

THE TRUST FACTOR: A COMPREHENSIVE REVIEW OF ANTECEDENTS AND THEIR ROLE IN SHAPING ONLINE PURCHASE INTENTIONS

Tussi Sulistyowati*¹ 

Nur Elfi Husda² 

¹ Student of Magister Management, Putera Batam University

² Lecturer of Magister Management, Putera Batam University

Email: pb222120011@upbatam.ac.id¹; nurelfi@puterabatam.ac.id²

ARTICLE HISTORY

Received:

24 September 2023

Revised

05 October 2023

Accepted:

13 October 2023

Online available:

30 November 2023

Keywords:

Trust,
Online Purchase
Intention,
Literature Review,
E-Commerce.

***Correspondence:**

Name:

Tussi Sulistyowati

E-mail:

pb222120011

@upbatam.ac.id

ABSTRACT

Introduction: This study investigates trust's impact on consumer buying decisions and trust levels within e-commerce, shedding light on trust antecedents and their role in shaping purchase intentions.

Methods: This qualitative study, conducted on September 21, 2023, employed a systematic literature review approach. Using the Scopus database in conjunction with Harzing's Publish or Perish 8 tool, the study focused on 23 articles concerning trust and online purchases. These articles were meticulously selected from a pool of 775 papers published between 2019 and 2023.

Results: E-commerce trust research reveals recurring themes like reputation, risk, information quality, and utility, along with social support, subjective norms, fulfillment, trustworthiness, and vendor reliability. Trust plays a central role by mitigating risk, mediating relationships, and predicting purchase intent, influenced by content quality and social presence. These findings emphasize trust's significance in shaping online purchase intentions.

Conclusion and suggestion: Understanding trust's complexity and its various antecedents is vital for businesses to tailor effective strategies, influencing online sales and consumer decisions in e-commerce. This research enhances trust comprehension in e-commerce, especially in emerging markets, by identifying key antecedents and providing a comprehensive framework. However, limitations include potential exclusions based on title format criteria and reliance on specific titles from 2019-2023. Future research should incorporate current publications and explore broader dynamics of consumer behavior in e-commerce.

INTRODUCTION

In today's rapidly evolving digital era, e-commerce has experienced substantial growth, reaching a significant milestone with a projected global market value of \$6.3 trillion in 2023 (Forbes, 2023). With the expectation that 24% of retail transactions will be conducted online by 2026, it's evident that online shopping has transcended being a mere trend; it's now a well-established consumer preference, as Figure 1 illustrates. This shift has fundamentally reshaped the business landscape, positioning online purchases as the favored choice for consumers (Moon et al., 2021).



Figure 1. The Growth in Retail Ecommerce Sales Worldwide 2021-2026
Source: forbes.com

In this context, trust assumes a central role in influencing consumers' decisions to partake in online shopping (Hidayat et al., 2021). Their willingness to engage in online purchases, their perceptions of the value they stand to gain (Karjaluoto et al., 2019), and their trust in the e-commerce platform, seller, and products are pivotal factors. Establishing trust and upholding a solid reputation are prerequisites for attracting online shoppers. Consequently, strategies focused on reinforcing consumer trust are indispensable for thriving in this dynamic market (Madhani, 2020). Trust encompasses various dimensions, including trust in the e-commerce platform (Lin et al., 2019), the seller (Zahara et al., 2021), and products (Wu et al., 2021), underscoring its multifaceted importance in shaping the online shopping experience.

It is important to highlight the impressive achievements of social commerce platforms, as documented by Kompas (2023), has enticed many individuals to venture into this business arena, with celebrities earning billions in sales within mere hours. While it offers convenience and visually appealing products, concerns regarding fraudulent activities are significant. Additionally, according to Ekata (2023), losses stemming from e-commerce online payment fraud amounted to \$41 million in 2022, with the projected

global cost of e-commerce fraud to merchants exceeding \$48 billion this year. Even more alarming for merchants is the forecast that cumulative losses due to online payment fraud worldwide may surpass a staggering \$343 billion by 2027.

In accordance with a report from [Tempo \(2023\)](#), the Director General of Consumer Protection and Trade Order (PKTN) at the Ministry of Trade revealed a total of 7,464 consumer complaints in 2022. The majority of these grievances were closely tied to electronic commerce (e-commerce) transactions, comprising an overwhelming 93 percent of all complaints, totaling 6,911 cases. These e-commerce-related complaints encompassed a wide range of issues, including challenges in securing refunds, discrepancies between purchased items and agreements, receipt of damaged goods, non-receipt of purchased products, and instances of sellers unilaterally canceling transactions.

As e-commerce continues its growth and evolution, understanding the intricate nature of trust and its multifaceted antecedents becomes paramount for businesses navigating this dynamic landscape and forging enduring relationships with consumers ([Chawla & Kumar, 2022](#)). This comprehensive literature review aims to shed light on the pivotal role of trust factors in online purchase intention, providing valuable insights for e-commerce stakeholders aiming to enhance consumer trust levels and drive growth in this ever-expanding digital marketplace.

The research literature on trust in purchase intention is essential in current research because it provides a comprehensive understanding of the evolving dynamics between trust and consumer behavior, which is vital in today's rapidly changing marketplace ([Ventre & Kolbe, 2020](#)). As consumer preferences and online shopping habits continue to evolve, staying updated with the latest research is crucial for businesses and marketers to adapt their strategies effectively ([Dubbelink et al., 2021](#)). Such a review not only offers valuable insights into the factors influencing trust ([Siegrist, 2021](#)) but also highlights emerging trends ([Chaudhary et al., 2021](#)), providing guidance for the development of effective marketing ([Hulland & Houston, 2020](#)) and customer relationship management strategies ([Gil-Gomez et al., 2020](#)). Moreover, it addresses a noticeable gap in systematic literature review research ([Hulland & Houston, 2020](#)), focusing specifically on trust and online purchases in the context of e-commerce, thereby contributing to a deeper understanding of trust's role in shaping consumer behavior in the digital age ([Soleimani, 2022](#)). Therefore this research investigates trust antecedents and their vital role in purchase intention.

