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**TRUST THE BRAND, FEEL THE SERVICE, BUY THE PRODUCT:
A STUDY OF DIGITAL RETAIL APP USERS**

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Abstract:

This study is motivated by the rapid development of the digital retail industry in Indonesia, which has created intense competition between modern retail outlets and e-commerce platforms. In this context, an in-depth understanding of the factors influencing consumer behavior, particularly regarding brand trust, price perception, and service quality, is essential. The aim of this research is to analyze the effect of these three variables on purchase intention and purchase decision, as well as to examine the role of purchase intention in influencing purchase decision among Alfagift application users. The research method employed is Structural Equation Modeling (SEM) using AMOS software, based on data from 254 respondents selected through purposive sampling. The findings reveal that brand trust does not have a significant effect on either purchase intention or purchase decision. In contrast, price perception and service quality have a positive and significant influence on both. However, purchase intention is not proven to significantly affect purchase decision. These results imply that competitive pricing and optimal service quality are key factors in driving purchase decisions, while brand trust alone is insufficient to influence consumer buying behavior.

Keywords:

Brand Trust, Price Perception, Service Quality, Purchase Intention, Purchase Decision, SEM AMOS

BACKGROUND

The retail industry in Indonesia has undergone significant transformation in recent decades, in line with the growing demand for convenience, comfort, and speed in obtaining daily necessities. Initially, the retail system in Indonesia was dominated by traditional forms such as markets and small grocery stores. However, a pivotal turning point occurred when Sarinah was established in 1963 as the first modern shopping center in Indonesia. Since then, the retail industry has entered a new era with the emergence of supermarkets, minimarkets, and hypermarkets (Kompas.com, 2023). This transformation has been further accelerated by the rapid development of digital technology and the rise of e-commerce platforms. According to the e-Conomy SEA report (2022), over 21 million new digital users emerged in Indonesia since the COVID-19 pandemic. Most of them began relying on digital platforms to meet daily needs such as food, beverages, and household items. This situation prompted retail industry players to adapt through omnichannel strategies, delivery services, and the integration of digital payment systems. In recent years, the retail industry in Indonesia has shown positive and dynamic growth trends. Key factors driving this growth include increased purchasing power, the growth of the middle class, rapid urbanization, and advancements in digital technology that



have transformed consumer shopping behavior (Ministry of Trade of the Republic of Indonesia, 2023).

Although e-commerce experienced rapid growth during the pandemic, the latest trends show a shift in consumer behavior from fully online shopping to a combination of online and offline (omnichannel). Many consumers are now returning to physical stores to experience the products they intend to purchase firsthand, while still relying on digital applications to search for product information, compare prices, and take advantage of exclusive promotions. A survey conducted by NielsenIQ shows that 67% of Indonesian consumers choose to conduct online research before purchasing products in physical stores, and 54% of them feel more comfortable shopping with this hybrid approach (NielsenIQ Indonesia, 2023). This phenomenon reflects consumers' need for an efficient, flexible, and integrated shopping experience.

In response to this digital trend, Alfamart has become a pioneer in digital transformation through the launch of the Alfagift app, designed to be more than just an online shopping platform. Alfagift not only offers online ordering for daily necessities but also excels in various aspects such as Alfagift stands out in four key areas that strengthen its position in the digital retail market. In terms of brand trust, the app leverages the trust associated with the Alfamart brand, which has long been recognized as a reliable retail network with thousands of stores across Indonesia. Regarding price perception, Alfagift offers exclusive promotions, daily discounts, and a loyalty points program that provides greater benefits compared to shopping directly at physical stores. For service quality, Alfagift provides fast delivery options like instant and same-day delivery from the nearest store, real-time order tracking features, and flexible click & collect options. Meanwhile, in terms of digital experience, the app is designed with an intuitive interface, easy to use for all demographics, and supported by personalization features like product recommendations and promo notifications based on users' shopping preferences. This combination makes Alfagift not only practical but also provides a complete and satisfying shopping experience.

On the other hand, Alfamidi, through the AlfamidiKu app, focuses more on providing promotional information, store locations, and limited online product ordering. This app is suitable for consumers who want to find out about nearby promotions or purchase products with specific needs, such as frozen and fresh foods. However, in terms of features and digital service integration, AlfamidiKu is still in the development stage compared to Alfagift.

