Journal of Entrepreneurship & Business

The Influence Of Trusting Beliefs And Intention To Continue Purchasing On E-Commerce Shopee

Tiara Indra Prastiwi

Faculty of Business, Widya Mandala Catholic University Surabaya, Indonesia

Lena Ellitan*

Faculty of Business, Widya Mandala Catholic University Surabaya, Indonesia

Article Info

Abstract

Purpose: This research aims to determine the influence of trusting beliefs and intentions on people to continue making purchases on Shopee e-commerce. As time progresses, there are more and more other digital platforms that can also make it easier for people to make purchases. However, this research specifically discusses whether the e-commerce platform can be trusted by old and new consumers through 5 variables, namely Competence, Integrity, Virtue, Purchase Intention, Purchase and Post Purchase.

Method: The sampling technique for this research is non-probability sampling with purposive sampling technique. The sample used in this research was 267 respondents with the criteria of being aged 17 years and over and who had purchased Scarlett Whitening products on Shopee e-commerce in the last 3 months.

Result: The findings of this study indicate that two hypotheses were not supported: the effect of integrity on purchase intentions, and the effect of integrity on purchases and post-purchase behavior through purchase intentions. In contrast, five hypotheses were supported. These include the effect of competence on purchase intentions, the effect of benevolence on purchase intentions, the effect of purchase intentions on purchases and post-purchase behavior, the effect of competence on purchases and post-purchase behavior through purchase intentions, and the effect of benevolence on purchases and post-purchase behavior through purchase intentions. Based on these findings, it is recommended that official Scarlett Whitening stores operating on the Shopee platform improve their consistency in serving both new and existing customers.

INTRODUCTION

The emergence of Web 2.0 technology is part of the development of information and communication technology bringing rapid growth in the E-commerce sector. This can attract individuals to form online communities from various worlds Hajli (2015). This can also encourage e-commerce to develop into social commerce. Social commerce has unique characteristics by providing various opportunities for customers to participate in communities, share shopping experiences with others and advise them on appropriate purchasing decisions (Busalim & Hussin, 2016). So, in this case

it can make it easier for new E-commerce users to find information related to a product or brand that they want to know about.

According to data from Ahdiat (2023), Shopee is the market category e-commerce site with the most visitors in Indonesia. As of September 2023, the Shopee site was recorded to have received 237 million visits, this is an increase of around 38% compared to the position at the beginning of the year (year-to-date). The growth in Shopee visitors far exceeds its main competitors, namely Tokopedia, Lazada, Blibli and Bukalapak. In the same month, the Tokopedia website recorded 88.9 million visits, which could be said to be down 31% compared to the beginning of the year (ytd). In the same period, the Lazada site also fell drastically by 48% (ytd) to 47.7 million visits, while the Blibli site grew only 1% (ytd) to 28.9 million visits, and the Bukalapak site fell by 44% (ytd) to 11.2 million visits. As a result, of the 5 largest e-commerce sites in the marketplace category in Indonesia, only Shopee's visitors grew significantly, followed by Blibli's visitors, which increased slightly. Meanwhile, the number of visitors to the Tokopedia, Lazada and Bukalapak sites in January-September 2023 tends to fall sharply, as can be seen in Figure 1.
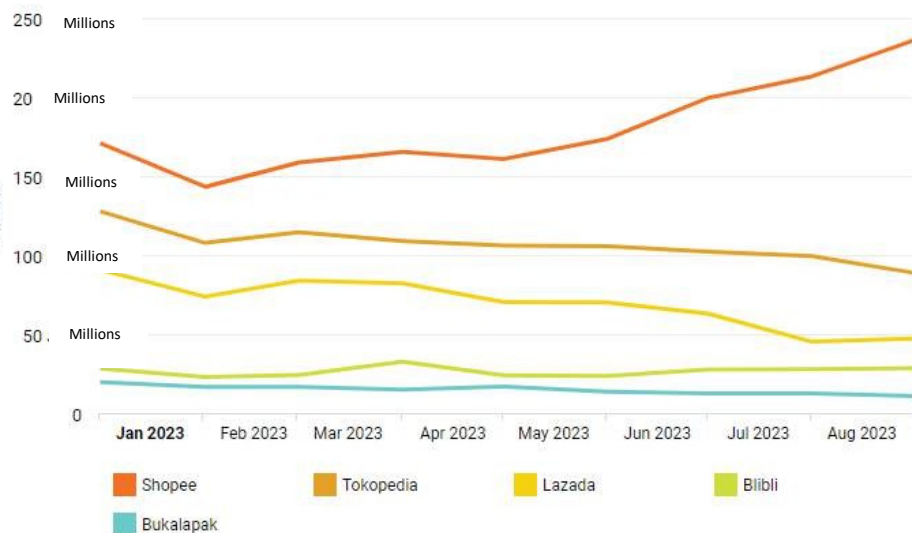

