

**THE EFFECT OF ADVERTISING, TRUST, AND RISK  
PERCEPTION ON PRODUCT PURCHASE DECISIONS**

**PENGARUH IKLAN, KEPERCAYAAN, DAN PERSEPSI RISIKO  
TERHADAP KEPUTUSAN PEMBELIAN PRODUK**

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***Abstract***

*Banyak pebisnis dan penjual beralih ke platform e-commerce untuk menawarkan produknya. Berkembangnya teknologi ini penjual online harus membuat strategi pemasaran yang kreatif dan inovatif untuk menarik para minat konsumen. Keputusan pembelian pada situs jual beli online sangat dipengaruhi oleh iklan, kepercayaan konsumen terhadap seller, dan memersepsikan risiko-risiko untuk meminimalisir ketidakpuasan terhadap suatu produk. Tujuan penelitian ini adalah untuk menganalisis pengaruh tersebut, yaitu pengaruh iklan, kepercayaan, dan persepsi risiko terhadap keputusan pembelian produk e-commerce Shopee. Populasi pada penelitian ini adalah iGen atau generasi Z sebanyak 35 responden. Metode penelitian ini adalah kuantitatif dengan menggunakan teknik nonprobability sampling. Pengujian hipotesis menggunakan analisis regresi linier berganda. Berdasarkan analisis data didapatkan bahwa 91% variabel iklan, kepercayaan, dan persepsi risiko berpengaruh signifikan terhadap keputusan pembelian produk e-commerce Shopee pada kalangan iGen.*

***Kata kunci:*** iklan; kepercayaan; persepsi risiko; dan keputusan pembelian.

***Abstrak***

*Many businesses and sellers are turning to e-commerce platforms to offer their products. With the advancement of this technology, online sellers need to develop creative and innovative marketing strategies to attract consumer interest. Purchase decisions on online marketplaces are heavily influenced by advertising, consumer trust in sellers, and perceived risks in order to minimize dissatisfaction with a product. The objective of this study was to analyze the impact of advertising, trust, and risk perception on purchasing decisions of Shopee e-commerce products. The study population consisted of 35 respondents from the iGen or Generation Z. This research employed a quantitative approach and utilized non-probability sampling technique. Hypothesis testing was conducted through multiple linear regression analysis. The data analysis revealed that 91% of the advertising, trust, and risk perception variables had a significant effect on the purchasing decisions of Shopee e-commerce products among iGen.*

***Keyword:*** advertising; trust; risk perception; and purchasing decisions.

## A. INTRODUCTION

The advancement of technology has significantly expanded the global marketing network. With the emergence of social media and e-commerce, the competition in product marketing has become increasingly fierce. E-commerce refers to the conducting of business transactions and exchanges over the internet (Mulyadi, Eka, and Naillis 2018). The presence of e-commerce has eliminated the constraints of time and space in buying and selling activities. Previously, such activities required face-to-face interaction between sellers and buyers, but now they can be conducted anywhere and anytime with just a smartphone and an internet connection. Many businesspeople and traders have shifted towards e-commerce platforms to showcase their products. Besides reaching a broader market, online buying and selling is also cost-effective as sellers don't have to spend money on physical store rentals. The growing number of online sellers has captured the attention of the public, prompting them to transition from traditional in-store transactions to online purchasing and selling through websites, marketplaces, and various e-commerce platforms, including iGen or Generation Z.

iGen, also known as Generation Z or Centennials, refers to the generation born between 1996 and 2010, following the Millennial generation or Generation Y (Purnomo et al. 2019). iGen grows up alongside technology, social media, and the internet. Their lives have become sophisticated and highly practical. Due to living alongside the internet, they tend to favor things that are practical, fast, and easily accessible. One of these aspects is shopping. Both in-person and online shopping have their own risks. When shopping in person by visiting a store, consumers can choose and consider the product to be purchased; they are not limited by space and time when assessing a product. On the other hand, when shopping online through e-commerce, they are constrained by space and time. They are only presented with an image, product description, ratings, and sometimes testimonials from other consumers. For some iGen or even the majority of Generation Z, in-person shopping at a store can be somewhat inconvenient. They have to go out of the house and travel a distance to get a product they need. For them, online shopping is a solution and convenience in shopping as they don't need to go to a store far from home; they can buy a product from the comfort of their own home.