With its various advantages, Alfagift not only meets the expectations of today's digital consumers but also emerges as a new benchmark in the digital transformation of the minimarket retail sector in Indonesia. Through a combination of brand trust, competitive pricing perceptions, quality service, and superior digital experiences, Alfagift demonstrates that digitalization is no longer just an add-on but a strategic necessity. This innovation is key to maintaining customer loyalty, reaching a broader consumer base, and enhancing operational efficiency amid competition increasingly driven by technology.

THEORETICAL FRAMEWORK

Brand Trust

Brand trust is the sense of security that consumers feel that a brand can meet their expectations. This trust is based on the idea that the brand has the competence to meet consumer needs, and develops through experiences and interactions between consumers and the brand (Vuong et al., 2024). In this case, brand trust plays an important role in building customer loyalty to a brand.



Price Perception

Price perception is consumers' assessment of the amount of money that must be paid to obtain a product or service and the value obtained from its use. This perception reflects consumers' emotional evaluation of the fairness, acceptability, and appropriateness of the price offered by the seller compared to the prices of competitors (Haitao, 2022). Therefore, price perception is an important factor in consumer purchasing decisions.

Service Quality

Service quality is the comparison between consumer expectations and actual service performance. This quality is considered a major factor in customer satisfaction and loyalty, which ultimately contributes to company profitability (Li et al., 2023).

Purchase Intention

Purchase intention is defined as the desire or tendency of consumers to buy certain products or services, which significantly influences the success of a transaction. This concept is influenced by various factors such as attitude, perception, and behavior. Several key factors that determine purchase intention include perceptions of ease of use and the influence of the surrounding environment (Onn & Onn, 2025).

METHOD

Research Time and Place

This research will be conducted between April and June 2025, with a primary focus on online data collection. The development and validation of instruments, such as online questionnaires, will be carried out in May 2025, followed by the distribution of surveys and data collection until June 2025.

Jakarta Special Capital Region (DKI Jakarta) was selected as the research location because it is an economic and technological hub with high internet penetration and online shopping app usage rates. Additionally, the region has a extensive network of Alfamart stores, enabling the Alfagift service to operate optimally. The diverse consumer characteristics in Jakarta also make the city representative for comprehensively examining user behavior of the Alfagift app.

Research Design

This study uses a quantitative design with a survey approach using an online questionnaire. This method was chosen because it provides an objective picture of the relationship between variables through questionnaire-based numerical measurements. The survey approach is considered practical and efficient, especially in online implementation, because it facilitates data collection from respondents spread across various locations and speeds up the analysis process.

Population

The population in this study consists of regular Alfamart customers in Jakarta who use the Alfagift app to purchase daily necessities. Regular customers are defined as consumers who have used the Alfagift app at least once in the past month and reside in the Jakarta area. This population was selected because it is considered to have sufficient experience in using the app, thereby enabling it to provide relevant assessments of the variables under study.



Sample

The sample size in this study was not based on a specific population size, as the approach used was purposive sampling. This technique was chosen because it allows researchers to select respondents based on their accessibility and availability to participate in the study. Purposive sampling is considered effective for reaching users who meet the research criteria, namely individuals who are active users of the Alfagift application. This study involved approximately 200 respondents as the ideal sample size to support the data analysis process using this method.

Instrument Development

This study used a Likert scale to measure the variables that were the focus of the analysis. This scale is commonly used to assess qualitative aspects such as respondents' perceptions, attitudes, or views toward a phenomenon. In this study, six response levels were used: 1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Somewhat Agree, 5 = Agree, and 6 = Strongly Agree. These six levels allow respondents to express their level of agreement more specifically. In addition, the use of an even scale like this aims to avoid neutral responses or middle bias, so that respondents are encouraged to express clearer attitudes. The use of this scale makes it easier for researchers to identify and analyze variations in respondents' opinions quantitatively, so that the data produced is more structured, accurate, and relevant for further analysis. Details of the variables and indicators used are presented as follows:

Data Collection Techniques

Primary data will be collected through surveys using online questionnaires distributed via various social media platforms such as WhatsApp and Instagram. These questionnaires will be shared with Alfagift app users to reach a wider range of respondents, with the aim of obtaining feedback on their experiences using the Alfagift app.

Data Analysis Techniques

In this study, data analysis will use Structural Equation Modeling (SEM) with the assistance of AMOS software. Before conducting data analysis, the initial step is to test the validity and reliability of the questionnaire. Validity relates to the extent to which the research instrument can measure what it is supposed to measure, while reliability relates to the consistency of the results obtained. For data analysis, the technique used is SEM, which is a statistical method for testing relationships between variables in complex models. One of the software programs that facilitates SEM processing and analysis is AMOS.