LITERATURE REVIEW

Online Purchase Intention

Online purchase intention can be described as the condition in which an individual is willing and intends to participate in an online transaction ([Nasution et al., 2019](#)).

Purchase intention, a key marketing concept, signifies consumers' inclination to buy, often gauged by their actual purchasing actions (Nasir et al., 2021). Purchase intention, in this context, refers to a consumer's inclination or plan to buy a particular product or brand based on their evaluation of various factors, but it may not always result in an actual purchase due to external influences or unforeseen circumstances (Kotler et al., 2023). This concept spans various products (Zhang & Zhou, 2023) and services (Dou et al., 2021). Online purchase intention specifically concerns consumers' willingness to use the internet for shopping (Kasilingam, 2020) or price comparison (Aw et al., 2021). It encompasses factors such as customer interest (Purwanto et al., 2021), social influence (Sohn & Kim, 2020), and perceived value (DAM, 2020). Furthermore, it reflects consumers' eagerness to partake in online transactions and build relationships with online retailers (Vakulenko et al., 2019).

Trust

Trust in online transactions holds immense significance because it represents the willingness of parties to conduct financial exchanges and trade goods without the need for face-to-face interactions (Halim & Karsen, 2020). In an era marked by the proliferation of e-commerce, where transactions occur in virtual spaces, the role of trust becomes even more critical (Zhang et al., 2023). Consumers must trust that their personal and financial information is secure (Trivedi & Yadav, 2020), that the products they purchase will meet their expectations (Giao et al., 2020), and that they will receive adequate support in case of issues. Likewise, businesses rely on trust to attract and retain customers, ensure repeat business, and safeguard their reputation in a highly competitive online marketplace. Therefore, understanding the intricacies of trust in the context of online purchases is essential for fostering successful, secure, and thriving digital commerce ecosystems.

Previous Study

In the Scopus database, a noticeable gap exists in the realm of systematic literature review research addressing the role of trust in purchase intention. An examination conducted on October 3, 2023, utilizing Harzing's Publish or Perish, resulted in the identification of 116 papers that conformed to the search criteria 'Antecedents of Trust Literature Review' within either the title (2 papers) or keywords (114 papers). These papers encompassed research published between 2019 and 2023. From this pool, the researcher meticulously selected 7 articles through a thorough literature review process.

The research conducted in the current study focusing on trust and online purchases in e-commerce presents a notable research gap in comparison to the previously mentioned studies. While Paluri & Mishal (2020) delved into trust and commitment in supply chain management, Roach (2019) explored adolescent friendship in nursing

research, [Antonytheva et al. \(2021\)](#) investigated professional intimacy in nursing practice, and [Cheng et al. \(2022\)](#) examined relationship management in crises, the current research stands out in its scope and focus. While the prior studies primarily centered around conceptualizing and defining trust-related concepts within their respective domains, the current research uniquely explores the direct impact of trust on consumer buying decisions in the context of e-commerce. This shift in focus signifies a departure from conceptualization toward a more applied and practical understanding of trust's role, addressing a critical gap in understanding how trust influences consumer behavior in online purchase intention, which is of significant relevance in the digital age. A summarized comparison is presented in Table 1.

Table 1. Comparison of Previous Research and Current Research

Author & Year	Research Methodology	Number of Studies Analyzed	Scope	Main Trust Focus
Paluri & Mishal (2020)	Bibliometric analysis followed by a systematic review of the literature	255 papers from 1990 to 2019	Trust and commitment in supply chain management	Trust and commitment among supply chain partners
Roach (2019)	Concept analysis using Walker and Avant's method	17 articles from various disciplines from 2008 to 2018	Adolescent friendship in nursing research	Defining attributes of adolescent friendship
Cheng et al. (2022)	Review of 131 journal articles	131 published journal articles from 1997 to 2019.	Relationship management in crises	Theoretical and methodological trends, themes of relationships in crises
Maune (2021)	Literature review	21 peer-reviewed journal articles from 2014 to 2019	Mobile applications for competitive intelligence	Determinants of user behavior regarding mobile applications
Khan et al. (2020)	Literature review	35 articles from 2007 to 2017	Trust in e-government services using social media	Antecedents of trust from multiple dimensions
Current research	Systematic literature review	23 articles from 2019 to 2023	Trust and online purchases in e-commerce	Impact of trust on consumer buying decisions

Source: Scopus Database 2019-2023 (Harzing's Publish or Perish, October 3, 2023)

RESEARCH METHODS

This qualitative research conducted a systematic literature review using the Scopus database and Harzing's Publish or Perish 8 tool. The study specifically targeted articles with titles containing phrases such as 'trust in purchase intention' (82 papers), 'trust on purchase intention' (190 papers), 'trust in online buying' (5 papers), 'trust on online buying' (9 papers), 'trust in online shopping' (31 papers), 'trust on online shopping' (47 papers), 'antecedent of trust' (130 papers), 'trust in e-commerce' (99 papers), 'trust on e-commerce' (159 papers), 'trust in purchase decision' (6 papers), and 'trust on purchase decision' (17 papers). Out of the 775 papers published between 2019 and 2023 and reviewed on September 21, 2023, 389 articles were selected for inclusion in the

study. These selections were made after excluding duplicates, book chapters, conference papers, errata, and reviews. Following the evaluation of abstracts and the exclusion of inaccessible articles, 23 papers remained for full-text examination in the systematic literature review, as shown in Figure 2.

