika promosi benar-benar mengurangi total biaya yang harus saya bayar.
	Overall Promotional Value	PV3	Ketika manfaat promosi yang saya dapatkan cukup besar, saya merasa pembelian produk baby care melalui marketplace menjadi lebih worth it.
Purchase Intention	Propensity to Purchase	PI1	Ketika menemukan produk baby care yang sesuai dengan pertimbangan saya, saya cenderung melanjutkan hingga melakukan pembelian melalui Shopee.
	Purchase Likelihood	PI2	Setelah memperoleh informasi yang cukup untuk merasa yakin terhadap pilihan saya, kemungkinan saya melakukan pembelian produk baby care melalui Shopee menjadi tinggi.
	Purchase Decision Inclination	PI3	Jika suatu produk baby care sudah meyakinkan dan memberikan value yang saya harapkan, saya cenderung memutuskan untuk membelinya melalui marketplace.