RESULT

Explanatory factor analysis (EFA)

TABEL 1. EXPLANATORY FACTOR ANALYSIS SETIAP VARIABEL

Item	Statement	Loadings Factor	Average Extracted	Variance Cronbach's Alpha
Brand Trust				
BT1	The Alfagift app provides the quality of service it promises.	0,851	0,764	0,922
BT2	The Alfagift app meets my expectations as a user.	0,859		
BT3	The Alfagift app consistently maintains the quality of its service.	0,890		
BT4	The Alfagift app guarantees satisfaction for its users.	0,912		
BT5	The Alfagift app is responsible for the services and features it offers.	0,857		
Price Perception				
PP1	The prices of products on the Alfagift app are affordable for me.	0,905	0,779	0,929
PP2	The prices of products on the Alfagift app are in line with the quality of service provided.	0,893		
PP3	The prices of products on the Alfagift app are competitive with prices on other apps.	0,883		
PP4	The prices of products on the Alfagift app are comparable to the benefits I experience.	0,844		
PP5	I choose to shop on the Alfagift app because the prices suit my needs.	0,886		
Service Quality				
SQ1	The facilities and features of the Alfagift app are well maintained and easy to use.	0,890	0,772	0,926
SQ2	The Alfagift app is able to meet users' needs in shopping and searching for products.	0,901		
SQ3	The Alfagift app is able to handle user complaints and issues responsively.	0,840		
SQ4	Alfagift customer service serves users in	0,887		



SQ5	accordance with established standard operating procedures.			
	The Alfagift app understands user needs and provides clear and effective communication.	0,873		
Purchase Intention				
PI1	I am willing to shop for products through the Alfagift app.	0,871		
PI2	I will encourage my friends and family to use the Alfagift app for shopping.	0,834		
PI3	I think the concept and features offered by the Alfagift app are in line with current digital shopping trends.	0,874	0,742	0,912
PI4	I find the appearance and design of the Alfagift app attractive and easy to use.	0,874		
PI5	I feel that the Alfagift app suits my personal shopping preferences and style.	0,852		
Purchase Decision				
PD1	I decided to buy from Alfagift because Alfagift sells products that suit my needs.	0,844		
PD2	I decided to buy from Alfagift because the prices are cheaper.	0,875		
PD3	I decided to buy products from Alfagift based on advertisements shown on television or other media.	0,891	0,750	0,916
PD4	I am satisfied with my choice of the Alfagift app as a place to shop online.	0,872		
PD5	I will make another purchase through the Alfagift app.	0,847		

Source: Compiled by Researchers (2025)



Variabel Brand Trust

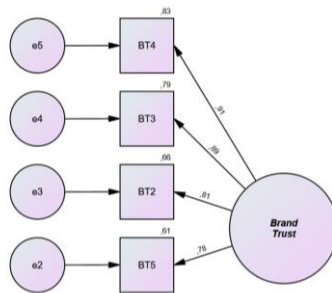


Figure 1. First Order Variable Brand Trust Test Model

In the brand trust variable instrument test, there were four measurement items with indicator codes BT2, BT3, BT4, and BT5. The test results showed that all indicators had loading factor values above 0.6, namely BT2 (0.66), BT3 (0.79), BT4 (0.83), and BT5 (0.61). These values indicate that each indicator has a sufficiently strong contribution in reflecting the brand trust construct.

The goodness-of-fit test results presented in Table 4.8 support this conclusion. All indices show results within the recommended cutoff value range. The P-value of 0.179 and CMIN/DF of 1.718 indicate that the model fits the data. GFI (0.993), AGFI (0.967), TLI (0.994), and CFI (0.998) are above the minimum fit threshold, while RMSR (0.013) and RMSEA (0.053) are below the maximum threshold. Based on these results, it can be concluded that the Brand Trust measurement model is fit and suitable for use in further structural model analysis..