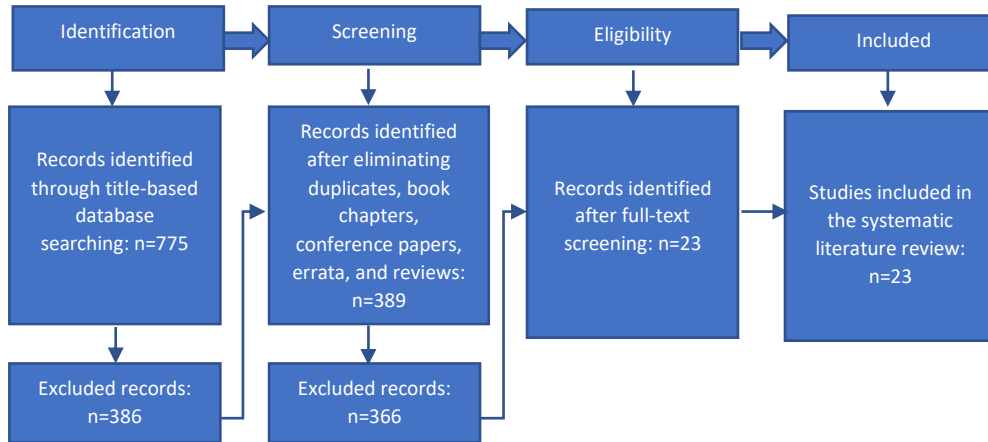


Figure 2. Methodology design

Source : (Ikram et al., 2018; Sulistyowati & Husda, 2023)

RESULT AND ANALYSIS

The findings presented in Table 2 compile insights from a range of studies that investigate trust in various contexts. [Ventre & Kolbe \(2020\)](#) emphasize trust's capacity to cultivate positive opinions, mitigate risk, and amplify online sales, all while emphasizing the intricate interplay among trust, perceived risk, and online purchase intent. [Qalati et al. \(2021\)](#) underscore trust as a central mediator that influences service quality, website quality, reputation, and online purchase intentions. [Liu et al. \(2019\)](#) delve into the realm of social commerce to uncover trust's impact on purchase intent, contingent on the presence of social interactions. [Harrigan et al. \(2021\)](#) shift their focus to atmospheric cues and peer communication within social media platforms, shedding light on their influence on trust and subsequent purchasing decisions. Additional studies explore the multifaceted aspects of trust, encompassing Tangibilization cues [Chang et al. \(2019\)](#), quantities of reviews and images [Zhang & Wang, 2021](#), and perceived benefits [Zhao et al., 2020](#).

Table 2. Findings from 23 Articles Related to Trust

Study Reference	Function of Trust	Findings
Ventre & Kolbe (2020)	Trust encourages positive opinions, reduces risk, and boosts online sales.	Encouraging positive online opinions can boost trust and drive online sales. Trust inversely relates to perceived risk and positively affects online purchase intent. Perceived risk does not directly impact online purchase intent.
Qalati et al. (2021)	Trust mediates service quality, website quality, and reputation's impact on online purchase intentions.	Trust plays a significant mediating role in the relationship between perceived service quality, website quality, reputation, and online purchase intention.

Liu et al. (2019)	Trust in social commerce and site members influences purchase intent, moderated by social presence.	Trust in the social commerce site and site members impacts purchase intention, particularly when influenced by user-generated content quality (informativeness and persuasiveness). Consumer social presence also moderates the link between trust in site members and purchase intention.
Harrigan et al. (2021)	Atmospheric cues and peer communication impact trust in social media, affecting purchase intention.	Atmospheric cues and peer communication influence the perceived usefulness and trust in a brand's social media, ultimately affecting purchase intention, with limited involvement of privacy concerns, presenting managerial insights for building trust on social media.
Chang et al. (2019)	Tangibilization cues and regulatory focus enhance trust and purchase intentions.	When tangibilization cues match regulatory focus, they boost purchase intentions. Affective trust info is more effective than cognitive trust info in driving purchases in both promotion and prevention conditions.
Zhang & Wang (2021)	Review and picture numbers positively affect trust and purchase intention in online merchants.	Online product descriptions' perceived effectiveness has limited impact, but the number of reviews and pictures positively influences merchant trust and purchase intent, particularly when reviews are longer and balanced.
Zhao et al. (2020)	Trust and perceived benefits significantly influence purchase intentions in C2C e-commerce.	In a C2C e-commerce context, both trust and perceived benefit significantly enhance consumers' purchase intention, with the identified antecedents for C2C trust and perceived benefit also exerting significant influence.
Maia et al. (2019)	Trust is the primary predictor of purchase intent in s-commerce, alongside competitive prices.	Trust is the primary predictor of consumer purchase intent in s-commerce, alongside competitive prices, and there are key trust-building factors in the e-commerce context.
Alotaibi et al. (2019)	Trust, social media influencers, and feedback link to purchase intent, influenced by key opinion leaders.	There's a positive link between consumer trust and purchase intention. Social media influencers and consumer feedback boost trust, influencing intent to buy from Instagram stores, while Maroo and key opinion leaders directly impact purchase intention.
Choi & Lee (2019)	Trust is influenced by skin safety, impacting domain-specific safety information.	Skin safety positively influenced trust in domain-specific safety information.
Liu et al. (2019)	Social support, perceived utility, and subjective norms shape trust.	Trust is influenced by three factors: social support, perceived utility, and subjective norms.
Song & Shin (2022)	Eeriness affects trust in chatbots, influencing purchase intent and reuse willingness.	The feeling of eeriness negatively impacted users' trust in the chatbot, subsequently affecting their purchase intention and willingness to reuse the chatbot.
Furner et al. (2022)	Trust influences purchase and recommendation intentions, influenced by factors like education and trust disposition.	Disposition to trust, education, uncertainty avoidance, and accommodation type collectively influence trust, impacting both purchase intention and recommendation intention.
Varma et al. (2020)	Privacy, security, and reputation affect purchase intentions through trust, vital for e-commerce transactions.	Privacy, security, and reputation significantly influence customer purchase intention through their impact on trust, highlighting trust as the primary driver in e-commerce, capable of driving transaction numbers.
Yang et al. (2020)	Trust mediates ethics, affecting purchase intentions and satisfaction in online retail.	Significant relationships exist between the ethics of online retailers and consumers' purchase intentions and satisfaction, mediated through trust and commitment.
Sombultawee & Wattanatorn (2022)	Attitudes towards omnichannel retailing significantly impact purchase intention and trust.	Attitudes toward omnichannel retailing had a moderate impact on consumer trust, while subjective norms, perceived behavioral control, and time-saving had weaker effects on trust, with time-saving strongly influencing perceived control.
Luo et al., (2021)	Trust dimensions, reputation, system quality, and benefits influence policyholders' trust beliefs and purchase intentions.	Trust in two dimensions, ability, and integrity, significantly influences policyholders' purchase intentions, with reputation, system quality, cooperation, financial risk, and benefits serving as key factors in shaping these trust beliefs, with implications for both theory and practice.
Wu & Yuan (2022)	User feedback and platform supervision strengthen trust, affecting purchase intentions.	Various mechanisms, such as user feedback, platform supervision, and product certification, can enhance customer purchase intent by strengthening trust. Individual trust inclinations also contribute, providing insights for poverty alleviation through consumption in China and worldwide.