Figure 1.
Number of E-Commerce Visitors

Trust in online activities is a crucial aspect that must be taken into account. A lack of trust can significantly hinder the adoption of social commerce, while concerns about trust in online stores are among the key factors that distinguish online shoppers from non-buyers. According to Hallikainen & Laukkanen, (2018), trust can encourage the application of information and communication technology to facilitate and provide convenience for consumers; it can also provide new business opportunities for online transactions. Lu et al., (2016) also suggested that trust can help buyers reduce their risk perception when dealing with online sellers, thereby encouraging them to share information about their identity voluntarily when making purchases in e-commerce.

People's behavior towards purchasing plays a vital role in transactions between sellers and buyers, as it can influence the ability and performance of e-commerce sales. This study aims to explore key aspects of consumer activity during the purchase of a product in e-commerce by examining buyer behavior after being driven to make a purchase and repeat purchases. This study employed five trustworthiness variables based on the framework by McKnight et al. (2002), along with one variable drawn from the theory of planned behavior, and another adopted from Wang and Yu (2017). In the post-purchase stage, new consumers tend to compare their experiences with things they have done

before making a purchase (Wang & Yu, 2017). Based on this evaluation consumers will determine whether they will repurchase the product on the same platform or not.

Consumers will make repeat purchases based on positive experience results. Those who feel satisfied may have developed a strong emotional connection, particularly trust with the platform or brand which increases the likelihood of positive behavioral responses such as repurchase (Molinillo et al., 2020). Thus, trust is very important in making customers feel emotionally invested in brands and platforms such as Shopee e-commerce. This research empirically tests the influence of trust and its impact on the intention to make purchases through Shopee e-commerce which aims to determine consumer behavior, especially for Scarlett Whitening users in the form of skincare and bodycare at Scarlett's official store on Shopee, as well as to determine their intentions in make a purchase on Scarlett products.

The main objective of this study is to determine the effect of trust on buyers' intentions to make purchases through e-commerce shopee and identify buyer behavior after being motivated to make purchases through this media. To achieve this goal, this study uses three trust belief variables derived from the concept of McKnight et al. (2002), one variable from the theory of planned behavior, and another from Wang and Yu (2017). This study empirically tests the effect of trust and its impact on the intention to buy through e-commerce.

Trust in the online environment is something that needs to be considered. Trust can encourage the application of information and communication technology to facilitate and provide convenience for consumers; it can also provide new business opportunities for online transactions (Hallikainen & Laukkanen, 2018). Lu et al., 2016 said that trust can also help buyers reduce their risk perception when dealing with online sellers, thereby encouraging them to share information about their identity voluntarily or make purchases in e-commerce. Based on the explanation above, the research question of this study is as follows: (1) Does competence influence intention to purchase?; (2)Does integrity influence intention to purchase?; (3) Does benevolence influence intention to purchase?; (4) Do purchases and post-purchases influence intention to purchase?; (5) Does competence influence purchasing and post-purchase through intention to purchase?; (6) Does integrity influence purchasing and post-purchase through intention to purchase?; (7) Does benevolence influence purchases and post-purchase through intention to purchase?