Table 2. Results of the First Order Test of Brand Trust Variables

Item	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0,179	Fitted
CMIN/DF	≤ 2.00	1,718	Fitted
GFI	≥ 0.95	0,993	Fitted
RMSR	≤ 0.05	0,013	Fitted
RMSEA	≤ 0.08	0,053	Fitted
AGFI	≥ 0.90	0,967	Fitted
TLI	≥ 0.90	0,994	Fitted
CFI	≥ 0.95	0,998	Fitted

Variabel Price Perception

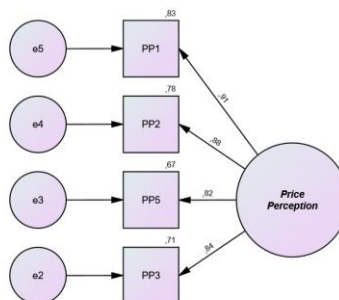


Figure 2. First Order Variable Price Perception Test Model



In the variable price perception instrument test, there are four measurement items with indicator codes PP1, PP2, PP3, and PP5. The test results show that all indicators have factor loading values that meet the standard, i.e., above 0.6. The factor loading values for each indicator are PP1 (0.83), PP2 (0.78), PP3 (0.71), and PP5 (0.67), indicating that all four indicators are valid in reflecting the price perception construct.

The goodness-of-fit test results presented in Table 4.8 reinforce this conclusion. The P value of 0.397 and CMIN/DF of 0.923 indicate that the model fits the data. All other indices are also within the recommended fit limits, such as GFI (0.996), AGFI (0.982), RMSR (0.010), RMSEA (0.000), TLI (1.001), and CFI (1.000). Based on these results, the measurement model for the Price Perception variable can be concluded to be fit and suitable for use in further analysis.

Table 3. Results of the First Order Test for the Price Perception Variable

Item	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0,397	Fitted
CMIN/DF	≤ 2.00	0,923	Fitted
GFI	≥ 0.95	0,996	Fitted
RMSR	≤ 0.05	0,010	Fitted
RMSEA	≤ 0.08	0,000	Fitted
AGFI	≥ 0.90	0,982	Fitted
TLI	≥ 0.90	1,001	Fitted
CFI	≥ 0.95	1,000	Fitted

Variabel Service Quality

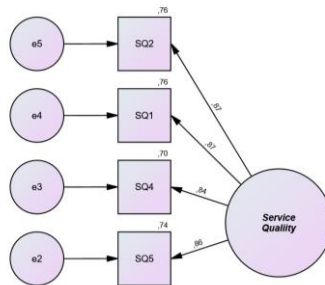


Figure 3 First Order Service Quality Variable Test Model

In the service quality variable instrument test, there are five measurement items with indicator codes SQ1, SQ2, SQ3, SQ4, and SQ5. The test results show that all indicators have loading factor values above 0.6, namely SQ1 (0.85), SQ2 (0.77), SQ3 (0.63), SQ4 (0.73), and SQ5 (0.72). These values indicate that each indicator has a sufficiently strong contribution in reflecting the service quality construct.

The goodness of fit test results presented in Table 4.10 support this conclusion. All indices show results within the recommended cutoff value range. The P value of 0.252 and CMIN/DF of 1.378 indicate that the model fits the data. Other indices such as GFI (0.994), AGFI (0.972), TLI (0.997), and CFI (0.999) have exceeded the minimum fit threshold, while RMSR (0.011) and RMSEA (0.039) are below the maximum threshold. Based on these results, it can be concluded that the service quality measurement model is fit and suitable for use in further structural model analysis.



Table 4. Results of the First Order Variable Service Quality Test

Item	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0,252	Fitted
CMIN/DF	≤ 2.00	1,378	Fitted
GFI	≥ 0.95	0,994	Fitted
RMSR	≤ 0.05	0,011	Fitted
RMSEA	≤ 0.08	0,039	Fitted
AGFI	≥ 0.90	0,972	Fitted
TLI	≥ 0.90	0,997	Fitted
CFI	≥ 0.95	0,999	Fitted

Variabel Purchase Intention

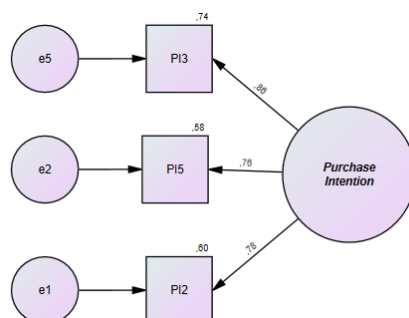


Figure 4. First Order Test Model of Purchase Intention Variables

In the Purchase Intention variable instrument test, there are five measurement items with indicator codes PI1, PI2, PI3, PI4, and PI5. The test results show that all indicators have good loading factor values, which are above 0.6. The factor loadings for each indicator are PI1 (0.84), PI2 (0.77), PI3 (0.73), PI4 (0.72), and PI5 (0.64). This indicates that all indicators contribute significantly to the formation of the purchase intention construct.

