

BUILDING TRUST IN DIGITAL RETAIL: HOW CUSTOMER REVIEWS, WEBSITE QUALITY, AND PRODUCT ASSORTMENT SHAPE ONLINE PURCHASE INTENTION AT INDOMARET YOGYAKARTA

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ABSTRACT

This study examines the effects of customer reviews, website quality, and product assortment on online purchase intention, with trust as a mediating variable, among Klik Indomaret users in Yogyakarta. Using SEM-PLS on data from 209 respondents, the results show that customer reviews and website quality positively influence online purchase intention, while product assortment has no direct effect. Trust significantly increases online purchase intention and mediates the effects of website quality and product assortment, but not customer reviews. The findings indicate that system performance, usability, and product reliability are more influential than product variety in convenience-store digital platforms. This study enhances understanding of online consumer behaviour and underscores the importance of platform stability and interface quality in building trust and encouraging online purchasing.

INTRODUCTION

Indomaret, one of Indonesia's largest retail chains, has expanded its services through the Klik Indomaret application introduced in 2015. Despite increasing digital penetration, Indonesian consumers still show a strong preference for offline grocery shopping. Data from Snapcart (2017) and Pramudita (2024) indicate that offline shopping preference increased from 71 percent in 2017 to 74 percent in 2024, while online preference declined from 29 percent to 26 percent, suggesting limited readiness to shift to online grocery platforms.

Awareness of major e-grocery platforms is relatively high 62 percent for Alfagift and 61 percent for Klik Indomaret yet active usage remains low. For Klik Indomaret, only 18 percent of respondents had purchased groceries within the last month, while 43 percent were aware of the platform but had never used it. A comparison between Klik Indomaret and its competitor Alfagift highlights several structural weaknesses, including slower loading times, lower system stability, recurring technical errors, and a less

comprehensive product assortment (Riska, 2024). These shortcomings may hinder consumers' willingness to adopt Klik Indomaret as an online shopping platform.

Evidence from Populix (2024) reveals an awareness–usage gap in the e-grocery market. While awareness of Klik Indomaret is relatively high, active usage remains low, indicating unrealised market potential. Compared to Alfragift, Klik Indomaret exhibits several structural weaknesses related to system performance and service reliability, which may hinder consumer adoption of the platform.

Customer reviews, as a form of electronic word-of-mouth, play a central role in shaping online purchase intention. User evaluations on the Playstore are dominated by negative feedback, particularly concerning slow application performance, frequent system errors, delayed deliveries, and unresponsive customer service (Playstore, 2025). This condition raises consumer hesitation toward online purchasing. However, prior studies report inconsistent findings, with some identifying a significant positive effect of customer reviews on online purchase intention (Ahn & Lee, 2024; Camilleri & Filieri, 2023; Chen et al., 2022), while others report no effect (Bayu Tri Cahya et al., 2023; Herawati et al., 2025).

Website quality, reflected in usability, system stability, and information accuracy is important determinant of online purchase intention. Reviews indicate that Klik Indomaret frequently experiences login failures, application crashes, checkout issues, slow server response, and inaccurate stock information (Playstore, 2025). Previous empirical findings regarding the influence of website quality on online purchase intention remain mixed, with some studies reporting positive effects (Al-Gasawneh et al., 2021; Mallik et al., 2025) and others finding no significant relationship (Bernika & Ekawanto, 2023).

Product assortment also influences online purchase intention. Although Klik Indomaret appears to offer a broad range of products, users frequently report stock unavailability, limited brand options, and mismatches between ordered and delivered items (Playstore, 2025). Prior research presents inconsistent results, with some studies finding a significant effect of product assortment on online purchase intention (Sung et al., 2023), while others report no effect (Dumgair et al., 2025).

To address these inconsistencies, trust is incorporated as a mediating variable. Trust, defined as consumers' belief in platform reliability and integrity, remains relatively low in Klik Indomaret due to unstable system performance, delayed deliveries, and weak service responsiveness. Previous studies also show varied roles of trust, both as a direct determinant and as a mediator in online purchase intention models (Purwantoro et al., 2023; Qalati et al., 2021; Zhu et al., 2020). Yogyakarta is selected as the research context due to its high proportion of digitally literate Generation Z and Millennial consumers (Goodstats, 2023), making it a suitable setting for examining factors influencing online purchase intention in the online grocery sector.