The Relationship between Competence and Intention to Purchase

Kadarwati (2019) explains that competence consists of a set of knowledge, skills, traits and behavior which can be technical, related to interpersonal skills, or business-oriented. The competency component in e-commerce reflects the successful fulfillment of transaction activities carried out by the seller or as a component of providing recovery if failure occurs and is experienced by the vendor. In e-commerce, information obtained through social support provides guidance to customers. The comments or purchase experience provided is an accurate and credible picture or product. Social support information can reduce the perceived risk and uncertainty of sellers or products (Bai et al., 2015). Seller competence will increase consumer confidence and attract them to make purchases. Based on the above argument, we propose the following hypothesis.
H1: Competence has a positive effect on consumer interest in making purchases (Intention to Purchase) in e-commerce

The Relationship between Integrity and Intention to Purchase

Xu et al. (2016) define integrity as adherence to a set of principles that are generally accepted as trustworthy. The influence of buyer trust on seller integrity will be more influential in influencingtheir satisfaction when carrying out online buying and selling experiences. Syamsir and Embi (2020) also argue that integrity is a match between heart, words and actions. Integrity in online transactions is seen when sellers pay attention to policies, regulations, operational procedures, guarantees and legal

protection in online buying and selling activities which shows the certainty of a clear transaction structure so as to help increase consumer confidence in being convinced to carry out online transactions (Shi & Liao, 2017) . Therefore, it is clear that an attitude of integrity plays a role in shaping consumer interest in making purchases via e-commerce. We propose the second hypotheses as follow.
H2: Integrity has a positive effect on consumer interest in making purchases (intention to purchase) in e-commerce

The Relationship between Benevolence and Intention to Purchase

Benevolence is a trust given to a trusted party, with the party giving the trust hoping to make a profit, and the seller as the trusted party will want to do good to the customer. This type of trust belief is an affect-based belief that focuses on caring and emotional connection with each other in personal relationships (Hwang & Lee, 2012). Virtue ethics has proven to be an influential tradition in the study of business ethics in recent years (Alzola et al., 2019).

Dowell et al. (2015) explain that the concept of benevolence includes the hope that people who are trusted will be willing to accommodate and act fairly when problems arise. These affective-based beliefs relate to emotional and social skills including care and concern that involve emotional bonds with other parties. Initiatives resulting from good-hearted attitudes and emerging within consumers will encourage their interest in making purchases via e-commerce.
H3: Virtue has a positive effect on consumer interest in making purchases (intention to purchase) in e-commerce

Relationship between Intent to Purchase, Purchase, and Purchase Post

Making purchasing decisions is the main mission in buying and selling on online sites. Sometimes consumers are more likely to find purchased items that do not match their wishes. When an interest in making a purchase is formed in consumers, they will tend to make a purchase to fulfill what they want. According to Ferdinand in Aditya and Wardana (2017), purchase intention can be identified through 3 indicators, the first is Explorative Intention; This exploratory intention usually describes someone who has the behavior of always looking for information about the product he wants to buy and looking for information to support the positive properties of the product, secondly, namely Referential Intention; that is, different from exploratory intention, this intention actually has a tendency to refer the product to other people. So that a consumer who already has the intention to buy will advise people closest to him to also buy the same product, and the third is Transactional Intention; This intention has a tendency to buy a product. This means that consumers have the intention to purchase a particular product that they want. (Imantoro, 2018) states that the purchasing decision is the stage where the buyer has found his choice and purchased the product and consumed it.
H4: Consumer interest in making purchases (intention to purchase) will have a positive influence on purchasing decisions and purchase posts in e-commerce.

Relationship between Competence, Intention to Purchase, Purchase and Post Purchase

Feola et al., (2019) stated the importance of purchasing management, because buyers will easily make decisions to make purchases if the company's management is very good, fast and useful for consumers. The online environment can also introduce inherent barriers to each purchasing transaction, such as buyers' bias towards relevant technology, the perception they have about the site and the consumer's ability to trust a site or web (Xiao, 2019). On the other hand, e-commerce sites also provide a lot of information about a brand or company, so buyers can easily browse various e-commerce sites before making a decision (Agmeka et al., 2019). This must be supported by software in purchasing transactions that is easy to use, the purchasing method in a simple application, appropriate product quality, and providing information regarding the introduction of a product must

be complete and useful, making the relationship between commercial site traders and buyers established so that can make things easier for users. In this case, suppliers also play a very important role in sharing information. When customers understand the company's position, reputation and capacity in the market, they will intend to buy goods on the e-commerce site operated by the company (Yeon et al., 2019).

H5: Competence has a positive effect on purchases and post-purchase through intention to purchase.

