

ABSTRACT

The rapid growth of digital retailing requires retailers to understand the key determinants of consumers' online purchase intention. This study aims to examine the effects of customer reviews, website quality, and product assortment on online purchase intention, with trust as a mediating variable among Indomaret consumers in Yogyakarta. This research adopted a quantitative approach using primary data collected through an online questionnaire distributed to 209 respondents selected via purposive sampling. Data were analysed using Structural Equation Modelling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.1. The findings reveal that customer reviews and website quality have a positive and significant effect on online purchase intention, whereas product assortment does not exert a significant direct effect. Trust is found to have a positive and significant influence on online purchase intention. Furthermore, trust does not mediate the relationship between customer reviews and online purchase intention. However, trust partially mediates the relationship between website quality and online purchase intention, and fully mediates the effect of product assortment on online purchase intention. These results indicate that trust plays a crucial role in strengthening consumers' intention to purchase online, particularly through the perceived quality of the application and the adequacy of product offerings. This study provides practical insights for Indomaret in enhancing digital service quality and strengthening consumer trust to improve online transaction performance.

Keywords: customer reviews, website quality, product assortment, trust, online purchase intention.

ABSTRAK

Perkembangan ritel digital mendorong perusahaan untuk memahami faktor-faktor yang memengaruhi minat beli konsumen secara online. Penelitian ini bertujuan untuk menganalisis pengaruh *customer reviews*, *website quality*, dan *product assortment* terhadap *online purchase intention* yang dimediasi oleh *trust* pada konsumen Indomaret di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang dikumpulkan melalui kuesioner online terhadap 209 responden yang memenuhi kriteria *purposive sampling*. Analisis data dilakukan menggunakan *Structural Equation Modeling–Partial Least Squares (SEM-PLS)* dengan bantuan SmartPLS 4.1. Hasil penelitian menunjukkan bahwa *customer reviews* dan *website quality* berpengaruh positif dan signifikan terhadap *online purchase intention*, sedangkan *product assortment* tidak berpengaruh signifikan secara langsung. *Trust* terbukti berpengaruh positif dan signifikan terhadap *online purchase intention*. Dalam pengujian mediasi, *trust* tidak mampu memediasi pengaruh *customer reviews* terhadap *online purchase intention*, namun mampu memediasi pengaruh *website quality* secara parsial dan *product assortment* secara penuh terhadap *online purchase intention*. Temuan ini mengindikasikan bahwa kepercayaan konsumen memegang peran penting dalam mendorong *online purchase intention*, khususnya pada aspek kualitas aplikasi dan ketersediaan produk. Penelitian ini diharapkan memberikan kontribusi praktis bagi Indomaret dalam meningkatkan kualitas aplikasi digital dan strategi pengelolaan kepercayaan konsumen.

Keywords: *customer reviews, website quality, product assortment, trust, online purchase intention.*