LITERATUR REVIEW

1. Customer Behaviour Theory

Customer Behaviour Theory explains how consumers make decisions influenced by cognitive, emotional, and situational factors during the purchase process (Solomon,

2022). In digital contexts, consumer behaviour becomes more dynamic as individuals respond to online information, persuasive cues, and platform interactivity (Kotler et al., 2021). This theory provides a conceptual foundation for understanding how consumers interpret online attributes, develop trust, and form purchase intentions within digital retail platforms.

2. Theory of Planned Behaviour

The Theory of Planned Behaviour states that behavioural intention is determined by attitude toward the behaviour, subjective norms, and perceived behavioural control (Ajzen, 2020). In online shopping contexts, these components shape consumers' expectations, perceived convenience, and willingness to engage in digital transactions (Wicaksono, 2022). TPB is widely applied in online retail research as it integrates rational evaluation and social influence in explaining purchase intention.

3. Online purchase intention

Online purchase intention refers to a consumer's psychological readiness and willingness to purchase products or services through online platforms (Kotler & Keller, 2021). It reflects an early decision-making stage influenced by exposure to online stimuli such as website design, reviews, information quality, and perceived risk (Hoffmann & Akbar, 2023; Solomon, 2022). The key indicators of online purchase intention consist of likelihood to buy, consideration to buy, and the final purchase intention itself (Hanaysha et al., 2025).

4. Customer reviews

Customer reviews are a form of electronic word-of-mouth that communicate consumers' experiences and evaluations of products or services (Chevalier & Mayzlin, 2006). Reviews reduce uncertainty and support decision-making by providing credible, user-generated information that enhances trust toward online sellers (Chen et al., 2022; Filieri, 2015; Mudambi & Schuff, 2010). The key indicators of customer reviews consist of the availability of reviews, consumers' tendency to read reviews, the perceived helpfulness of reviews, and their interest in engaging with review content (Hanaysha et al., 2025).

5. Website quality

Website quality reflects users' perceptions of a website's overall performance, including usability, information accuracy, navigational ease, and transactional security (Barnes & Vidgen, 2003; Gilboa, 2009). It is conceptualised through system quality, information quality, and service quality, encompassing design, interactivity,

responsiveness, and technical functionality that support online purchasing decisions (Halim & Kurniawan, 2016; Lin, 2007; Morales-Vargas et al., 2023). The key indicators of website quality consist of ease of use, navigation and menu structure, search function, user interaction, loading speed, accessibility, and privacy protection (Hanaysha et al., 2025).

6. Product assortment

Product assortment refers to the breadth and depth of product alternatives offered within a retail platform that influence consumers' evaluation and choice processes (Chernev, 2003). A well-structured assortment enhances shopping experience by supporting preference matching and reducing search costs (Chernev, 2005, 2011; Dörnyei et al., 2017). The key indicators of product assortment include product completeness, the availability of product choices, product variety across and within categories, and the extent to which these offerings fulfil consumers' shopping needs (Hanaysha et al., 2025).

7. Trust

Trust is defined as consumers' belief in the reliability, integrity, and benevolence of an online seller (Brown et al., 2019). In digital transactions, trust reflects consumers' willingness to accept vulnerability based on positive expectations of platform performance and service quality (Gefen, 2000; Ratnasingam et al., 2005; Schoder & Haenlein, 2004). The key indicators of trust consist of trustworthiness, reliability, keeping promises, and the prioritisation of customer interests (Hanaysha et al., 2025).

6. Relationships Between Variables

Customer reviews, as a form of electronic word of mouth, provide credible consumer-generated information that can shape perceptions and influence purchase decisions due to their authenticity and experiential nature (Chevalier & Mayzlin, 2006). Empirical studies predominantly report that favourable and informative reviews strengthen consumers' evaluations of products and directly positive stimulate online purchase intention by reducing uncertainty in decision-making (Ahn & Lee, 2024; Camilleri & Filieri, 2023; Zhu et al., 2020), although several studies reveal non-significant effects, indicating that reviews may not always be a decisive factor in digital purchasing contexts (Bayu Tri Cahya et al., 2023; Herawati et al., 2025). In light of these inconsistent findings, the following hypothesis is proposed:

H₁: Customer reviews have a positive and significant effect on online purchase intention.