Relationship between Integrity, Intention to Purchase, Purchase and Post Purchase

Huberts (2018) states that integrity in Latin is whole and harmonious. So integrity can be interpreted as wholeness or completeness and as consistency and coherence of principles and values. This concept of integrity refers to the trustor's perception of the trustee's honesty. When consumers find that online sales on Shopee show consistent and fair actions in the buying and selling process, they will tend to form trust in this shop. Trust in the salesperson's competence is a stronger predictor of purchasing behavior than trust in the salesperson's integrity and benevolence (Xu et al., 2016).

H6: Integrity has a positive effect on purchases and post-purchase through intention to purchase.

Relationship between Virtue, Intention to Purchase, Purchase and Post Purchase

The concept of benevolence is defined as the perception that the trustee will do something good for the trustors, in addition to the profit motive. This means that if consumers feel that they have benefited, they will decide to make a purchase and feel that this is a need that must be fulfilled and have received positive things from the shopping system. So a benevolent organization is an organization that not only thinks about its own interests, but is able to align these interests with the intention to do good to the organization or other people (Svare et al., 2020). This can also be applied to shopping systems, if they must be able to align sales and purchasing interests, so that no consumer feels disadvantaged when making transactions at the shop. A study in Norway also found regarding networks, which showed that benevolence is one of the factors that shape trust, besides that there are also factors of ability and integrity (Helge et al., 2020).

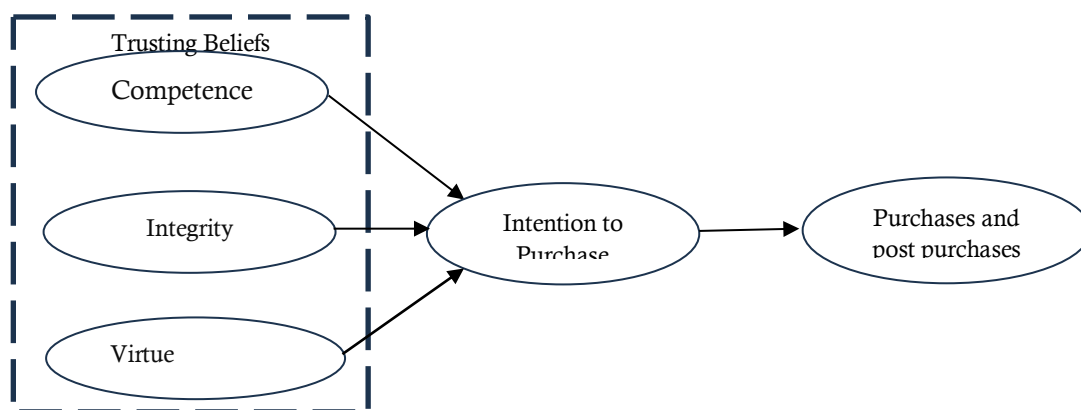H7: Virtue has a positive effect on purchasing and post-purchasing through intention to purchase.

Figure 2.
Research Framework

RESEARCH METHODS

An operational definition refers to the way in which a variable is defined through its observable traits or attributes (Azwar, 2013). In line with this, Nurdin and Hartati (2019) assert that an operational definition outlines variables based on observable characteristics, enabling researchers to systematically observe or measure an object or phenomenon.

To capture the hypothesized relationships among the constructs in this study, the proposed research framework is illustrated in Figure 2. As shown in the figure, the three trusting belief dimensions—competence, integrity, and virtue—are posited to influence consumers' intention to purchase via e-commerce, which subsequently affects their purchase and post-purchase behaviors. The competency component refers to the perception of the seller's skills, which in turn are reflected in behavior that contributes to consumer welfare (Kim & Park, 2013). The items used to measure perceived competency include consumers' recognition of the seller's competence and effectiveness, the perception that sellers carry out their duties well, their knowledge of the products they sell, and their ability to provide optimal service. Integrity, as defined by Xu et al. (2016), is the degree to which sellers adhere to generally accepted principles that foster trust. The indicators include consumer perceptions of the trustworthiness of promises made by sellers, confidence in the truthfulness of the sellers, the belief in the sellers' sincerity and kindness, and expectations that sellers will keep their promises. Benevolence, or virtue, refers to the belief that a trusted party (in this case, the seller) will act in the customer's best interest, motivated by goodwill rather than self-interest. This form of trust is affect-based, emphasizing emotional connection and care within personal relationships (Hwang & Lee, 2012). Items measuring this construct include the belief that sellers will act in the consumer's best interest, willingness to help when needed, concern for consumer well-being, and the assumption of good intentions by the seller. Intention to purchase via e-commerce is described by Wang and Yu (2017) as a cognitive process wherein consumers select, organize, interpret, and evaluate information from various sources before forming a decision. Once consumers assess the credibility of the information and compare available alternatives, they move toward a purchase decision. Indicators include the tendency to purchase products or services from the e-commerce platform, willingness to consider future purchases, likelihood of making an actual purchase in the near future, and the expressed intention to buy products on the platform. In terms of post-purchase behavior, intention to purchase and actual behavior encompass activities following the transaction and the extent of their impact on individual satisfaction. This behavioral component can serve as an evaluation tool for businesses to optimize customer satisfaction (Chang & Tseng, 2014). Consumers who have formed purchase intentions are more likely to engage in actual purchases. Satisfaction levels rise when consumers achieve positive outcomes, enhancing their loyalty and overall experience (Ozer & Gultekin, 2015). Indicators of this construct include the frequency of future shopping at the store, willingness to provide necessary personal information to tailor service, continued use of the e-commerce platform, and recommending the platform to others.

