

ABSTRACT

This study aims to determine the influence of price perception, product reviews, and product appearance on purchasing decisions through trust as an intervening variable, focusing on Shopee consumers in Pekalongan City. The research method used is quantitative, with primary data collected through online questionnaires and secondary data from various sources. The sampling technique employed is purposive sampling, with a sample size of 120 respondents who meet the criteria as Shopee consumers in Pekalongan City. The research variables consist of endogenous variables (purchasing decisions), intervening variables (trust), and exogenous variables (price perception, product reviews, and product appearance), operationalized through predetermined indicators based on relevant literature and theories. Data analysis is conducted using structural equation modeling (SEM) with the Smart-PLS application. To ensure the validity and reliability of the measurement tools, convergent and discriminant validity techniques, as well as composite reliability, are used. Convergent validity is tested using loading factor and average variance extracted (AVE), while discriminant validity is tested using the square root of AVE and Fornell-Larcker criterion. Reliability is measured using composite reliability and Cronbach's alpha. The results show that positive price perception significantly increases consumer trust in products or services. Positive product reviews and product appearance also significantly contribute to building consumer trust. Price perception, product reviews, and product appearance have a significant influence on purchasing decisions. However, trust as an intervening variable does not show a significant effect on the relationship between exogenous variables and purchasing decisions in this model.

Keywords : Price Perception, Product Reviews, Product Appearance, Trust, Purchase Decision."