The goodness of fit model testing results presented in Table 4.11 show that the model meets all the recommended fit criteria. The P value of 0.512 and CMIN/DF of 0.430 indicate the model's fit with the data. Additionally, other indices such as GFI (0.999), AGFI (0.993), TLI (1.006), and CFI (1.000) are well above the minimum threshold, while RMSR (0.022) and RMSEA (0.000) indicate very low levels of error. Based on these results, the Purchase Intention measurement model is deemed fit and suitable for use in further testing.

Tabel 5. Results of the First Order Test for Purchase Intention Variables

Item	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0,512	Fitted
CMIN/DF	≤ 2.00	0,430	Fitted
GFI	≥ 0.95	0,999	Fitted
RMSR	≤ 0.05	0,022	Fitted
RMSEA	≤ 0.08	0,000	Fitted
AGFI	≥ 0.90	0,993	Fitted
TLI	≥ 0.90	1,006	Fitted
CFI	≥ 0.95	1,000	Fitted



Variabel Purchase Desition

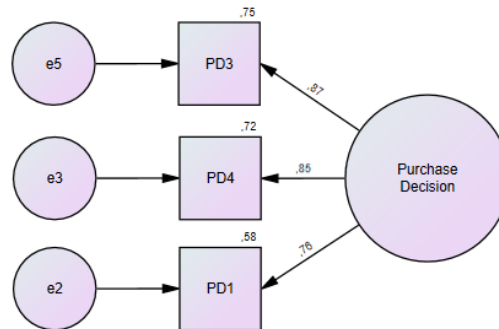


Figure 5. First Order Test Model of Purchase Decision Variables

In the Purchase Decision variable instrument test, there are five measurement items with indicator codes PD1, PD2, PD3, PD4, and PD5. The test results show that all indicators have loading factor values above 0.6, namely PD1 (0.78), PD2 (0.84), PD3 (0.87), PD4 (0.85), and PD5 (0.80). This indicates that all indicators have a significant contribution in forming the Purchase Decision construct.

The goodness of fit model test results presented in Table 4.12 show that the model meets all fit criteria. The P value of 0.651 and CMIN/DF of 0.205 indicate a very good level of fit. Additionally, other indices such as GFI (0.999), AGFI (0.997), TLI (1.007), and CFI (1.000) are also well above the minimum threshold, while RMSR (0.012) and RMSEA (0.000) are below the recommended threshold. Based on these results, the Purchase Decision measurement model is deemed fit and suitable for use in the structural analysis stage.

Table 6. Results of the First Order Test for Purchase Decision Variables

Item	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0,651	Fitted
CMIN/DF	≤ 2.00	0,205	Fitted
GFI	≥ 0.95	0,999	Fitted
RMSR	≤ 0.05	0,012	Fitted
RMSEA	≤ 0.08	0,000	Fitted
AGFI	≥ 0.90	0,997	Fitted
TLI	≥ 0.90	1,007	Fitted
CFI	≥ 0.95	1,000	Fitted



Model Feasibility Test

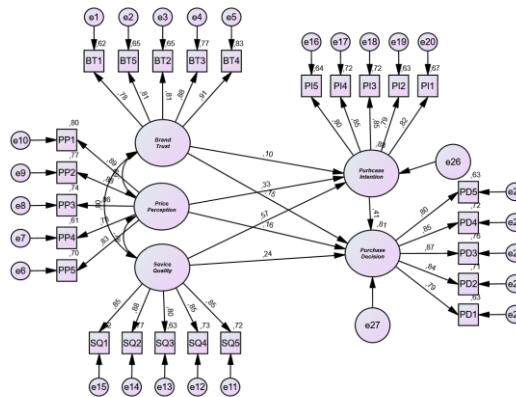


Figure 6. Full Model SEM AMOS Results
Source: Processed by Researchers (2025)

Table 7. Full Model SEM AMOS Results

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0,000	Lack of Fit
CMIN/DF	≤ 2.00	2,496	Lack of Fit
GFI	≥ 0.95	0,841	Lack of Fit
RMSR	≤ 0.05	0,043	Fitted
RMSEA	≤ 0.08	0,077	Fitted
AGFI	≥ 0.90	0,805	Lack of Fit
TLI	≥ 0.90	0,925	Fitted
CFI	≥ 0.95	0,933	Lack of Fit