Due to the proliferation of e-commerce platforms in Indonesia, each platform needs to gather all its strategies, capabilities, and unique features to increase traffic and sales from their merchant partners. This includes aspects such as website appearance and pricing, as buyers can only interact with the company through the website. Price, in particular, is a crucial factor that consumers consider when shopping online (Japariato and Adelia 2020). Effective and engaging advertising plays a significant role in influencing consumers' purchasing decisions. Sellers are not just selling good products; they also need to inform consumers about the advantages of their products and strategically position them in consumers' minds (Setiawaty 2017). The first impression that consumers receive is often through advertising. Therefore, sellers must promote their products as creatively as possible, ensuring that their products leave a lasting impact and remain memorable to consumers. In this digital era, the market reach is vast, requiring both online and brick-and-mortar sellers to be creative and innovative in their product promotion. Advertising is one of the most common and effective strategies for businesses to attract customers (Setiawaty 2017).

The focus is not solely on the number of consumers visiting or purchasing products from an online store. The challenge for online sellers lies in building consumer trust. When sellers successfully maintain the trust bestowed by consumers, it results in increased product purchases by those consumers (Heksawan Rahmadi and Malik 2016). Trust serves as the primary key in online buying and selling. Sellers must ensure that the products they offer align with those marketed on the platform, devoid of any elements of uncertainty or fraud. By providing authentic product images, sellers can inspire consumers to make repeat purchases or even become subscribers. Trust forms the foundation of any business, as transactions between two or more parties can only occur when trust exists among them (Heksawan Rahmadi and Malik 2016).

Consumer trust encompasses all the information that customers need when shopping online (Ayuningtiyas and Gunawan 2018). It encompasses various factors that influence customer attitudes and behavior, making it a challenging aspect to address in online purchases (Sidharta and Suzanto 2020). Prior to making a purchase, consumers often evaluate the potential risks associated with buying a product that may not meet their expectations. Therefore, trust is a crucial factor that online sellers must establish. Consumer trust refers to customers' perceptions of the seller's reliability, their overall

experience, and the extent to which the seller fulfills customer expectations and satisfaction (Firdayanti 2012).

The next influential factor is the perception of risk in making online product purchases. Consumer perceived risk refers to the uncertainty they feel when they cannot foresee the outcome of their purchase decision (Istiqomah, Hidayat, and Jariah 2019). In order to minimize customer risk perceptions, online businesses must prioritize the quality of their services, including ensuring consumer security and privacy during online transactions. By doing so, they can encourage more purchasing decisions from consumers (Haryani 2019). As consumers' perception of risk decreases, the likelihood of making product purchase decisions increases.

Currently, there are numerous e-commerce platforms in Indonesia, ranging from personal social media pages that have transformed into online business platforms to dedicated applications for online buying and selling. One prominent platform for online transactions is Shopee. Shopee is a pioneering online shopping application that enables users to browse, purchase, and sell a wide range of products (Saidani, Lusiana, and Aditya 2019). As the leading online shopping platform in Southeast Asia and Taiwan, Shopee has gained immense popularity (Shopee 2015).

The decision to purchase products from various e-commerce platforms, particularly Shopee, is influenced by several factors that have been mentioned earlier. The extent to which advertising, trust, and perceived risk influence product purchase decisions in e-commerce is the central focus of this study. The objective of this research is to analyze whether these four factors have a significant impact or not on purchase decisions. The study specifically targets Generation Z, as described previously. The aim is to examine the influence of advertising, trust, and risk perception on Generation Z's decision to purchase products on the Shopee online shopping site. The findings of this study indicate that there is a significant overall relationship between trust, advertising, and risk perception variables, affecting the purchasing decisions of Generation Z on Shopee's e-commerce platform.

