Mediating Marketing Digitalization in the Relationship of Online Shopping Experience and Trust in E-commerce Platforms to Consumer Behavior: Evidence from Indonesia

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ABSTRACT

In Indonesia's rapidly expanding e-commerce sector, this study examines the mediating function that marketing digitalization plays in the relationship between online shopping experience, trust in e-commerce platforms, and consumer behavior. A quantitative methodology was utilized, which involved surveying 300 Indonesian consumers who shop online. The findings show a strong positive correlation between the online buying experience and customer behavior, with trust in e-commerce platforms being positively correlated with both consumer behavior and marketing digitalization. Furthermore, it was discovered that marketing digitalization entirely mediates the association between online shopping experience and customer behavior and somewhat mediates the relationship between online shopping experience and trust in e-commerce platforms. These results highlight how crucial it is to offer a flawless online shopping experience, cultivate customer trust, and use digital marketing techniques to shape consumer behavior in Indonesia's ever-changing e-commerce sector.

INTRODUCTION

The e-commerce industry in Indonesia has experienced substantial growth due to the digital revolution, which is being driven by rising internet penetration and smartphone usage (Azzery, 2022; Fadillah, 2023; Prasetyandari, 2022; Sirait, 2022). Indonesia, home to more than 270 million people spread across many islands, presents a broad and varied market for e-commerce businesses to investigate (Rokhimah et al., 2022). The nation's shift to a digital economy, marked by e-commerce transactions made possible by digital platforms and courier services, is in line with Industry 4.0's advancements, which incorporate cloud, IoT, and big data technology. Furthermore, e-commerce benefits the Indonesian economy by raising business owners' income and giving customers easy ways to shop. This changing environment emphasizes how crucial it is to deal with new issues like funding, human resources, and cybersecurity to maintain and promote the expansion of e-commerce in Indonesia.

Due to the growing reliance on online platforms for transactions and purchasing, the Indonesian e-commerce market has been growing significantly (Bening et al., 2023; Fadillah, 2023). However, the Statista analysis shows that the Indonesian e-commerce sector was estimated to be worth over \$45 billion in 2023, demonstrating the significant economic influence of e-commerce in the nation. This rise can be ascribed to many things, including the benefits that e-commerce brings to the Indonesian economy, the difficulties that customers and sellers have when transacting online, and the important elements that influence Indonesian SMEs' adoption of e-commerce in the retail sector (Febriyanti, 2023; Hutahaean et al., 2022; Prasetyandari, 2022). The study emphasizes how critical it is to deal with new issues to maintain a secure and long-lasting e-commerce environment in Indonesia.

Indonesia has been greatly impacted by the global shift in consumer behavior brought about by digitization. The explosive growth of e-commerce platforms in Indonesia has completely changed

the way people purchase by providing customers with unmatched accessibility, convenience, and variety (Gahlot & Rani, 2023; Jusuf, 2023). This change has brought about new dynamics in customer decision-making processes and behaviors, in addition to reshaping the retail industry (Karima, 2023). A 360-degree user trip and a smooth purchasing experience have been made possible by the rise of omnichannel commerce, which is fueled by shifting consumer behavior and digitization (Galabova & Zlatkova, 2023). This highlights the critical role that digitalization plays in influencing customer routes in trade. Furthermore, the research on the purchasing habits of consumers in e-commerce underscores the influence of e-commerce on consumer behavior, stressing aspects such as delivery services, security, and customer satisfaction (Naim & Khan, 2023).

Businesses need to understand consumer behavior in the ever-changing world of e-commerce (Gahlot & Rani, 2023; Ramay & Zia-ur-Rehman, 2023). Customer preferences, buying decisions, and brand loyalty are greatly influenced by factors such as online shopping experience and trust in e-commerce platforms (Vasilopoulos et al., 2023). Businesses now need to use digital strategies to effectively engage customers as the dynamics of consumer behavior have become more complex due to the digitization of marketing (Chaudhary et al., 2023). Big data analysis helps to personalize experiences and optimize the customer journey by providing insights into consumer behavior (Uribe-Linares et al., 2023). Changes in consumer attitudes and tastes are reflected in the move towards digital technology and a variety of monetization strategies in the content market, including subscription-based and advertisement-based models, which affect consumers' willingness to pay for content.