Source: Processed by Researchers (2025)

Testing of the full model aims to determine the extent to which the model fits the empirical data used in this study. The evaluation results show that the model does not fully meet the fit criteria, as several key indices do not reach the required cut-off values. The P index does not meet the minimum requirement of ≥ 0.05 , nor do the GFI and AGFI, which do not reach the minimum threshold of ≥ 0.90 . Meanwhile, the TLI has met the criterion of ≥ 0.90 , and the CFI is close to the minimum threshold of ≥ 0.95 , but it still does not fully meet the criteria.

In line with Stone's (2021) view in his article *The Ethical Use of Fit Indices in SEM*, a model that does not fit needs to be improved not to manipulate the results but as a form of scientific responsibility to maintain the integrity of the interpretation of the relationships between variables. Therefore, this model needs further adjustment to meet the model fit standards before proceeding to the hypothesis testing stage.

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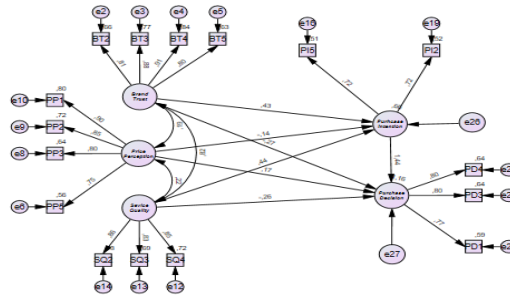


Figure 7. Fitted Model

Source: Processed by Researchers (2025)

Table 8. Results of the Fitted Model SEM AMOS

Indeks	Cut of Value	Results	Model Evaluation
P	≥ 0.05	0,097	Fitted
CMIN/DF	≤ 2.00	1,255	Fitted
GFI	≥ 0.95	0,961	Fitted
RMSR	≤ 0.05	0,028	Fitted
RMSEA	≤ 0.08	0,032	Fitted
AGFI	≥ 0.90	0,935	Fitted
TLI	≥ 0.90	0,992	Fitted
CFI	≥ 0.95	0,995	Fitted

Source: Processed by Researchers (2025)

Based on the fitted model for the evaluation results, a P value of 0.097 and a CMIN/DF of 1.255 indicate that the model has a good fit. Several other indices, such as GFI of 0.961 and AGFI of 0.935, also show results that are close to or meet the minimum fit limits recommended. In addition, the RMSR value of 0.028 and RMSEA of 0.032 have met the feasibility limits, indicating that the level of residual error in the model is within reasonable limits. Other indices such as TLI of 0.992 and CFI of 0.995 have also exceeded the set cutoff values, further confirming that the model can be categorized as fitted. Thus, overall, this model has shown good fit with the obtained data and can be used for further analysis.

Table 9. Fitted Model Indicator Statements

Name	Statement
Brand Trust	
BT2	The Alfagift app is responsible for the services and features offered
BT3	The Alfagift app is responsible for the services and features offered
BT4	The Alfagift app is responsible for the services and features offered
Price Perception	
PP1	I decided to purchase products on Alfagift based on advertisements that were shown on television or other media
PP2	The prices of products on the Alfagift app are in line with the quality of service provided
Service Quality	
SQ1	The Alfagift app is able to meet users' needs in shopping and searching for products
SQ2	The Alfagift app is able to meet users' needs in shopping and searching for products
SQ4	Alfagift customer service serves users in accordance with established standard operating procedures
Purchase Intention	
PI1	I feel that the Alfagift app suits my personal preferences and shopping style
PI5	I am willing to shop for products through the Alfagift app
Purchase Decision	
PD1	I decided to buy from Alfagift because Alfagift sells products that suit my needs

**PD3** I decided to buy products from Alfagift based on advertisements shown on television or other media

Source: Compiled by Researchers (2025)