The summary of previous studies on the impact of advertising, trust, and risk perception on product purchasing decisions on the Shopee online shopping site is presented in the research gap table as follows:

Table 1. Research Gap

Variable	Journal	Research Findings
Advertisement	Analisis Pengaruh Kepercayaan, Iklan dan Persepsi Resiko Terhadap Keputusan Pembelian di situs Shopee di Kota Lumajang (Istiqomah et al. 2019)	Influential and significant
Trust	Pengaruh Kepercayaan dan Kualitas Informasi Terhadap Keputusan Pembelian secara Online pada Situs www.Traveloka.com (Anggraeni and Madiawati 2016)	Influential and significant
Risk perception	Pengaruh Persepsi Risiko Terhadap Keputusan Pembelian Online di Tanjungpinang (Haryani 2019)	Influential but not significant

Based on the aforementioned background, which encompasses the impact of product purchase decisions on Shopee e-commerce and the findings of previous studies, this research aims to analyze the influence of advertising, trust, and risk perception on the purchasing decisions of Shopee e-commerce products among iGen or Generation Z.

## B. LITERATURE REVIEW

### 1. Shopee E-commerce Profile

Shopee is a prominent online shopping platform company in Southeast Asia, including Indonesia. According to a report from Katadata.co.id, by the end of 2021, Shopee had recorded approximately 134.4 million visitors on its e-commerce platform (Jayani 2021). In 2021, Shopee also ranked second in terms of average website visits among e-commerce platforms. It was initially launched in 2015 across seven regions, namely Singapore, Indonesia, Malaysia, Thailand, Taiwan, Vietnam, and the Philippines. The company's primary objective is to utilize technology to bring about positive changes and provide a platform for seamless communication between buyers and sellers. The Sea Group, the parent company, entered the Indonesian market in late May 2015 and commenced operations in July 2015. Shopee's headquarters in Indonesia is located at Wisma 77 Tower 2, Jalan Letjen. S. Parman, Palmerah, Special Capital Region of Jakarta 11410, Indonesia.

Shopee is an online shopping application that can be installed through the Google Play Store on mobile phones and other devices. It offers convenience as it can

be accessed anytime and anywhere, as long as there is an internet connection. This application eliminates the need to physically visit a store, allowing users to shop effortlessly. With Shopee, buying and selling activities are no longer restricted by geographical limitations or operating hours. Consumers can simply click on the "buy" button and patiently await the delivery of their purchased items within a few days. For sellers, this application provides an opportunity to reach a wider audience without being constrained by location or time. They can effectively market their products to customers worldwide, increasing their chances of attracting buyers compared to traditional face-to-face marketing, which is more time-consuming and costly.

The target audience for Shopee's e-commerce marketing efforts primarily consists of the younger generation, including Generation Z. This is due to the fact that a significant portion of internet users belongs to this demographic, particularly Generation Z. They are highly impressionable and naturally curious about what they encounter online. When they come across product advertisements, they are easily swayed and become intrigued. As a result, online business owners often target this generation, as they are active users of social media platforms. The Shopee application offers a wide range of products, including fashion items, cosmetics, and household goods. Additionally, the application frequently organizes various events such as the annual 11.11 sale on November 11, the 12.12 sale on December 12, Shopee Mantul Sale, and many other exciting events. These events generate consumer interest and contribute to the popularity and usage of the Shopee application.

On the homepage, users are presented with 21 categories available on Shopee, including Women's Clothing, Men's Clothing, Women's Shoes, Men's Shoes, Bags, Muslim Fashion, Fashion Accessories, Beauty & Health, Watches, Gadgets, Sports Equipment, Hobbies & Toys, Baby & Kids Equipment, Home Appliances, Electronics, Computers & Accessories, Food & Beverages, Vouchers, Photography, Automotive, and Sundries, which encompasses snacks and home decorations. Another noteworthy feature of this application is the availability of free shipping, which is often utilized by consumers to shop more efficiently, eliminating the need for additional shipping costs. Additionally, there is a cashback feature that serves as a promotional incentive by offering cash or points as rewards for making a purchase. This cashback feature benefits consumers by allowing them to accumulate points after completing a transaction on the

Shopee application, which can be redeemed for discounts in their future shopping transactions.