Website quality, encompassing usability, clarity of information, navigational structure, and transactional security, is acknowledged as a fundamental determinant of

consumer confidence within digital environments (Barnes & Vidgen, 2003). Prior research indicates that well-designed websites foster trust and subsequently strengthen purchase intention (Al-Gasawneh et al., 2021; Shuvo Kumar Mallik et al., 2025), whereas contrasting findings report no significant influence, suggesting that website quality may not always be central to consumer decision-making (Bernika & Ekawanto, 2023; Samuel et al., 2021). Accordingly, the second hypothesis is formulated as:

H₂: Website quality has a positive and significant effect on online purchase intention.

Product assortment, defined as the breadth and depth of product alternatives offered within a retail platform, contributes to consumers' evaluation processes by facilitating alignment with individual preferences (Chernev, 2003; Dörnyei et al., 2017). While some studies demonstrate that broader assortments enhance perceived value and thereby increase purchase intention (Gasawneh et al., 2021; Sung et al., 2023), other research suggests that assortment variety may not significantly influence consumers' online buying decisions (Dumgair et al., 2025; Setiawan et al., 2024). Thus, the following hypothesis is established:

H₃: Product assortment has a positive and significant effect on online purchase intention.

Trust, reflecting consumers' belief in the integrity, benevolence, and reliability of online vendors, remains a central construct in digital consumer behaviour (Brown et al., 2019; Gefen, 2000). Numerous studies confirm its direct role in encouraging online purchase intention by reducing perceived uncertainty and strengthening confidence (Ali et al., 2021; Wang et al., 2022; Zhu et al., 2020), although opposing findings argue that trust may be overshadowed by more pragmatic considerations such as transaction efficiency (Denaputri & Usman, 2020; Ikhlah & Linda, 2024). Consequently, the fourth hypothesis is proposed:

H₄: Trust has a positive and significant effect on online purchase intention.

Customer reviews are also found to influence online purchase intention indirectly through trust, where positive and relevant reviews strengthen perceived credibility and subsequently enhance consumers' willingness to purchase (Rosania & Wilujeng, 2023; Zhu et al., 2020). Nonetheless, when reviews are perceived as lacking authenticity or relevance, trust fails to act as a mediator (Purwantoro et al., 2023; Tanuwijaya et al., 2023). Based on these mixed findings, the following hypothesis is developed:

H₅: Trust positively mediates the effect of customer reviews on online purchase intention.

Similarly, website quality may influence purchase intention through trust, as consumers tend to rely on well-designed, secure, and user-friendly websites that project competence and reliability (Ali et al., 2021; Utama et al., 2022). Conversely, research suggests that

when platform reputation is sufficiently strong, the technical quality of the website may no longer serve as a key determinant of trust (Hermawan, 2024; Surja & Maupa, 2024). Therefore, the sixth hypothesis is stated as:

H₆: Trust positively mediates the effect of website quality on online purchase intention.

Product assortment may also enhance online purchase intention via trust, as extensive and consistent product offerings strengthen consumers' perceptions of platform credibility (Chandrruangphen et al., 2022). Supporting evidence indicates that product assortment can drive purchase intention more effectively when trust is established (Hanaysha et al., 2025). Hence, the final hypothesis is articulated as:

H₇: Trust positively mediates the effect of product assortment on online purchase intention.

7. Research Framework

This study constructs a conceptual research framework, which Figure 1 presents.