This study utilizes a structured questionnaire as the primary data collection method. According to Sugiyono (2017), a questionnaire is a tool used to collect data by presenting respondents with a set of written questions or statements to be answered. In this research, the questionnaire will be distributed to consumers residing in Surabaya who have purchased Scarlett products through Shopee within the past three months.

Population, Sample, and Sampling Techniques

This research uses a population of consumers who used Shopee e-commerce to purchase Scarlett products in the city of Surabaya in the last 3 months. This research uses purposive sampling and the sample in this research is consumers using Shopee who are over 17 years old and have used Shopee to purchase Scarlett products in the last 3 months. In this study there were 18 question items, so the number of respondents in this study was at least 200 samples. Data were collected using an online survey by distributing questionnaires via Google Forms. After collecting data from respondents, this research carried out validity and reliability tests. Then all hypotheses were tested using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) to determine the causal relationship between variables in each model (Hartono, 2013). According to Ferdinand (2002) in Wuensch (2006) that the sample size for model testing using SEM is between 100-200 samples or depends on the

number of parameters used in all latent variables, namely the number of parameters multiplied by 5 to 10 to interpret the SEM results. The criteria determined in this research are consumers who use Shopee who are over 17 years old and have used Shopee to purchase Scarlett products in the last 3 months in the city of Surabaya.

Data analysis

This research analyzes data using SEM (Structural Equation Modeling) based on Partial Least Square (PLS). The popular multivariate analysis that this software is capable of completing is structural equation modeling (SEM). The sample used in SEM (Structural Equation Modeling) research is a minimum of 100 samples (Ferdinand, 2005:80). After collecting data from respondents, this research carried out validity and reliability tests. Tests were carried out on two models sequentially, exclusively. This means that the models are not related. After measuring the reliability and validity standards, a suitability test was carried out for each model to assess the suitability of each model, compared with the normative standard values of each model.

RESULTS & DISCUSSION
Respondent's Characteristic

Researchers conducted research by distributing questionnaires using Google Form to respondents who had purchased Scarlett Whitening products in the last 3 months via the Shopee platform in Surabaya. Researchers have obtained 294 respondents, but there are 27 respondents who do not meet the characteristics of the respondents. So these 27 data cannot be processed. Thus, the data that meets the characteristics is 267 respondents.