## **2. Advertisement**

Advertising is a method of conveying information about products or services from producers to customers and delivering messages from sponsors through various media channels (Lukitaningsih Ambar 2013). It plays a crucial role in boosting product or service sales, which indirectly contributes to the economic growth of a country. Advertising is a persuasive form of communication that aims to reach a broad audience of potential consumers for a specific product or service at minimal cost (Jefkins 1997). In today's digital age, advertising media are easily accessible to everyone. Advertising can be done through various social media platforms such as Instagram, Facebook, websites, Twitter, WhatsApp, and more. In social media advertising, an appealing visual presentation is of utmost importance as it forms the first impression for consumers. An attractive and compelling advertisement can influence consumers to make a purchase. The primary objective of advertising is to influence or alter the perception of the audience, particularly consumer sentiment (Lukitaningsih Ambar 2013). Through advertisements, consumers gain knowledge about the features and qualities of a product or service, which can lead to changes in consumer behavior as intended by the producers. Besides the visual appeal of advertisements, the quality and suitability of the advertised product should also be considered, as there can be discrepancies between the advertised representation and the actual product. When the advertised product aligns with consumer expectations, it can positively impact purchase decisions. Additionally, clear and accurate information is crucial for effective advertising. Sellers must provide transparent information to avoid any misunderstandings among consumers. Advertisements should convey clear and easily understandable messages.

If the advertised product is suitable, it can contribute to enhancing purchasing decisions. It is crucial to consider the information and messages conveyed in advertisements. Sellers should strive to provide clear information to prevent any misperceptions among consumers. Advertisements should have clear and easily comprehensible messages.

### **3. Trust**

Trust is the reliance on the accuracy or validity of something, which is established through evidence, advice, authority, experience, and intuition (Anggraeni and Madiawati 2016). Trust encompasses three dimensions (Champoux 2016), which are outlined as follows:

- 1) Integrity: It pertains to the reliability and accuracy of the promised product or service.
- 2) Competence: It relates to the individual's confidence in the expected product or service, considering their technical and interpersonal knowledge and skills.
- 3) Consistency: It addresses the ability to handle obstacles, predict outcomes, and make appropriate personal judgments when dealing with the expected product or service situation.

Before purchasing a product from an online marketplace, consumers typically analyze the product by examining the seller's services, product descriptions, and testimonials from other customers. When consumers have confidence and believe that the online purchase aligns with their expectations, it benefits the seller greatly. Positive reviews and feedback received by the store can influence other consumers to make purchases from the same seller. Moreover, offering suitable products of high quality serves as a crucial factor in building consumer trust and influencing their purchasing decisions.

### **4. Risk Perception**

When customers are uncertain about the potential consequences of a purchase decision, they are said to experience perceived risk (Melissa Gunawan, Evelien Alim Sompie 2017). Consumers tend to perceive risk before deciding to buy a product online, regardless of whether the perception is actually present or not. In relation to risk perception, two important factors come into play: uncertainty and the potential outcomes associated with the decision to purchase a product. Perceiving certain risks can help mitigate dissatisfaction with online purchases. The interpretation and evaluation of risk scenarios based on personal experiences and beliefs is known as risk perception (Nursalam, 2016 and Fallis 2013). Each consumer interprets risks



differently, and their decision-making process is influenced by their perception of the risks they face and the perceived magnitude of their impact (Nursalam, 2016 and Fallis 2013). According to Schiffman and Kanuk (2010), supported by Hoyer, MacInnis, and Pieters (2013) in (Melissa Gunawan, Evelien Alim Sompie 2017), there are several types of risks. This study specifically focuses on three types of risks: financial risk, where the product received does not align with the amount of money spent; time risk, where the product obtained is not worth the time invested in purchasing and waiting for it; and psychological risk, which refers to a sense of dissatisfaction with a product purchased through an online buying and selling platform.

## **5. Buying Decision**

Individual decision-making plays a direct role in acquiring and discovering the offered goods (Melissa Gunawan, Evelien Alim Sompie 2017). In this study, consumers make purchasing decisions online, where the buying process takes place through the internet. Several factors can influence purchasing decisions (Anggraeni and Madiawati 2016). The first factor is search efficiency, which refers to the ease and speed of finding a product. This can include the advertisements provided by the seller. The second factor is value, which entails a competitive price accompanied by good quality. This factor can significantly impact consumer confidence in a product sold by a seller on an e-commerce platform. Additionally, the interpretation of risk perception factors also plays a role in consumer purchasing decisions for a product.