Hypothesis Testing

Table 10. Hypothesis Testing Results

Hypothesis Independent Variable	Independent Variable	Dependent Variable	C.R. (t- value)	p	Standardized Regression Weight	Hypothesis Test Results
H1	Brand Trust (BT)	Purchase Intention (PI)	0,818	0,413	0,076	Rejected
H2	Price Perception (PP)	Purchase Intention (PI)	3,364	***	0,276	Accepted
H3	Service Quality (SQ)	Purchase Intention (PI)	5,202	***	0,581	Accepted
H4	Brand Trust (BT)	Purchase Decision (PD)	1,374	0,17	0,126	Rejected
H5	Price Perception (PP)	Purchase Decision (PD)	4,106	***	0,362	Accepted
H6	Service Quality (SQ)	Purchase Decision (PD)	1,992	0,046	0,270	Accepted
H7	Purchase Intention (PI)	Purchase Decision (PD)	1,887	0,059	0,239	Rejected

The table above presents the results of hypothesis testing conducted to examine the influence between variables in this study. Of the seven hypotheses tested, four were accepted and three were rejected.

Hypotheses H2, H3, H5, and H6 showed C.R. values ≥ 1.96 with p-values < 0.05 , indicating a significant influence. The direction of the relationship in these four hypotheses is also positive, as indicated by the positive Standardized Regression Weight (SRW) values. This means that Price Perception and Service Quality have a positive and significant effect on Purchase Intention and Purchase Decision.

Meanwhile, hypotheses H1, H4, and H7 have C.R. values < 1.96 and p-values > 0.05 , so they are considered insignificant. Although the direction of the effect remains positive based on the SRW values, statistically the relationship is not strong enough to be concluded as a meaningful effect. Thus, Brand Trust does not significantly influence Purchase Intention or Purchase Decision, and Purchase Intention does not significantly influence Purchase Decision.

Overall, these results indicate that price perception and service quality play a crucial role in shaping users' purchase intentions and decisions for Alfagift, while brand trust has not yet demonstrated a significant influence.

DISCUSSION

The Influence of Brand Trust on Purchase Intention (H1)

In this study, the brand trust variable on purchase intention has a C.R. (Critical Ratio) value of 0.818, which is less than 1.96, and a p-value of 0.413, which is greater than 0.05. Additionally, the Standardized Regression Weight (SRW) value of 0.076 indicates a positive direction of influence. However, since the C.R. and p-value do not meet the significance criteria, the first hypothesis is rejected. Thus, brand trust does not significantly influence purchase intention among Alfagift app users, despite the positive direction of the relationship.

This suggests that while users may have trust in the brand, this alone is insufficient to directly drive purchase intention. Previous research has shown that brand trust has a positive



and significant influence on purchase intention. Brand trust plays a key role in building brand preference, which ultimately impacts purchasing decisions (Chae et al., 2020). However, this study's results indicate that the influence of brand trust on purchase intention is not significant. This may occur because younger users are more sensitive to functional factors such as price and promotions, so brand trust is considered a basic requirement rather than a determining factor for purchase intention. This result is reinforced by the research of Hansopaheluwakan et al. (2020), which proves that brand trust does not have a direct influence on purchase intention. This indicates that trust in a brand does not necessarily directly drive consumer purchase intention, so companies also need to consider other factors in their marketing strategies to increase purchase intention.

The Influence of Price Perception on Purchase Intention (H2)

In this study, the variable of price perception on purchase intention has a C.R. (Critical Ratio) value of 3.364, which is greater than 1.96, and a p-value < 0.001 , indicating a significant relationship. Additionally, the Standardized Regression Weight (SRW) value of 0.276 indicates a positive direction of influence. Based on these results, the second hypothesis is accepted.

The Influence of Service Quality on Purchase Intention (H3)

In this study, the variable of service quality on purchase intention has a C.R. (Critical Ratio) value of 5.202, which is greater than 1.96, and a p-value < 0.001 , indicating a significant relationship. Additionally, the Standardized Regression Weight (SRW) value of 0.581 indicates that the influence is positive. Based on these results, the third hypothesis is accepted.

This reinforces the research findings in line with the Alfagift context, where the better the service quality perceived by users, such as ease of use, response speed, and complaint handling, the greater the tendency for users to have purchase intention toward the products or services offered through the application.

The Influence of Brand Trust on Purchase Decision (H4)

In this study, the brand trust variable on purchase decision has a C.R. (Critical Ratio) value of 1.374, which is less than 1.96, and a p-value of 0.170, which is greater than 0.05. Meanwhile, the Standardized Regression Weight (SRW) value of 0.126 indicates that the direction of the relationship is positive, although not significant. Based on these results, the fourth hypothesis is rejected. Thus, brand trust does not significantly influence the purchase decision of Alfagift app users, even though the direction of the relationship is positive.