Aloqool & Alsmairat (2022)	Social commerce and trust on social networks impact online purchase intent.	Social commerce and trust on social network sites directly impact online purchase intent, with trust on these platforms serving as a mediator between social commerce and online purchase intention
Wu & Huang (2023)	Values boost trust in streamers and products, influencing purchase intent and mediating perceived value effects.	Perceived utilitarian, hedonic, and social values strongly boost trust in both the streamer and the product, with consumer trust playing a partial mediating role in the relationship between perceived value and continued purchasing intent.
Esho & Verhoef (2021)	Trust in website quality and vendors impacts online buying intent, with website quality often more significant.	Highlighting the findings, trust, and website quality strongly impact online purchase intent. Website quality outweighs vendor trust, especially in certain markets, where consumers often do not differentiate between trust in vendors and website quality.
Suprpto et al. (2022)	Perceived risk, technology, and reputation impact trust and online purchase intentions.	Perceived technology and trust impact online purchase intentions, while e-commerce knowledge does not affect consumer trust, and prior purchase experience does not affect the intention to buy online.

Source: Scopus Database 2019-2023 (Harzing's Publish or Perish, September 21, 2023)

Utilizing the rigorous methodology outlined in the previous sections of this study, the culmination of our analytical efforts has yielded a comprehensive set of findings that warrant detailed elucidation. These findings are not merely the product of a cursory examination but rather the result of an in-depth and systematic exploration of the intricate interplay between trust factors and online purchase intentions in the dynamic landscape of e-commerce. This rigorous investigative approach involved synthesizing and synthesizing data from an extensive array of reputable sources and research studies, ensuring a robust foundation for our analysis. In the subsequent sections, we delve into these findings, dissecting them with precision and contextualizing their significance within the broader framework of e-commerce and consumer behavior. Through this comprehensive examination, we aim to shed light on the multifaceted nature of trust and its multifarious antecedents, unraveling the complex tapestry of factors that influence consumers' decisions in the digital marketplace.

Significant antecedents of trust for customers during engaging in online purchase intentions

Among the various antecedents of trust analyzed in the literature, certain factors emerge as particularly prevalent in research studies. Notably, perceived reputation stands out, with numerous articles (Qalati et al., 2021), (Suprpto et al., 2022), (Varma et al., 2020), (Maia et al., 2019), and (Luo et al., 2021) delving into its influence on trust. Additionally, perceived risk is a frequent focus, as evidenced by (Zhao et al., 2020), (Suprpto et al., 2022), and (Luo et al., 2021). Information quality garners attention in studies such as (Maia et al., 2019) and (Maia et al., 2022), while perceived utility is mentioned in (Liu et al., 2019). Social support, subjective norms, and fulfillment are also recurring themes, as explored in (Liu et al., 2019), (Sombultawee & Wattanatorn, 2022), and (Yang et al., 2020). Moreover, trust-related investigations often address the reliability of Internet vendors and the concept of trustworthiness itself, as seen in (Esho & Verhoef,

2021) and (Furner et al., 2022). These antecedents collectively shape the multifaceted landscape of trust research, as shown in Table 3.