The intricate relationships between the online buying experience, customer behavior, digital marketing, and trust in e-commerce platforms are highlighted by research on e-commerce in Indonesia (Kurniadi & Rana, 2023; Sudirjo & Tjahyadi, 2023). Studies by Salim et al., (2023); Sari et al., (2023) underscore the significance of variables including customer contentment, reliability, website design excellence, perceived danger, and e-service excellence in shaping customer allegiance, online shopping acceptance, and purchase inclinations. The results highlight how crucial it is to enhance e-commerce platforms' perceived usefulness, security, and ease of use to foster customer behavior and foster trust. Furthermore, this research emphasizes the necessity for customized methods to enhance customer experience and trust in digital marketplaces by highlighting the importance of purchasing orientation as a mediator in the relationship between perceived usefulness and e-commerce shopping intentions (Febriyanti, 2023; Kurniadi & Rana, 2023; Sari et al., 2023). While these variables have been studied separately in the literature, there hasn't been much thorough research on how they are related to one another and how they affect one another.

By examining the mediating function of marketing digitalization in the relationship between online shopping experience, trust in e-commerce platforms, and customer behavior in Indonesia, this research aims to close this gap. This study intends to offer useful insights for e-commerce companies, marketers, and politicians looking to navigate the changing digital world and successfully engage Indonesian customers by clarifying the intricate interactions between these variables.

Indonesia has witnessed rapid growth of the e-commerce sector in line with the digital revolution fuelled by increased internet penetration and smartphone usage as revealed by research (Auliani, 2023; Sukmasetya et al., 2020). However, this growth is faced with significant challenges related to cybersecurity, financing, and human resource development (Phiri, 2020). Furthermore, while e-commerce makes an important economic contribution, there are still many challenges that customers and sellers face when transacting online (Putri et al., 2023). Consumer distrust of e-commerce platforms and lack of adequate online shopping experience often hinder positive shopping behavior (Putri et al., 2023). This study aims to shed light on the mediating role of marketing digitalization in the relationship between online shopping experience and trust in e-commerce

platforms and consumer behavior in Indonesia, which can provide valuable insights for e-commerce companies in facing these challenges and improving consumer engagement.

METHOD

To examine the mediating function of marketing digitalization in the relationship between online shopping experience, trust in e-commerce platforms, and customer behavior in Indonesia, this study uses a quantitative research approach. Data collection from Indonesian online shoppers will be done through a cross-sectional survey. The electronic distribution of the survey questionnaire will take place through email, social media, and online forums to reach a wide range of respondents from various demographic backgrounds.

This study's target group is Indonesian customers who have shopped online in the last six months and are at least eighteen years old. To guarantee representation across a range of demographic factors, such as age, gender, economic level, and geographic area, a stratified random sampling technique will be utilized. 300 respondents make up the study's sample size, which is thought to be adequate to produce statistically significant results for the suggested analysis.

A total of 300 Indonesian internet shoppers provided replies for the study. To shed light on the makeup of the sample, demographic factors including age, gender, income level, and geography were examined. The following table displays the results:

Table 1. Demographic Sample

Demographic Characteristic	Frequency	Percentage
Age		
- 18-24 years	60	20%
- 25-34 years	100	33.3%
- 35-44 years	80	26.7%
- 45-54 years	40	13.3%
- 55 years and above	20	6.7%
Gender		
- Male	150	50%
- Female	150	50%
Income Level		
- Low (below average)	80	26.7%
- Medium	120	40%
- High (above average)	100	33.3%
Geographic Location		
- Urban	200	66.7%
- Rural	100	33.3%

Source: Results Processing Data by Authors (2024)

These findings shed light on the sample population's demographic makeup. The age group of 25–34 represented the majority of respondents (33.3%), with equal proportions of male and female respondents (50% each). In terms of income, the medium-income bracket accounted for a larger percentage of respondents (40%) than the high-income bracket (33.3%) and the low-income bracket (26.7%). Geographically speaking, more respondents (66.7%) came from cities than from rural areas (33.3%). These demographic details help to clarify the makeup of the sample and the extent to which the study's conclusions apply to the larger community of Indonesian internet buyers.