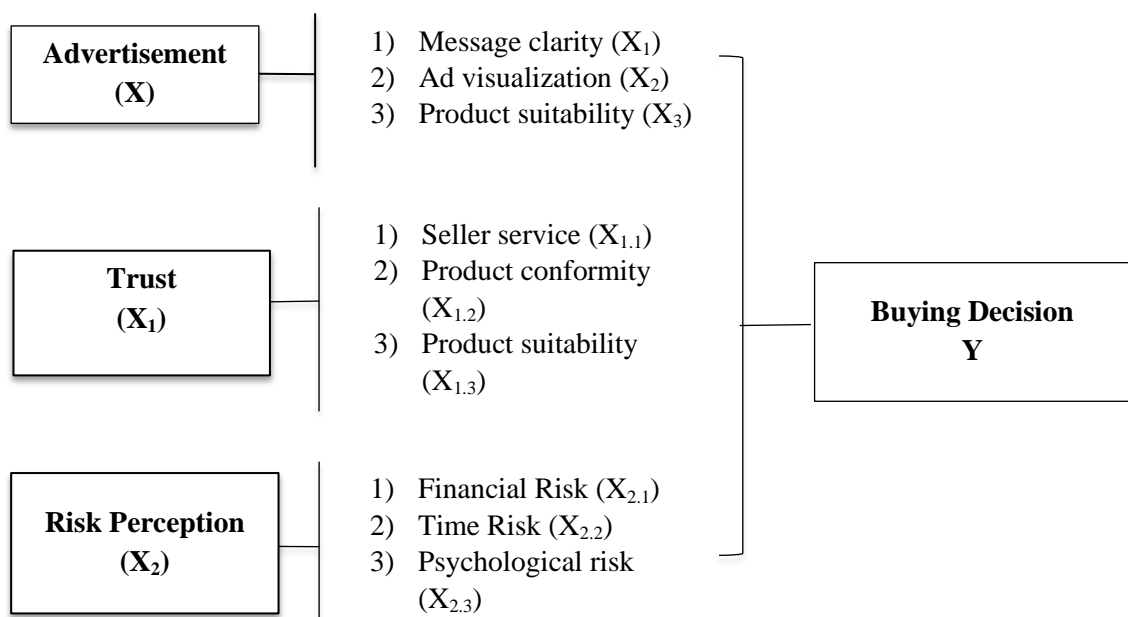
## **C. RESEARCH METHODS**

In this study, the researcher employed a quantitative research design. Quantitative research allows researchers to propose hypotheses as temporary answers to the problem formulation, with the aim of measuring data and forming ideas or conclusions from a sample to the population (Suliyanto 2017). The quantitative method was utilized in this study to examine causal associative relationships. An associative relationship is an approach that describes the relationship among factors or variables that influence a situation without manipulating those variables (Laksono, Ariyanti, and Santoso 2016). On the other hand, a causal relationship refers to a relationship in which one variable (independent) affects another variable (dependent) (Istiqomah et al. 2019). This type of

relationship is employed to determine the dependency relationship between variables, where one variable has an impact on the other variables.

The data collection technique used in this research is the questionnaire method. The respondents in this study consisted of twenty-five Shopee users from the iGen generation, ranging in age from 12 to 26 years. The respondents were Shopee users who have made purchases through the e-commerce platform. In addition to the questionnaire method, this study also employed a non-probability sampling technique, which involves collecting data or samples where not all the data to be sampled have the same size (Fitria 2013). The data analysis steps in this research include Instrument Test, Classical Assumption Test, Multiple Linear Analysis, Hypothesis Testing, and Coefficient of Determination. The variables in this study include advertising, trust, and risk perception, which are independent variables or variables that influence, while the dependent variable or the variable that is affected is iGen or Generation Z. The following is the framework of this research:

Figure 1. Theoretical Framework



## D. RESULT AND DISCUSSION

### 1. Research Instrument Test Results

Test Instruments in this study there are two tests, the first to test the validity of the research instrument and test the reliability of the research instrument.