Table 3. Antecedents of Trusts

Antecedents of Trusts	Reference
accommodation type	Furner et al. (2022)
attitudes	Sombultawee & Wattanatorn (2022)
benefits	Luo et al. (2021)
cannot be trusted	Esho & Verhoef (2021)
consumer feedback	Alotaibi et al. (2019)
cooperation,	Luo et al. (2021)
disposition to trust	Furner et al. (2022)
education	Furner et al. (2022)
eeriness	Song & Shin (2022)
e-WOM	Maia et al. (2022)
financial risk	Luo et al. (2021)
fulfillment	Yang et al. (2020)
hedonic	Wu & Huang (2023)
information quality	Maia et al. (2019), Maia et al. (2022)
information search	Sombultawee & Wattanatorn (2022)
Internet Vendors are unreliable	Esho & Verhoef (2021)
involvement in skin safety	Choi & Lee (2019)
non-deception	Yang et al. (2020)
not keep their promises	Esho & Verhoef (2021)
peer communication	Harrigan et al. (2021)
perceived behavioral control	Sombultawee & Wattanatorn (2022)
perceived informativeness	Liu et al. (2019)
perceived privacy protection	Zhao et al. (2020)
perceived reputation	Qalati et al. (2021), Suprpto et al. (2022)
perceived risk,	Zhao et al. (2020), Suprpto et al. (2022)
perceived security protection,	Zhao et al. (2020)
perceived service quality	Qalati et al. (2021)
Perceived technology	Suprpto et al. (2022)
perceived usefulness of online reviews	Ventre & Kolbe (2020)
perceived usefulness	Harrigan et al. (2021)
Perceived utilitarian	Wu & Huang (2023)
perceived utility	Liu et al. (2019)
perceived website quality	Qalati et al. (2021)
perceived persuasiveness	Liu et al. (2019)
picture number	Zhang & Wang (2021)
platform supervision	Wu & Yuan (2022)
privacy	Varma et al. (2020), Yang et al. (2020)
product certification mechanism	Wu & Yuan (2022)
product delivery	Maia et al. (2019)
product traceability	Wu & Yuan (2022)
regulatory fit	Chang et al. (2019)
regulatory non-fit	Chang et al. (2019)
reputation	Varma et al. (2020), Maia et al. (2019), Luo et al. (2021), Maia (2022)
review length	Zhang & Wang (2021)
review number	Zhang & Wang (2021)
security	Varma et al. (2020), Yang et al. (2020)
social commerce construct	Aloqool & Alsmairat (2022)
social media influencers	Alotaibi et al. (2019)
social support	Liu et al. (2019)
social value	Wu & Huang (2023)
subjective norms	Sombultawee & Wattanatorn (2022), Liu et al. (2019)
system quality	Luo et al. (2021)
trusting is asking for trouble	Esho & Verhoef (2021)
uncertainty avoidance	Furner et al. (2022)
user feedback	Wu & Yuan (2022)

Source: Scopus Database 2019-2023 (Harzing's Publish or Perish, September 21, 2023)

The crucial role of trust in purchase intention

The role of trust in influencing purchase intention in the context of online commerce is multifaceted and pivotal, as indicated by a range of research findings. (Ventre & Kolbe, 2020) highlight the significance of trust in mitigating perceived risk and positively shaping online purchase intent, emphasizing the importance of fostering positive online opinions. (Qalati et al., 2021) emphasize trust as a mediating force between perceived service quality, website quality, reputation, and purchase intention, underlining its intermediary role in consumer decision-making. (Liu et al., 2019) identify trust as a determinant of purchase intention, with the quality of consumer-generated content and social presence further influencing this relationship. (Harrigan et al., 2021) shed light on atmospheric cues and peer communication's role in bolstering trust and perceived usefulness, thereby impacting purchase intention. (Chang et al., 2019) highlight that trust is enhanced when tangibilization cues align with a regulatory focus, leading to increased purchase intentions. (Zhao et al., 2020) emphasize the positive relationship between trust, perceived benefits, and purchase intention in C2C e-commerce, demonstrating trust's substantial influence. (Maia et al., 2019) identify trust as the primary predictor of purchase intent in s-commerce, underlining its pivotal role alongside competitive prices. (Alotaibi et al., 2019) reveal a positive link between consumer trust and purchase intention, with social media influencers and feedback enhancing trust and purchase intent. Collectively, these findings underscore trust's critical role in online commerce, influenced by various factors, as detailed in Table 4.

Table 4. The role of trust in influencing purchase intention

Research	Key Trust Role	Influence on Purchase Intent	Trust Factors Examined
(Ventre & Kolbe, 2020)	Mitigating perceived risk, fostering positive online opinions	Positive shaping of online purchase intent	Online review usefulness, trust, and perceived risk
(Qalati et al., 2021)	The mediating force between perceived service quality, website quality, reputation, and purchase intention	Intermediary role in consumer decision-making	Perceived service quality, website quality, reputation
(Liu et al., 2019)	Determinant of purchase intention, influenced by consumer-generated content and social presence	Quality of consumer-generated content and social presence influence trust-purchase intention relationship	Consumer-generated content, social presence
(Harrigan et al., 2021)	Bolstering trust and perceived usefulness through atmospheric cues and peer communication	Impact on purchase intention	Atmospheric cues, peer communication
(Chang et al., 2019)	Enhanced when tangibilization cues align with regulatory focus	Increase in purchase intentions	Tangibilization cues, regulatory focus
(Zhao et al., 2020)	Positive relationship with perceived benefits and purchase intention in C2C e-commerce	Substantial influence on purchase intention	Perceived benefits
(Maia et al., 2019)	The primary predictor of purchase intent in s-commerce	Pivotal role alongside competitive prices	Competitive prices
(Alotaibi et al., 2019)	Positive link with purchase intention, enhanced by social media influencers and feedback	Positive impact on purchase intent	Social media influencers, feedback

Source : Scopus Database 2019-2023 (Harzing's Publish or Perish, September 21, 2023)