This research obtained 267 respondents who had used and purchased Scarlett Whitening on Shopee, with the majority being 198 respondents (72.2%) women and 69 respondents (25.8%) being men. Based on age, characteristics of respondents, the most respondents aged 17-25 years were 184 respondents (68.9%), 26-45 years old were 73 respondents (27.3%), and the least were those aged more than 46 years. only got 10 respondents (3.7%). Characteristics of respondents based on work. The largest number of respondents obtained by this research were students with 138 respondents (51.7), employees with 81 respondents (30.3%), and the fewest with entrepreneurs with 48 respondents (18%). Frequency of respondents purchasing Scarlett Whitening via Shopee during the last 3 months. It can be seen in the table that 187 respondents (70%) have made purchases more than twice in the last 3 months on the Shopee platform to purchase Scarlett Whitening at the official store. Meanwhile, 80 respondents (30%) only made one purchase in the last 3 months.
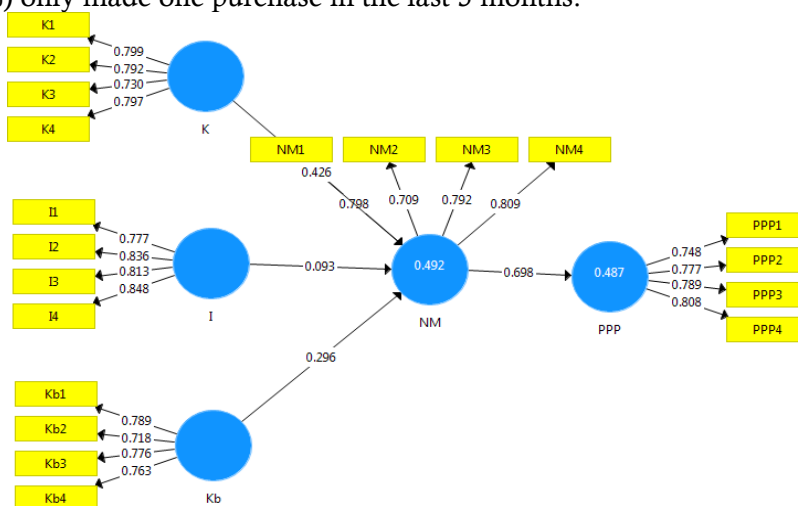

Figure 3.
Outer Model

Convergent Validity

The aim of convergent validity is to determine the validity or suitability of each indicator for the variables to be studied. To see convergent validity, it can be seen through the outer model (See figure 3 and table 1). According to Ghozali (2015), the reliability value is declared valid if it has a value above 0.7, but at the scale development stage, if the factor loading value is 0.5-0.6, it is still acceptable.

Table 1.
Value of Outer Loading of Each Indicator

	Competence	Integrity	Virtue	Purchase Intention	Purchases and Post Purchases
K1	0,799				
K2	0,792				
K3	0,730				
K4	0,797				
I1		0,777			
I2		0,836			
I3		0,813			
I4		0,848			
KB1			0,798		
KB2			0,718		
KB3			0,776		
KB4			0,763		
NM1				0,798	
NM2				0,709	
NM3				0,792	
NM4				0,809	
PPP1					0,748
PPP2					0,777
PPP3					0,789
PPP4					0,808

All measurement indicators are considered appropriate or valid as they show standardize values above 0.7. Additionally, data validity was also assessed using the Average Variance Extracted (AVE). Table 2 indicates that all data is valid, with AVE values exceeding 0.5. According to Ghazali and Latan (2015:155), AVE values greater than 0.5 signify that all indicators can be regarded as valid.

Table 2.
Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Competence	0,609
Integrity	0,671
Virtue	0,581
Purchase intention	0,606
Purchases and Post Purchases	0,610

Composite Reliability

Composite reliability can be used to measure the consistency of the reliability of a construct from a variable, while Cronbach alpha functions to measure the lower limit of the reliability value of a construct. According to Ghozali (2016), the rule of thumb used to measure reliability must have a

value above 0.7 and the Cronbach alpha value must also be greater than 0.7. Table 3 describes the composite reliability and Cronbach alpha values in this research. Table 3 shows that all the data in this study have composite validity and Cronbach alpha values above 0.7, which proves that all the variables in this study are declared reliable and trustworthy.

Table 3
Composite Reliability and Cronbach Alpha

	Composite Reliability	Cronbach Alpha
Competence	0,861	0,785
Integrity	0,891	0,836
Virtue	0,847	0,759
Purchase intention	0,860	0,782
Purchases and Post Purchases	0,862	0,786