This shows that even though users have a level of trust in the brand, it is not enough to encourage them to make a purchase decision directly. Previous research has shown that brand trust has a positive and significant influence on purchase decisions, as trust in a brand is considered to reduce uncertainty and increase consumer confidence in product quality (Ellitan et al., 2022). However, the results of this study show that this influence is not significant.

This may be because consumers, especially younger users of apps such as Alfagift, are more sensitive to functional factors such as price, promotions, or ease of service. They may already consider brand trust to be fundamental and no longer the main determinant in purchasing decisions. This finding is supported by research conducted by Yuliana et al. (2024), which demonstrates that brand trust does not have a direct influence on purchase decisions. This suggests that brand trust alone may not be sufficient to significantly drive consumer purchasing decisions, prompting companies to consider alternative strategies to influence consumer choices.



The Influence of Price Perception on Purchase Decisions (H5)

In this study, the variable of price perception on purchase decisions has a C.R. (Critical Ratio) value of 4.106, which is greater than 1.96, and a p-value < 0.001 , indicating that the relationship between variables is significant. Additionally, the Standardized Regression Weight (SRW) value of 0.362 indicates that the influence is positive. Thus, the fifth hypothesis is accepted.

This reinforces the research findings in the context of Alfagift, where the more positive users' perceptions of product prices—such as perceiving prices as affordable and commensurate with service quality—the greater their tendency to make purchase decisions regarding products offered through the application.

The Influence of Service Quality on Purchase Decisions (H6)

In this study, the service quality variable on purchase decision has a Critical Ratio (C.R.) value of 1.992, which is slightly above the threshold of 1.96, and a p-value of 0.046, indicating that the relationship between the variables is significant. Additionally, the Standardized Regression Weight (SRW) value of 0.270 indicates that the influence is positive. Based on these results, the sixth hypothesis is accepted.

This reinforces the research findings in the context of Alfagift, where the better the service quality perceived by users, such as service speed, application convenience, and system reliability, the greater their tendency to make actual purchase decisions, not just intend to buy.

The Influence of Purchase Intention on Purchase Decision (H7)

In this study, the purchase intention variable toward purchase decision has a Critical Ratio (C.R.) of 1.887, which is less than 1.96, and a p-value of 0.059, which is greater than 0.05. The Standardized Regression Weight (SRW) of 0.239 indicates that the direction of the relationship is positive, although not significant. Based on these results, the seventh hypothesis is rejected. Thus, purchase intention does not significantly influence purchase decision among Alfagift app users, despite the positive direction of the relationship.

This suggests that while users may have purchase intention toward products on the Alfagift app, this alone is insufficient to directly drive them to make a purchase decision. Theoretically, purchase intention is indeed considered an important factor in driving purchase decisions, as it reflects consumers' readiness to make a purchase (Halyana & Bangsawan, 2023). However, in practice, consumers may face external barriers such as product availability, changing preferences, or suboptimal user experience.

CONCLUSION

This study aims to analyze the influence of brand trust, price perception, and service quality on purchase intention and purchase decision, as well as the influence of purchase intention on purchase decision among Alfagift app users. Based on the results of data processing using SEM-AMOS on 254 respondents, it was found that not all independent variables had a significant influence on the dependent variables.

The findings indicate that brand trust does not significantly influence purchase intention or purchase decision, suggesting that while consumers may have trust in the Alfagift brand, this trust is not strong enough to drive purchase intention or decision. Meanwhile, price perception was found to have a positive and significant influence on purchase intention and purchase decision. This suggests that consumers are more likely to have higher interest and purchase decisions when they perceive the offered price as aligned with the benefits and quality received.



Similarly, service quality was found to have a positive and significant influence on purchase intention and purchase decision, where good service such as ease of features, response speed, and complaint handling also drives purchase intention and realization. However, the research results also show that purchase intention does not significantly influence purchase decision, meaning that even though consumers have the intention to purchase, this does not necessarily translate into a purchase decision, especially if it is not supported by functional factors such as price and service quality.

Overall, this study concludes that in the context of using digital retail applications such as Alfagift, functional aspects, particularly price perception and service quality, play a more dominant role in influencing consumer behavior than emotional aspects such as brand trust. These results contribute to the development of literature in the field of digital marketing, as well as practical implications for Alfagift management in designing more targeted marketing strategies.

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