CONCLUSION

Understanding the complexity of trust and its various antecedents is essential for businesses to tailor effective strategies that influence online purchase intentions and sales in the realm of e-commerce. This research significantly enhances our comprehension of trust dynamics in e-commerce, especially within emerging markets, by identifying crucial antecedents and presenting a comprehensive framework. The practical implications are extensive, ranging from encouraging positive online reviews and proactive reputation management to providing high-quality product information, leveraging social commerce, and addressing security and privacy concerns. On a theoretical level, this research contributes by offering a comprehensive framework for understanding trust's role as a mediator between factors like service quality, website quality, and reputation in online shopping. Nevertheless, it's important to acknowledge limitations, such as potential exclusions due to title format criteria and reliance on specific titles published between 2019 and 2023. Future research should strive for greater inclusivity by incorporating the most recent publications and delving deeper into various aspects of consumer behavior in e-commerce, including factors like satisfaction, loyalty, and post-purchase behavior, for a more comprehensive understanding.

REFERENCES

- Aloqool, A., & Alsmairat, M. A. K. (2022). The impact of social commerce on online purchase intention: The mediation role of trust in social network sites. *International Journal of Data and Network Science*, 6(2), 509–516. <https://doi.org/10.5267/j.ijdns.2021.12.003>
- Alotaibi, T. S., Abdulrahman, A., & Saad, S. (2019). Instagram Shopping in Saudi Arabia: What Influences Consumer Trust and Purchase Decisions? *International Journal of Advanced Computer Science and Applications*, 10(11). <https://doi.org/10.14569/IJACSA.2019.0101181>
- Antonytheva, S., Oudshoorn, A., & Garnett, A. (2021). Professional intimacy in nursing practice: A concept analysis. *Nursing Forum*, 56(1), 151–159. <https://doi.org/10.1111/nuf.12506>
- Aw, E. C.-X., Kamal Basha, N., Ng, S. I., & Ho, J. A. (2021). Searching online and buying offline: Understanding the role of the channel-, consumer-, and product-related factors in determining webrooming intention. *Journal of Retailing and Consumer Services*, 58, 102328. <https://doi.org/10.1016/j.jretconser.2020.102328>
- Chang, K.-C., Hsu, Y.-T., Hsu, C.-L., & Sung, Y.-K. (2019). Effect of tangibilization cues on consumer purchase intention in the social media context: Regulatory focus perspective and the moderating role of perceived trust. *Telematics and Informatics*, 44, 101265. <https://doi.org/10.1016/j.tele.2019.101265>
- Chaudhary, S., Dhir, A., Ferraris, A., & Bertoldi, B. (2021). Trust and reputation in family businesses: A systematic literature review of past achievements and future promises. *Journal of Business Research*, 137, 143–161. <https://doi.org/10.1016/j.jbusres.2021.07.052>

- Chawla, N., & Kumar, B. (2022). E-Commerce and Consumer Protection in India: The Emerging Trend. *Journal of Business Ethics*, 180(2), 581–604. <https://doi.org/10.1007/s10551-021-04884-3>
- Cheng, Y., Funkhouser, C., Raabe, T., & Cross, R. (2022). Examining organization-public relationships in crises: A thematic meta-analysis of updated literature from 1997 to 2019. *Journal of Contingencies and Crisis Management*, 30(2), 148–160. <https://doi.org/10.1111/1468-5973.12370>
- Choi, E., & Lee, K. C. (2019). Effect of trust in domain-specific information of safety, brand loyalty, and perceived value for cosmetics on purchase intentions in mobile e-commerce context. *Sustainability (Switzerland)*, 11(22). <https://doi.org/10.3390/su11226257>
- DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Dou, X., Fan, A., & Cai, L. (2021). Mobile contextual marketing in a museum setting. *Journal of Services Marketing*, 35(5), 559–571. <https://doi.org/10.1108/JSM-02-2020-0049>
- Dubbelink, S. I., Herrando, C., & Constantinides, E. (2021). Social Media Marketing as a Branding Strategy in Extraordinary Times: Lessons from the COVID-19 Pandemic. *Sustainability*, 13(18), 10310. <https://doi.org/10.3390/su131810310>
- Ekata. (2023). *Ecommerce fraud trends and statistics merchants need to know in 2023*. <https://Ekata.Com/Blog/Ecommerce-Fraud-Trends-and-Statistics-Merchants-Need-to-Know-in-2023/>.
- Esho, E., & Verhoef, G. (2021). WHAT INFLUENCES ONLINE SHOPPING IN NIGERIA: TRUST OR WEBSITE QUALITY? *African Journal of Business and Economic Research*, 16(3), 1–23. <https://doi.org/10.31920/1750-4562/2021/v16n3a8>
- Furner, C. P., Drake, J. R., Zinko, R., & Kisling, E. (2022). Online Review Antecedents of Trust, Purchase, and Recommendation Intention: A Simulation-Based Experiment for Hotels and AirBnBs. *Journal of Internet Commerce*, 21(1), 79–103. <https://doi.org/10.1080/15332861.2020.1870342>
- Forbes. (2023). *38 E-Commerce Statistics Of 2023*. <https://www.Forbes.Com/Advisor/Business/Ecommerce-Statistics/#:~:Text=The%20global%20e%2Dcommerce%20market,Other%20side%20of%20the%20world.>
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>
- Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic Research-Ekonomska Istraživanja*, 33(1), 2733–2750. <https://doi.org/10.1080/1331677X.2019.1676283>