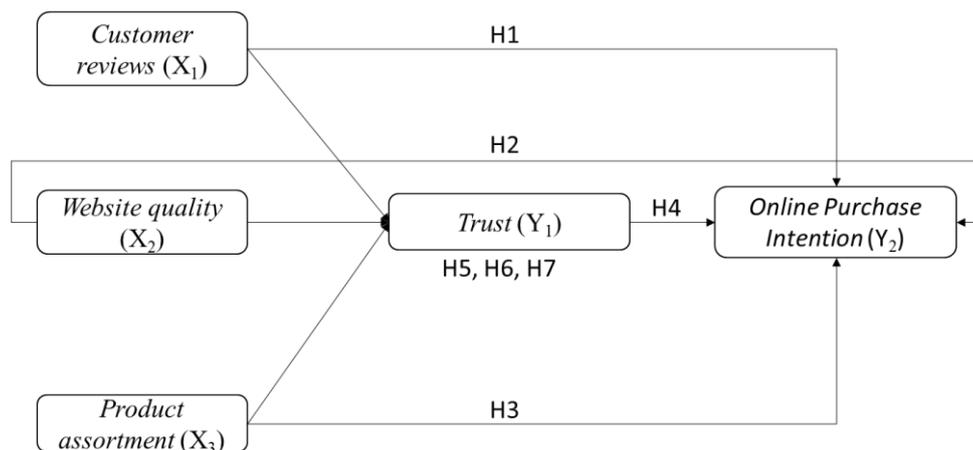


Figure 1. Research Framework

METHOD

This study employs a quantitative approach using primary data collected through an online questionnaire to examine the effects of customer reviews, website quality, and product assortment on online purchase intention, with trust serving as a mediating variable among Klik Indomaret users in Yogyakarta. Purposive sampling was applied to select respondents who resided in Yogyakarta, were familiar with the Klik Indomaret application, had not previously made online purchases through the platform, and were at least 17 years old. The minimum sample size followed the recommendation of five to ten respondents per indicator, resulting in a minimum requirement of 105 respondents to

support SEM-PLS analysis (Hair et al., 2022). Data were collected using a five-point Likert scale to systematically capture respondents' perceptions (Sekaran, 2021).

Data analysis was conducted using SEM-PLS with SmartPLS version 4.1, which is appropriate for predictive analysis involving latent constructs without strict distributional assumptions (Hair et al., 2022). The analysis consisted of measurement model and structural model evaluations. Measurement model assessment included tests of convergent validity using loading factors and average variance extracted, as well as reliability testing using Cronbach's alpha and composite reliability. Structural model evaluation involved adjusted R^2 , model fit assessment (Henseler & Sarstedt, 2013), hypothesis testing using bootstrapping-generated p-values, and indirect-effect analysis to examine the mediating role of trust (Z).

RESULTS AND DISCUSSION

1. Descriptive analysis

The descriptive analysis provides an overview of the respondent profile and the main variables of the study. Based on the 21 questionnaire items, the recommended sample size ranged between 105 and 210 participants; the data collection produced 220 responses, of which 11 did not meet the predefined criteria, resulting in a final sample of 209 respondents. The descriptive analysis comprises two components: respondent characteristics and the descriptive distribution of the research variables.

Respondent characteristics in this study comprises age, gender, occupation, and domicile. The age distribution shows that the largest proportion of respondents falls within the 21–26 age group (33.49%), followed by those aged 18–21 years (30.14%), indicating that the sample is dominated by younger, digitally active individuals who are more engaged in online purchasing activities. In terms of gender, the majority of respondents are female (74.64%), suggesting that women represent the dominant user segment of Indomaret's digital services within this sample. The occupational profile further reveals that most respondents work in the private sector (37.32%), followed by university students (29.67%), reflecting a population that is economically active and possesses consistent purchasing power. Regarding domicile, respondents predominantly reside in urban areas, with the highest proportion located in Kota Yogyakarta (36.36%) and Kabupaten Sleman (26.32%), highlighting stronger participation from regions with greater access to modern retail and digital infrastructure.

The descriptive analysis of the research variables shows that online purchase intention is relatively high, with an overall mean score of 3.899; the strongest indicator is purchase intention, suggesting that respondents have begun to develop a clear intention to purchase through Klik Indomaret, while likelihood to buy scores slightly lower, indicating a more cautious stance. Customer reviews also receive a favourable assessment, reflected in a mean of 4.072, where respondents particularly value the helpfulness of reviews, although the frequency of reading them is comparatively lower. Website quality is similarly perceived as good, with a mean of 4.041; users view the

search function as the most effective feature, whereas user interaction is rated the lowest, implying that social features of the application are less developed. Product assortment records the highest mean among all variables, at 4.184, indicating that respondents consider the variety and completeness of products highly satisfactory, although a portion of users still believe their shopping needs are not fully met. Finally, the trust variable shows strong positive perceptions, with a mean of 4.116, where prioritising customer interest emerges as the strongest indicator, while system reliability, although rated positively, remains the area with the lowest confidence among respondents.

2. Data Analysis Technique – Outer Model

The quantitative analysis in this study was conducted using Structural Equation Modelling – Partial Least Squares (SEM-PLS) through SmartPLS version 4.1, which offers improved algorithmic stability, more consistent bootstrapping procedures, and an automated Goodness-of-Fit function not available in earlier versions. These enhancements allow for a more comprehensive and accurate evaluation of both measurement and structural models, thereby strengthening the robustness of the statistical estimates. The SEM-PLS procedure in this research consists of two core stages: the assessment of the outer model to evaluate validity and reliability, and the assessment of the inner model to examine the structural relationships among latent variables.