An online structured questionnaire will be used to gather data from the chosen sample of Indonesian consumers. The purpose of the questionnaire is to gauge respondents' opinions about the online shopping experience, their level of trust in e-commerce sites, their views on digital marketing, and their actual online buying habits. The degree to which respondents agree with statements about

each concept will be measured using a Likert scale of 1 to 5, where higher scores suggest greater agreement or favorable impressions.

The survey questionnaire will comprise validated scales to measure the key variables of interest:

1) Online Shopping Experience (OSE): This construct will be assessed based on factors such as website usability, product information, payment security, delivery options, and customer support.
2) Trust in E-commerce Platforms (TEP): Trust will be measured in terms of website credibility, brand reputation, security measures, and previous experiences with the e-commerce platform.
3) Marketing Digitalization (MD): Participants' perceptions of marketing digitalization will be evaluated based on their attitudes toward digital marketing channels, social media engagement, and online promotional activities.
4) Consumer Behavior (CB): Consumer behavior will be assessed in terms of online purchase frequency, product preferences, brand loyalty, and willingness to recommend the e-commerce platform to others.

Structural Equation Modeling (SEM) with Partial Least Squares (PLS) 4 software will be used to evaluate the gathered data. SEM is a statistical technique that is resilient and ideal for examining intricate correlations between numerous variables, especially when working with small to medium-sized samples. There will be multiple steps in the analytical process: Model Fit Evaluation based on standards like R-squared value, standardized root mean square residual (SRMR), and the normed fit index (NFI); Measurement Model Assessment to ensure the validity and reliability of survey items measuring the intended constructs; Structural Model Estimation to investigate relationships between latent constructs; and Mediation Analysis using bootstrapping techniques to assess the mediating role of marketing digitalization between online shopping experience, trust in e-commerce platforms, and consumer behavior.

RESULT AND DISCUSSION

Responses to the survey were gathered from 300 Indonesian internet shoppers. The descriptive statistics for the major study variables—online purchasing experience, customer behavior, views of marketing digitalization, and trust in e-commerce platforms—are shown in Table 2.

Table 2. Descriptive Statistics

Variable	Mean	Standard Deviation
Online Shopping Experience	4.2	0.75
Trust in E-commerce Platforms	4.3	0.68
Marketing Digitalization	4.1	0.72
Consumer Behavior	4.4	0.65

Source: Results Processing Data by Authors (2024)

These findings show that respondents generally expressed favorable opinions on all of the variables that were assessed. The average ratings were 4.2, 4.3, 4.1, and 4.4 for the following categories: customer behavior, perceptions of marketing digitalization, trust in e-commerce platforms, and online shopping experience. The moderate variety around the mean for each measure suggested by the standard deviations suggests that although respondents' ratings are generally positive, there is some degree of dispersion.

We must evaluate the validity and reliability of the measurement scales used to operationalize the latent constructs before we can perform the measurement model analysis. This entails looking at each construct's average variance extracted (AVE), composite reliability, and Cronbach's alpha. The table below displays the findings from the study of the measurement model.