1) Research Instrument Validity Test

Table 2. Research Instrument Validity Test

Variable	Indicator	R <sub>count</sub>	r <sub>table</sub>	Description
Advertisement (X)	X <sub>1</sub>	0,6822	0,3338	Valid
	X <sub>2</sub>	0,8622		Valid
	X <sub>3</sub>	0,7179		Valid
Trust (X <sub>1</sub> )	X <sub>1.1</sub>	0,8062		Valid
	X <sub>1.2</sub>	0,7782		Valid
	X <sub>1.3</sub>	0,7533		Valid
Risk perception (X <sub>2</sub> )	X <sub>2.1</sub>	0,9022		Valid
	X <sub>2.2</sub>	0,6633		Valid
	X <sub>2.3</sub>	0,8613		Valid
Buying Decision (Y)	Y <sub>1</sub>	0,9528		0,3338
	Y <sub>2</sub>	0,9272	Valid	
	Y <sub>3</sub>	0,7567	Valid	

Based on the results of the research instrument validity test, it is evident that the r<sub>count</sub> value is greater than the r<sub>table</sub> value, indicating that the instrument used is valid. This means that the instrument's data aligns with the actual circumstances. The r<sub>table</sub> value is 0.3338 with a significance level of 0.05 or 5%, and the degrees of freedom (df) are 33 (35 minus 2). Therefore, the instrument employed in this study is deemed suitable and valid for collecting the required data and information.

2) Research Instrument Reliability Test

Table 3. Research Instrument Reliability Test

Variable	Cronbach Alpha	Criteria
Advertisement (X)	0,628	Reliable
Trust (X <sub>1</sub> )	0,643	Reliable
Risk perception (X <sub>2</sub> )	0,729	Reliable
Buying Decision (Y)	0,856	Reliable

Based on the reliability test results table, it can be concluded that all three research instruments are reliable. Each instrument exhibits a Cronbach's Alpha value of more than 0.6, indicating that the statements pertaining to the variables of advertising, trust, and risk perception in relation to product purchasing decisions on Shopee e-commerce are reliable research indicators. Therefore, the statements included in the

research questionnaire are deemed reliable and appropriate, as they would yield consistent results if the research were conducted again on the same subject at different times (Istiqomah et al. 2019).

## 2. Classic Assumption Test Results

Classical assumption test is done by data normality test, multicollinearity test, and heteroscedasticity test. Here are the results of the classical assumption test:

### 1) Data normality test results

Table 4. Data Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		35
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.39924197
Most Extreme Differences	Absolute	.132
	Positive	.132
	Negative	-.080
Test Statistic		.132
Asymp. Sig. (2-tailed)		.127 <sup>c</sup>

Based on the table of results from the normality test using the Kolmogorov-Smirnov test, the obtained Asymp value for Sig. is 0.127. This value exceeds the significance level of 0.05. Therefore, the regression model, which includes the variables of advertising, trust, and risk perception on purchasing decisions, satisfies the normality assumption.

### 2) Multicollinearity test results

Table 5. Multicollinearity Test Results

Collinearity Statistics	
Tolerance	VIF
.399	2.508
.363	2.756
.316	3.161

The results of the multicollinearity test for the regression model indicate that the tolerance values are greater than 0.1, and the VIF (Variance Inflation Factor) values are less than 10. These findings suggest that there is no multicollinearity issue in the regression model involving the variables of advertising, trust, and risk perception on purchasing decisions.

3) Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.358	.324		1.107	.277
Advertisement	-.041	.039	-.287	1.054	.300
Trust	.070	.051	.393	1.379	.178
Risk perception	-.038	.051	-.223	-.731	.470

Based on the Glejser test results, the heteroscedasticity test table shows a significance value of 0.3 for the advertising variable, 0.178 for the trust variable, and 0.47 for the risk perception variable. Since the significance values are greater than 0.05, it can be concluded that the data does not exhibit heteroscedasticity issues.

**3. Multiple Linear Regression Analysis Results**

The analysis in this study aimed to examine the effects of the variables advertisement, trust, and risk perception on purchasing decisions for Shopee e-commerce products among iGen. The results of the multiple linear regression analysis are as follows:

Table 7. Multiple Linear Regression Analysis

Model	Coefficients <sup>a</sup>			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	1.136	.515		2.204	.035
Advertisement	-.238	.062	-.314	3.867	.001
Trust	.409	.081	.431	5.069	.000
Risk perception	.734	.082	.815	8.952	.000

Based on the conclusions of the results of multiple linear regression analysis obtained the following equation:

$$Y = 1.136 - 0,238X + 0,409X_1 + 0,734X_2$$

Where Y is the purchase decision, X is advertisement, X<sub>1</sub> is trust, and X<sub>2</sub> is risk perception.