In evaluating the outer model, validity and reliability tests are conducted to confirm the adequacy of the indicators in measuring the latent variables. The resulting outer model serves as the basis for subsequent structural analysis and its evaluation can be further clarified in Table 1.

Tabel 1. Outer Model - Reliability and Validity test

Variable	Cronbach's alpha	rho_a	rho_c	AVE
Customer_reviews_X1	0,871	0,876	0,912	0,721
Website_quality_X2	0,900	0,908	0,923	0,667
Product_assortment_X3	0,878	0,881	0,916	0,733
Trust_Z	0,892	0,893	0,925	0,755
Online_Purchase_Intention_Y	0,756	0,784	0,861	0,675

Source: Smart PLS 4.1

The reliability and convergent validity assessment confirm that all constructs within the measurement model meet the recommended thresholds. As shown in Table 1, all Cronbach's alpha and composite reliability (rho_c) values exceed 0.70, indicating strong internal consistency across constructs. Likewise, the Average Variance Extracted (AVE) values for each variable are above 0.50, demonstrating satisfactory convergent validity and confirming that the indicators explain a substantial proportion of their respective latent constructs. These results collectively show that outer model is reliable and that each construct captures sufficient variance from its indicators.

3. Data Analysis Technique – Inner model

The inner model analysis was undertaken to assess the structural relationships among the latent constructs. This stage comprised the examination of hypothesis testing, the evaluation of R-Square values, an assessment of the model’s overall Goodness of Fit, and the determination of the significance of each structural path. The outcomes of the structural estimation and hypothesis tests are illustrated in Figure 2.

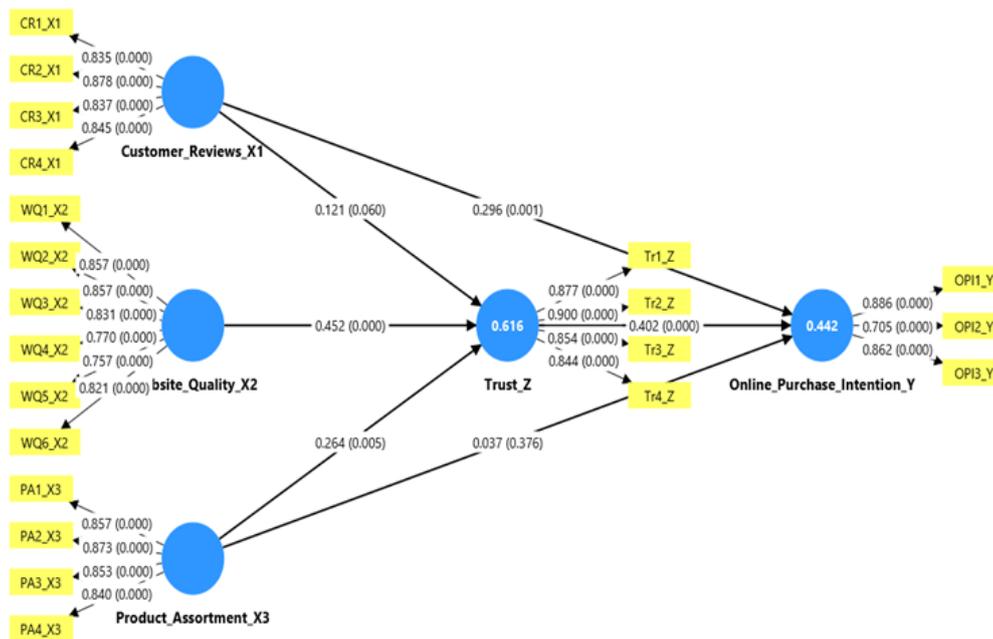


Figure 2. Path Model – Hypothesis test

The inner-model results illustrate the structural relationships among the latent variables, showing that website quality and product assortment meaningfully shape trust, while customer reviews do not yield a significant effect. Trust subsequently emerges as a key driver of online purchase intention, whereas the direct effects of customer reviews and product assortment are not supported. Further details of the results, including the R-Square values, Goodness of Fit assessment, and hypothesis testing, are presented in the accompanying tables. The assessment of the R-Square values is presented in Table 4.