- Halim, E., & Karsen, M. (2020). The Impact of Trust to Online Purchase Intention of Business Investors. *2020 International Conference on Information Management and Technology (ICIMTech)*. <https://doi.org/https://doi.org/10.1109/ICIMTech50083.2020.9211132>
- Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). How trust leads to online purchase intention founded in perceived usefulness and peer communication. *Journal of Consumer Behaviour*, *20*(5), 1297–1312. <https://doi.org/10.1002/cb.1936>
- Hidayat, A., Wijaya, T., Ishak, A., & Endi Catyanadika, P. (2021). Consumer Trust as the Antecedent of Online Consumer Purchase Decision. *Information*, *12*(4), 145. <https://doi.org/10.3390/info12040145>
- Hulland, J., & Houston, M. B. (2020). Why systematic review papers and meta-analyses matter: an introduction to the special issue on generalizations in marketing. *Journal of the Academy of Marketing Science*, *48*(3), 351–359. <https://doi.org/10.1007/s11747-020-00721-7>
- Ikram, R. R., Khanapi, M., Ghani, A., Raihan, N., Hamid, A., Raja, R., Raja, I., Hamid, A. B., & Salahuddin, L. (2018). Enabling ehealth in traditional medicine: A systematic review of information systems integration requirements. In *Journal of Engineering Science and Technology* (Vol. 13, Issue 12). <https://www.researchgate.net/publication/330365681>
- Karjaluoto, H., Shaikh, A. A., Saarijärvi, H., & Saraniemi, S. (2019). How perceived value drives the use of mobile financial services apps. *International Journal of Information Management*, *47*, 252–261. <https://doi.org/10.1016/j.ijinfomgt.2018.08.014>
- Kasilingam, D. L. (2020). Understanding the attitude and intention to use smartphone chatbots for shopping. *Technology in Society*, *62*, 101280. <https://doi.org/10.1016/j.techsoc.2020.101280>
- Khan, S., Rahim, N. Z. Ab., & Maarop, N. (2020). A systematic literature review and a proposed model on antecedents of trust to use social media for e-government services. *International Journal of ADVANCED AND APPLIED SCIENCES*, *7*(2), 44–56. <https://doi.org/10.21833/ijaas.2020.02.007>
- Kompas. (2023). *We Need to Be Careful with “Social Commerce.”* <https://www.kompas.id/Baca/English/2023/09/21/En-Kita-Perlu-Berhati-Hati-Dengan-Social-Commerce>.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *GLOBAL EDITION Principles of Marketing NINETEENTH EDITION* (19th ed.). Pearson Education Limited.
- Lin, X., Wang, X., & Hajli, N. (2019). Building E-Commerce Satisfaction and Boosting Sales: The Role of Social Commerce Trust and Its Antecedents. *International Journal of Electronic Commerce*, *23*(3), 328–363. <https://doi.org/10.1080/10864415.2019.1619907>
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers’ purchase intention in social commerce. *Asia Pacific Journal of Marketing and Logistics*, *31*(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Liu, Y., Su, X., Du, X., & Cui, F. (2019). How social support motivates trust and purchase intentions in mobile social commerce. *Revista Brasileira de Gestao de Negocios*, *21*(5), 839–860. <https://doi.org/10.7819/rbgn.v21i5.4025>
- Luo, C., Chen, Q., Zhang, Y., & Xu, Y. (2021). The Effects of Trust on Policyholders’ Purchase Intentions in an Online Insurance Platform. *Emerging Markets Finance and Trade*, *57*(15), 4167–4184. <https://doi.org/10.1080/1540496X.2019.1695122>

- Madhani, P. M. (2020). Building a Customer Focused Strategy: Developing Conceptual Frameworks and Research Propositions. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3717410>
- Maia, C. R., Lerch Lunardi, G., Bittencourt Dolci, D., & da Silva Añaña, E. (2022). The effects of brand and online reviews on consumer trust and purchase intentions in developing countries: the case of the online travel agencies in Brazil. *BBR, Braz. Bus.*, 19(3), 288–308. <https://doi.org/10.15728/bbr.2022.19.3.4.en>
- Maia, C. R., Lunardi, G. L., Dolci, D., & D'Avila, L. C. (2019). Competitive Price and Trust as Determinants of Purchase Intention in Social Commerce. *BAR - Brazilian Administration Review*, 16(4). <https://doi.org/10.1590/1807-7692bar2019190074>
- Maune, A. (2021). Intention to use mobile applications in competitive intelligence: An extended conceptual framework. *Journal of Intelligence Studies in Business*, 11(2), 6–29. <https://ojs.hh.se/>
- Moon, J., Choe, Y., & Song, H. (2021). Determinants of consumers' online/offline shopping behaviours during the COVID-19 pandemic. *International Journal of Environmental Research and Public Health*, 18(4), 1–17. <https://doi.org/10.3390/ijerph18041593>
- Nasir, V. A., Keserel, A. C., Surgit, O. E., & Nalbant, M. (2021). Segmenting consumers based on social media advertising perceptions: How does purchase intention differ across segments? *Telematics and Informatics*, 64, 101687. <https://doi.org/10.1016/j.tele.2021.101687>
- Nasution, M. D. T. P., Rossanty, Y., Ariffin, K. H. K., & Zaini, N. I. B. M. (2019). An empirical examination of the factors influencing consumer's purchase intention toward online shopping. *Journal of Business & Retail Management Research*, 13(04). <https://doi.org/10.24052/JBRMR/V13IS04/ART-02>
- Paluri, R. A., & Mishal, A. (2020). Trust and commitment in supply chain management: a systematic review of literature. *Benchmarking*, 27(10), 2831–2862. <https://doi.org/10.1108/BIJ-11-2019-0517>
- Purwanto, A., Haque, M. G., Sunarsih, D., & Asbari, M. (2021). The Role of Brand Image, Food Safety, Awareness, Certification on Halal Food Purchase Intention: An Empirical Study on Indonesian Consumers. *Journal of Industrial Engineering & Management Research*, 2(3), 42–52. <https://doi.org/10.7777/jiemar.v2i3>
- Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1869363>
- Roach, A. (2019). A concept analysis of adolescent friendship. *Nursing Forum*, 54(3), 328–335. <https://doi.org/10.1111/nuf.12332>
- Siegrist, M. (2021). Trust and Risk Perception: A Critical Review of the Literature. *Risk Analysis*, 41(3), 480–490. <https://doi.org/10.1111/risa.13325>
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63, 101365. <https://doi.org/10.1016/j.techsoc.2020.101365>