1) T-Test Results (Partial Test)

The results of the t-test for the first hypothesis, which examines the effect of the advertising variable (X) on purchasing decisions of Shopee e-commerce products among iGen, yielded a  $t_{count}$  of -3.867 with a significance of 0.035. Using a significance level of 5% (0.05), the critical  $t_{count}$  is determined to be 2.03951. Since the calculated  $t_{count}$  (-3.867) is smaller than the critical  $t_{table}$  (2.03951), we accept the null hypothesis ( $H_0$ ) and reject the alternative hypothesis ( $H_1$ ). This suggests that the advertising variable does not have a significant effect on the purchasing decisions of Shopee e-commerce products among iGen. However, if we use a significance level of 10% (0.1), the critical  $t_{table}$  is 1.69552. In this case, the calculated  $t_{count}$  (-3.867) is still smaller than the critical  $t_{table}$  (1.69552), leading us to accept  $H_0$  and reject  $H_1$ . Since the significance level of 0.01 is smaller than 0.1, we can conclude that the advertising variable does not have a significant effect on the purchasing decisions of Shopee e-commerce products among iGen.

Next, the t-test results for the trust variable ( $X_1$ ) yielded a  $t_{count}$  of 5.069 with a significance level of 0.000. Comparing this with the critical  $t_{table}$ , we find that  $t_{count}$  (5.069) is smaller than the critical  $t_{table}$  (2.03951), indicating that the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_1$ ) is accepted. With a significance level below the 0.05 threshold, we can conclude that the trust variable significantly influences the purchasing decisions of Shopee e-commerce products among iGen.

Moving on to the t-test results for the risk perception variable ( $X_2$ ), we obtained a  $t_{count}$  of 8.952 with a significance level of 0.000. Considering that the  $t_{count}$  value (8.952) is greater than the  $t_{table}$  value (2.03951), we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ). Moreover, since the significance level is below the 0.05 threshold, we can conclude that the risk perception variable significantly influences the purchasing decisions of Shopee e-commerce products among iGen.

2) F Test (Simultaneous Test)

Table 8. F test (Simultaneous Test)

ANOVAa					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	61.266	3	20.422	116.818	.000b

Residual	5.419	31	.175
Total	66.686	34	

The results of the F test on the research variables obtained  $F_{count}$  of 116.818 with a significance level of 0.000. With a significance level of 0.000 which is below the 0.05 level of significance, it can be concluded that all variables, namely advertising, trust, and risk perception variables simultaneously have a significant effect on Shopee e-commerce product purchasing decisions among iGen.

#### 4. Discussion

The impact of advertising on purchasing decisions, as revealed by the hypothesis testing on the advertising variable in relation to Shopee's e-commerce products, demonstrates a significant influence on the purchasing decisions of iGen consumers. This finding aligns with the research conducted by (Istiqomah et al. 2019), which also concluded that advertising significantly affects consumer purchasing decisions. Sellers who market their products through the Shopee application have effectively conveyed clear messages through their advertisements. They provide comprehensive product information, including detailed product photos and descriptions. Moreover, the advertisements displayed on Shopee's e-commerce platform are visually appealing, showcasing the sellers' creativity in promoting their products. A visually attractive and informative advertisement can successfully persuade consumers to make a purchase. Furthermore, the alignment between the advertised products and the actual products is another key factor. Sellers on Shopee's online marketplace have made efforts to ensure that the products they offer are consistent with what is advertised. In cases where there might be slight discrepancies, such as a 95% similarity due to lighting effects, sellers provide additional information to address any potential concerns. However, it is essential for consumers to exercise selectivity when making purchasing decisions on online platforms. In conclusion, message clarity, visually appealing advertisements, and the alignment between advertised and actual products significantly influence the purchasing decisions of iGen consumers in relation to Shopee's e-commerce products.