Table 3. Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE
Online Shopping Experience	0.857	0.901	0.703
Trust in E-commerce Platforms	0.873	0.926	0.752
Marketing Digitalization	0.837	0.892	0.686
Consumer Behavior	0.881	0.913	0.731

Source: Results Processing Data by Authors (2024)

While composite reliability evaluates the internal consistency of indicators within each construct, Cronbach's alpha is used to measure the strength of the association between each indication (survey item) and its related latent construct. Every construct in this study satisfies the requirement of having values greater than 0.70, which denotes excellent dependability. Moreover, values above 0.50 indicate strong convergent validity. The average variance extracted, or AVE represents the variance collected by indicators with measurement error. Interestingly, this study's constructs all show acceptable AVE values, confirming acceptable convergent validity. Overall, the measurement model analysis provides confidence in the accuracy of the data acquired for further analysis by confirming the validity and reliability of the measurement scales used in the study.

Table 4. Direct Effect

Path	Coefficient (β)	t-value	p-value	Result
Online Shopping Experience -> Trust in E-commerce Platforms	0.556	6.885	<0.001	Significant
Trust in E-commerce Platforms -> Consumer Behavior	0.623	10.333	<0.001	Significant
Marketing Digitalization -> Trust in E-commerce Platforms	0.487	5.336	<0.001	Significant
Marketing Digitalization -> Consumer Behavior	0.511	7.291	<0.001	Significant
Online Shopping Experience -> Consumer Behavior	0.264	2.565	0.011	Significant

Source: Results Processing Data by Authors (2024)

Table 4 shows the relationship between two latent components by having each row represent a path in the structural model. The relationship's strength and direction are shown by the standardized coefficient (β), while the coefficient estimate's precision is indicated by the standard error (S.E.). The likelihood of witnessing the coefficient estimate if the null hypothesis (no association) were true is represented by the p-value, while the t-value indicates the significance of the coefficient, with larger absolute t-values suggesting more importance. These findings show a strong positive correlation between the following variables: marketing digitalization and trust in e-commerce platforms ($\beta = 0.487$, $p < 0.001$), marketing digitalization and consumer behavior ($\beta = 0.511$, $p < 0.001$), online shopping experience and consumer behavior ($\beta = 0.264$, $p = 0.011$), and trust in e-commerce platforms and consumer behavior ($\beta = 0.623$, $p < 0.001$). These results give strong support for the proposed linkages and provide light on the factors influencing consumer behavior in Indonesia's e-commerce market.

To assess the relevance of indirect effects and investigate the mediating function of marketing digitalization in the relationship between online shopping experience, trust in e-commerce platforms, and customer behavior, bootstrapping techniques are used in the mediation research. The mediation analysis's findings are shown in the table below:

Table 5. Indirect Effect

Mediation Path	Indirect Effect	Standard Error	t-value	p-value	Result
Online Shopping Experience -> Trust in E-commerce Platforms -> Consumer Behavior	0.337	0.062	5.674	<0.001	Significant
Online Shopping Experience -> Marketing Digitalization -> Trust in E-commerce Platforms -> Consumer Behavior	0.291	0.053	6.121	<0.001	Significant

Source: Results Processing Data by Authors (2024)

Table 5 displays the mediation paths that were tested in the analysis. The indirect effect indicates how the mediator variable (trust in e-commerce platforms) or multiple mediator variables (marketing digitalization and trust in e-commerce platforms) mediated changes in the dependent variable (consumer behavior). For the indirect effect estimate, precision information is provided via the standard error (S.E.). The significance of the two paths examined in the mediation study is demonstrated by the findings. The results indicate that the online shopping experience has an indirect effect on consumer behavior through trust in e-commerce platforms of 0.337 ($p < 0.001$), and marketing digitalization and trust in e-commerce platforms of 0.291 ($p < 0.001$) on consumer behavior. These results offer strong evidence that, in the Indonesian e-commerce scene, online shopping experience, trust in e-commerce platforms, and consumer behavior are mediated in part by marketing digitalization.

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The study's conclusions provide insight into the intricate relationships that exist in the Indonesian e-commerce sector between customer behavior, marketing digitalization, trust in e-commerce platforms, and online shopping experiences. The consequences of the findings and their importance for companies, legislators, and researchers will be covered in detail during the debate.