Table 2. R-Square test

Variable	R-square	R-square adjusted
Trust	0,616	0,610
Online Purchase Intention	0,442	0,433

Source: Smart PLS 4.1

The R-square results indicate that the model possesses strong explanatory power for trust and moderate explanatory power for online purchase intention. Specifically, an adjusted R-square of 0.610 shows that customer reviews, website quality, and product assortment collectively explain 61.0% of the variance in trust, reflecting a high level of

predictive adequacy. Meanwhile, the adjusted R-square of 0.433 for online purchase intention demonstrates that trust and the antecedent variables account for 43.3% of its variance, indicating a moderate yet meaningful predictive ability. The assessment of model fit is further presented in Table 3.

Table 3. Model fit

Model	Estimated	95% CI	Criteria	Interpretation
SRMR	0,062	0,051	SRMR \leq 0.08 \rightarrow Good Fit	Good Fit
d_ULS	0.900	0.615	- Estimated \leq CI \rightarrow Good Fit - Estimated $>$ CI $<$ 1.5*CI \rightarrow Moderate Fit - Estimated \geq 1,5 \times CI \rightarrow Poor Fit	Moderate Fit
d_G	0.436	0,457	- Estimated \leq CI \rightarrow Good Fit - Estimated $>$ CI $<$ 1.5*CI \rightarrow Moderate Fit - Estimated \geq 1,5 \times CI \rightarrow Poor Fit	Good Fit

Source: Smart PLS 4.1

The model-fit results demonstrate that the structural model meets the necessary criteria for adequacy. The SRMR value of 0.062, which is below the recommended threshold of 0.08, indicates a good overall fit between the observed and predicted correlations. For the d_ULS statistic, the estimated value exceeds the confidence interval but remains below 1.5 times the CI, placing it within the moderate-fit category, which is acceptable for variance-based SEM. Collectively, these results suggest that the model demonstrates satisfactory fit, with most indicators meeting the standards for a well-performing structural model

Table 4 *P-value test*

Effect	Relationship	Orig	<i>T statistics</i>	P Values	Result
Direct Effect	CR_X ₁ \rightarrow OPI_Y	0,296	3,269	0,001	H ₁ Accepted
	WQ_X ₂ \rightarrow OPI_Y	0,182	2,686	0,004	H ₂ Accepted
	PA_X ₃ \rightarrow OPI_Y	0,037	0,316	0,376	H ₃ Rejected
	TR_Z \rightarrow OPI_Y	0,402	3,725	0,000	H ₄ Accepted
Indirect Effect	CR_X ₁ \rightarrow TR_Z \rightarrow OPI_Y	0,049	1,381	0,084	H ₅ Rejected
	WQ_X ₂ \rightarrow TR_Z \rightarrow OPI_Y	0,182	2,686	0,004	H ₆ Accepted
	PA_X ₃ \rightarrow TR_Z \rightarrow OPI_Y	0,106	2,337	0,010	H ₇ Accepted

Note: CR = Customer Review; WQ = Website Quality; PA = Product Assortment; TR = Trust; OPI = Online Purchase Intention

The hypothesis testing results show a clear pattern of how the variables influence online purchase intention. For the direct effects, customer reviews and website quality both exhibit significant positive relationships with online purchase intention, leading to the acceptance of H₁ and H₂. In contrast, product assortment does not demonstrate a meaningful direct influence, resulting in the rejection of H₃. Trust emerges as a strong predictor, confirming H₄, as it significantly enhances consumers' intention to purchase online.

In terms of indirect effects, the mediating role of trust varies across predictors. Trust does not mediate the relationship between customer reviews and online purchase

intention, leading to the rejection of H₅. However, trust significantly mediates the influence of website quality and product assortment on online purchase intention, supporting H₆ and H₇.

4. Discussion

The findings indicate that customer reviews have a positive and significant influence on online purchase intention among Klik Indomaret users in Yogyakarta. Favourable perceptions of review clarity and usefulness strengthen consumers' willingness to purchase, as reviews function as electronic word of mouth based on peer-generated experiences that help reduce perceived risk and assess service credibility (Chevalier & Mayzlin, 2006). The dominance of young, digitally literate users further amplifies reliance on peer reviews in shaping purchase decisions. These results support prior studies reporting a positive role of customer reviews in stimulating purchase intention (Ahn & Lee, 2024; Camilleri & Filieri, 2023; Zhu et al., 2020). In contrast, findings that suggest no significant effect in other contexts (Bayu Tri Cahya et al., 2023; Herawati et al., 2025).