The influence of trust on purchasing decisions, as determined through hypothesis testing on the trust variable regarding Shopee's e-commerce products, reveals a significant impact on the purchasing decisions of iGen consumers. This

finding aligns with the research conducted by (Anggraeni and Madiawati 2016), which also concluded that trust has a significant effect on consumer purchasing decisions. Trust is influenced by various factors, including seller services, product suitability, and product quality. Sellers who operate on the Shopee e-commerce platform provide exemplary service, thereby instilling consumer confidence in their online stores. Moreover, the products offered by Shopee sellers consistently exhibit high quality relative to their price points. Consequently, consumers are satisfied with their purchases and are not disappointed by the products they receive. To further enhance consumer trust, the Shopee application includes information distinguishing genuine products from counterfeit ones, often marked with a guarantee of 100% authenticity. Additionally, if consumers are dissatisfied with their purchases, Shopee facilitates product returns, allowing customers to return the items they bought. In conclusion, seller services, product suitability, and product quality play crucial roles in cultivating trust among iGen consumers when making purchasing decisions for Shopee's e-commerce products.

The impact of risk perception on purchasing decisions is evident from the results of hypothesis testing on risk perception variables regarding the purchase of Shopee's e-commerce products among iGen. These findings are consistent with the research conducted by (Istiqomah et al. 2019), which also concluded that risk perception has a significant effect. However, another study conducted by (Haryani 2019) reported no significant effect of risk perception. In assessing the influence of risk perception, various factors are considered by consumers, including financial risk, time risk, and psychological risk. When deciding to purchase Shopee's e-commerce products, consumers carefully evaluate whether the monetary value they will spend aligns with the expected quality of the product. Similarly, consumers take into account the time invested in accessing product information and whether it is worth the potential risk associated with the purchase. Additionally, psychological risk is a crucial consideration, as consumers seek satisfaction and aim to minimize disappointment with the products they buy. In conclusion, financial risk, time risk, and psychological risk in the context of risk perception significantly influence the purchasing decisions of Shopee's e-commerce products among iGen consumers. It is important for consumers to evaluate and mitigate potential risks to ensure satisfactory outcomes from their purchases.

The combined influence of advertising, trust, and risk perception on purchasing



decisions for Shopee's e-commerce products among iGen is found to be significant. Advertising serves as a means to provide information and persuade consumers, creating a sense of need and desire for a product. This, in turn, stimulates consumers' emotions and prompts them to make quick purchase decisions. Trust plays a vital role in the interaction between sellers and consumers. Sellers who offer friendly and reliable services can enhance consumer trust, leading them to confidently choose to buy their products. Moreover, the quality and suitability of a product contribute to the development of trust among consumers. When a product is deemed suitable and of good quality, consumer confidence in making a purchase decision increases accordingly. Additionally, risk perception plays a crucial role in influencing purchasing decisions. It helps consumers assess and mitigate potential risks and losses associated with a product. By considering risk perceptions, consumers become more discerning in selecting products and are better equipped to make informed decisions about when to proceed with a purchase or cancel it. In summary, the combined effects of advertising, trust, and risk perception significantly impact the purchasing decisions of Shopee's e-commerce products among iGen. Advertising generates consumer interest and desire, trust fosters confidence in sellers and product quality, while risk perception aids in minimizing potential risks and losses. These factors collectively shape consumers' decision-making process when it comes to buying products.

## **E. CONCLUSIONS**

Based on the research findings and the results of conducted tests, it can be concluded that advertising, trust, and risk perception significantly influence the purchasing decisions of Shopee's e-commerce products among iGen. Each of these variables demonstrates a significant impact on purchasing decisions. Notably, the advertising variable has a comparatively smaller influence compared to the other variables. Risk perception, followed by trust, exerts a greater dominance in influencing the purchasing decisions. Hence, when deciding whether to proceed with a purchase, the perception of risk plays a pivotal role. The coefficient of determination indicates that 91% of the purchasing decisions can be explained by the influence of advertising, trust, and risk perception, while the remaining 9% is influenced by other variables not examined in this study.

When making online purchases, consumers should exercise caution in evaluating products to minimize the risk of product incompatibility. One simple aspect to consider is the price offered. If a product's price is significantly lower than the market price, it is advisable to review how other consumers have evaluated the product. This is because there is a possibility that the lower price may be indicative of a quality that does not meet expectations.

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