- Soleimani, M. (2022). Buyers' trust and mistrust in e-commerce platforms: a synthesizing literature review. *Information Systems and E-Business Management*, 20(1), 57–78. <https://doi.org/10.1007/s10257-021-00545-0>
- Sombultawee, K., & Wattanatorn, W. (2022). The impact of trust on purchase intention through omnichannel retailing. *Journal of Advances in Management Research*, 19(4), 513–532. <https://doi.org/10.1108/JAMR-06-2021-0196>
- Song, S. W., & Shin, M. (2022). Uncanny Valley Effects on Chatbot Trust, Purchase Intention, and Adoption Intention in the Context of E-Commerce: The Moderating Role of Avatar Familiarity. *International Journal of Human-Computer Interaction*. <https://doi.org/10.1080/10447318.2022.2121038>
- Sulistyowati, T., & Husda, N. E. (2023). A Global Outlook on Sustainable Plant Acquisition: A Review of Scholarly Works. *International Journal of Multidisciplinary Approach Research and Science*, 1(03), 536–548. <https://doi.org/10.59653/ijmars.v1i03.286>
- Suprpto, B., Wicaksana, P. D., & Mohd Sam, M. F. (2022). Determinants of Online Trust and Their Impact on Online Purchase Intention in Yogyakarta. *International Journal of Industrial Engineering and Production Research*, 33(3). <https://doi.org/10.22068/ijiepr.33.3.8>
- Tempo. (2023). *Trade Ministry Says Most Consumers' Complaints Related to E-Commerce*. <https://en.tempo.co/read/1678679/trade-ministry-says-most-consumers-complaints-related-to-e-commerce>.
- Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence & Planning*, 38(4), 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>
- Vakulenko, Y., Shams, P., Hellström, D., & Hjort, K. (2019). Online retail experience and customer satisfaction: the mediating role of last mile delivery. *The International Review of Retail, Distribution and Consumer Research*, 29(3), 306–320. <https://doi.org/10.1080/09593969.2019.1598466>
- Varma, M., Kumar, V., Sangvikar, B., & Pawar, A. (2020). Impact of social media, security risks and reputation of e-retailer on consumer buying intentions through trust in online buying: A structural equation modeling approach. *Journal of Critical Reviews*, 7(1), 119–127. <https://doi.org/10.22159/jcr.07.01.22>
- Ventre, I., & Kolbe, D. (2020). The Impact of Perceived Usefulness of Online Reviews, Trust and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing*, 32(4), 287–299. <https://doi.org/10.1080/08961530.2020.1712293>
- Wu, W., Zhang, A., van Klinken, R. D., Schrobback, P., & Muller, J. M. (2021). Consumer Trust in Food and the Food System: A Critical Review. *Foods*, 10(10), 2490. <https://doi.org/10.3390/foods10102490>
- Wu, X., & Yuan, C. (2022). Research on Improving Online Purchase Intention of Poverty-Alleviation Agricultural Products in China: From the Perspective of Institution-Based Trust. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.900328>
- Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15054432>

- Yang, Z., Ngo, Q. Van, & Nguyen, C. X. T. (2020). Ethics of retailers and consumer behavior in e-commerce: Context of developing country with roles of trust and commitment. *International Journal of Asian Business and Information Management*, 11(1), 107–126. <https://doi.org/10.4018/IJABIM.2020010107>
- Zahara, A. N., Rini, E. S., & Sembiring, B. K. F. (2021). The Influence of Seller Reputation and Online Customer Reviews towards Purchase Decisions through Consumer Trust from C2C E-Commerce Platform Users in Medan, North Sumatera, Indonesia. *International Journal of Research and Review (Ijrrjournal.Com)*, 8(2), 422.
- Zhang, L., Anjum, M. A., & Wang, Y. (2023). The Impact of Trust-Building Mechanisms on Purchase Intention towards Metaverse Shopping: The Moderating Role of Age. *International Journal of Human-Computer Interaction*, 1–19. <https://doi.org/10.1080/10447318.2023.2184594>
- Zhang, X., & Wang, T. (2021). Understanding purchase intention in O2O E-Commerce: The effects of trust transfer and online contents. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(2), 101–115. <https://doi.org/10.4067/S0718-18762021000200107>
- Zhang, Y., & Zhou, C. (2023). A Study on the Impact of Structural Equation-Based Time Orientation on Consumer Innovativeness in an e-commerce Environment. *2023 4th International Conference on E-Commerce and Internet Technology (ECIT 2023)*. https://doi.org/https://doi.org/10.2991/978-94-6463-210-1_45
- Zhao, S., Fang, Y., Zhang, W., & Jiang, H. (2020). Trust, perceived benefit, and purchase intention in C2C e-commerce: An empirical examination in China. *Journal of Global Information Management*, 28(1), 121–141. <https://doi.org/10.4018/JGIM.2020010107>