Website quality is also found to significantly enhance online purchase intention. Perceptions of usability, navigational clarity, system speed, and data security shape consumers' willingness to transact by improving convenience and reducing perceived risk (Barnes & Vidgen, 2003). Although technical issues remain present, users generally evaluate website quality positively, particularly in relation to search functionality. Younger consumers tend to prioritise technical performance and system stability, which explains the significant role of website quality in driving intention. These findings are consistent with studies emphasising the importance of website quality (Gasawneh et al., 2021; Mallik et al., 2025), while differing from research reporting non-significant effects (Bernika & Ekawanto, 2023; Samuel et al., 2021).

In contrast, product assortment does not have a significant direct effect on online purchase intention. Despite positive evaluations of product variety, these perceptions do not translate into stronger intention to purchase. This outcome reflects the characteristics of minimarket formats, where consumers place greater importance on availability and delivery reliability than on assortment breadth (Chernev, 2003; Dörnyei et al., 2017). For Klik Indomaret users, availability and delivery reliability appear more critical than breadth of assortment, as reflected in user complaints highlighting stock shortages and delivery failures. Younger users, in particular, prioritise speed, convenience, and operational reliability over extensive product choice. This finding aligns with studies suggesting that product assortment is not a decisive factor in limited-assortment retail contexts (Dumgair et al., 2025; Setiawan et al., 2024), while contrasting with earlier evidence of a positive influence (Gasawneh et al., 2021; Sung et al., 2023).

Trust emerges as a significant determinant of online purchase intention, indicating that perceptions of reliability, system stability, and customer orientation increase consumers' readiness to transact via Klik Indomaret. Trust reflects confidence in platform competence and consumers' willingness to accept vulnerability in online transactions (Brown et al., 2019; Gefen, 2000). Despite ongoing concerns regarding service

performance, trust remains a central psychological factor in evaluating purchase decisions, particularly among young digital users. This result supports prior research highlighting trust as a key driver of online purchase intention (Ali et al., 2021; Zhao et al., 2022; Zhu et al., 2020), while contradicting studies that downplay its role (Denaputri & Usman, 2020).

With respect to mediation, trust does not mediate the relationship between customer reviews and online purchase intention. Although reviews directly increase intention, they do not sufficiently strengthen trust, likely due to the prevalence of negative feedback related to system and delivery issues that elevate perceived risk (Chen et al., 2022). For non-transacting users, reviews function more as cautionary signals than as trust-building mechanisms. This finding supports studies reporting non-significant mediation (Purwanto et al., 2023; Tanuwijaya et al., 2023), while differing from research identifying a mediating role of trust (Rosania & Wilujeng, 2023; Zhu et al., 2020).

Conversely, trust significantly mediates the effects of website quality and product assortment on online purchase intention. High-performing and reliable systems enhance perceptions of credibility and security, which subsequently encourage purchase intention (Qalati et al., 2021; Utama et al., 2022). Similarly, while product assortment does not directly influence intention, consistent product availability strengthens trust, which in turn motivates purchasing behaviour. These results reinforce evidence that trust functions as a key psychological mechanism linking platform attributes and product perceptions to online purchase intention (Chandruangphen et al., 2022; Hanaysha et al., 2025).

CONCLUSION

The findings of this study demonstrate that online purchase intention among Klik Indomaret users in Yogyakarta is primarily shaped by customer reviews, website quality, and trust, with each construct contributing differently to consumers' decision-making processes. Customer reviews and website quality exhibit significant positive effects, confirming their relevance as key digital cues that influence consumers' behavioural intentions. In contrast, product assortment does not directly affect online purchase intention, indicating that the breadth of product offerings is not a decisive factor within the convenience-store retail format. Trust emerges as a crucial determinant of online purchase intention and acts as a mediating variable in two of the proposed relationships. While trust successfully mediates the effects of website quality and product assortment, it fails to mediate the influence of customer reviews, suggesting that trust within this context is driven more strongly by system performance and product consistency than by peer-generated information. Overall, the study highlights the centrality of trust and platform quality in encouraging consumers to transition from offline to online purchasing within a mini-retail application environment.

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