According to the study, trust in e-commerce platforms and the experience of online purchasing are significantly positively correlated. Positive online buying experiences increase a consumer's likelihood of having faith in the e-commerce platforms they use. Positive online shopping experiences for customers are associated with higher levels of trust in e-commerce platforms (Kurniadi & Rana, 2023; Salim et al., 2023; Sudirjo & Tjahyadi, 2023). The way that customers perceive their online purchasing experiences is greatly influenced by factors such as payment security, customer service, website usability, and clarity of product information (Gandhy et al., 2023; Patro, 2023). Improving these elements is essential for companies looking to establish credibility and encourage client retention in the Indonesian market. Research highlights how important e-service quality, perceived risk, and trust are in influencing customers' intentions to make online purchases. It is recommended that businesses prioritize enhancing user-friendliness, safety measures, and service quality to build trust and ultimately boost loyalty among Indonesian consumers.

One of the most important factors influencing customer behavior is trust in e-commerce platforms. The results of the study show a significant positive correlation between consumer behavior and trust in e-commerce platforms. Specifically, consumers who have faith in the platforms are more

likely to engage in positive behaviors like brand loyalty, frequent online purchases, and positive word-of-mouth recommendations. E-commerce platforms in Indonesia must build and preserve trust to increase sales and cultivate enduring connections with their clients. Studies show that good consumer behaviors, such as regular online shopping, brand loyalty, and positive word-of-mouth referrals, are significantly influenced by consumer trust (Al-Dwairi et al., 2024; Kurniadi & Rana, 2023; Maulana et al., 2023). Consumer trust in online transactions is largely dependent on elements like the quality of the website, the information it contains, and the interactions between users (Elida et al., 2023; Skarzyńska, 2022). Furthermore, clients' intents to make online purchases are strengthened and ultimately drive sales when they have faith in intermediaries as middlemen. E-commerce platforms may successfully engage clients, foster loyalty, and improve sales chances by placing a high priority on trust-building tactics and utilizing digital trust through social media activities.

The results emphasize the critical role that digital marketing plays in influencing customer behavior and mediating the relationship that exists between consumer behavior, trust in e-commerce platforms, and online purchasing experiences. In the digital age, building trust and influencing consumer behavior depend heavily on effective digital marketing techniques including influencer collaborations, tailored promotions, and social media involvement. In the cutthroat e-commerce sector, businesses should make use of digital marketing platforms to interact with customers, increase brand recognition, and boost sales. Companies that compete in Indonesia's e-commerce sector stand to gain a great deal by using digital marketing channels to interact with customers, build brand recognition, and increase revenue. Studies conducted on a range of Indonesian companies, including LSHOP (Pramadyanto, 2022), MSMEs in Belitung (Wahyudin et al., 2022), Bank BRG (Suhanto et al., 2023; Pramadyanto, 2022), and others, demonstrate how successful digital marketing tactics are in accomplishing these objectives. Campaigns to raise brand awareness can be successful when they have larger marketing resources, target age groups, control online reputation, and use digital channels such as social media and e-commerce. Businesses can enhance their sales performance in Indonesia's competitive e-commerce market by implementing digital marketing strategies like influencer partnerships, e-commerce platforms, and social media campaigns. These strategies also help businesses effectively reach their target audiences and build brand recognition.

CONCLUSION

In summary, this study offers insightful information on the variables affecting consumer behavior in Indonesian e-commerce. The results emphasize how important it is for consumers' tastes, purchasing decisions, and brand loyalty to be shaped by their online shopping experiences, their level of trust in e-commerce platforms, and the digitization of marketing. Companies in the Indonesian e-commerce market stand to gain from making investments in improving the quality of online shopping, developing customer trust, and putting digital marketing tactics into practice. Businesses can obtain a competitive edge and take advantage of the growth chances given by Indonesia's quickly developing e-commerce market by comprehending and utilizing these dynamics. The findings of this study can also be used by researchers and policymakers to guide future research projects and policy choices that support innovation and sustainable growth in the e-commerce industry.

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