Inner Model Analysis

The inner model functions to predict causal relationships between the variables to be studied. Figure 4. shows the inner model in this research. The structural model can be seen through the R-square value which is a goodness of fit test. According to Chin (1998), the goodness of fit criterion is said to be strong if it has a value of 0.67, it is said to be moderate if it is 0.33, and it is said to be weak if it has a value of 0.19.
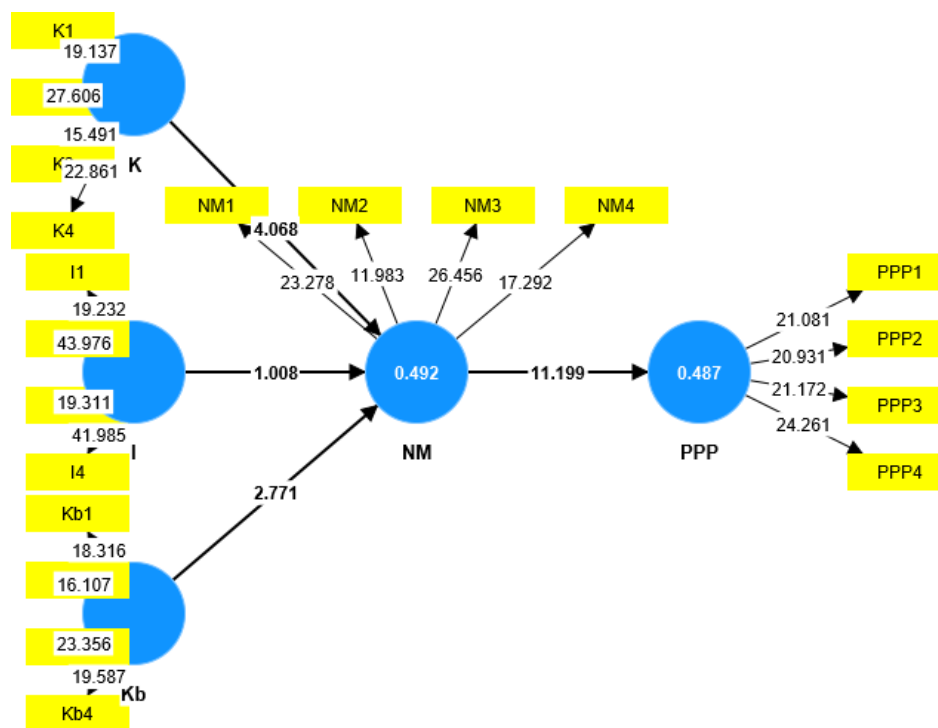

Figure 4.
Inner Model

R-square

Table 4 shows that the R-square value is 0.492 for purchase intention and 0.487 for purchase and post-purchase. These values suggest that both purchase intention and the combined purchase and post-purchase stages demonstrate a moderate level of model fit in this study.

Table 4.
R-Square

Endogen	R-square
Purchase Intention	0,492
Purchases and Post Purchases	0.487

Hypothesis testing

Ghozali (2016) states that a hypothesis test is considered significant when the T-statistic exceeds 1.96. Conversely, if the T-statistic is below 1.96, the test is deemed not significant. In terms of the P-value, a hypothesis is accepted when the P-value is less than 0.05. The result of the hypotheses testing can be seen in table 5.

Table 5.
Hypotheses Testing

	Original Sample (O)	T-statistics	P-value	Notes
K → NM	0,426	4,078	0,000	Hypothesis accepted
I → NM	0,093	1,004	0,316	Hypothesis rejected
Kb → NM	0,296	2,696	0,007	Hypothesis accepted
NM → PPP	0,698	11,308	0,000	Hypothesis accepted
K → NM → PPP	0,298	3,411	0,001	Hypothesis accepted
I → NM → PPP	0,065	1,031	0,303	Hypothesis rejected
Kb → NM → PPP	0,206	2,718	0,007	Hypothesis accepted

From Table 5 it can be concluded as follows: (1) The competency variable has a positive effect on purchase intention because the T-statistic value is more than 1.96, namely 4.078 and the P-value has a value of less than 0.05, This can be stated that the hypothesis is accepted.; (2) The Integrity variable does not have a positive effect on purchase intention because the T- statistic value is less than 1.96, namely 1.004 and the P-value has a value of more than 0.05, (0.316). This can be stated if the hypothesis is rejected.;(3) The virtue variable has a positive effect on purchase intention because it has a T-statistic value of more than 1.96, namely 2.696 and the P-value has a value of less than 0.05 (0.007) This can be stated that the hypothesis is accepted.;(4) The purchase intention variable has a positive effect on purchases and post-purchases because it has a T-statistic of more than 1.96, namely 11.308 and has a P-value of less than 0.05. This can be stated that the hypothesis is accepted.; (5) The competency variable has a positive effect on purchases and post-purchases through intention to purchase because it has a T-statistic value of more than 1.96, namely 3.411 and has a P-value of less than 0.05 (0.001). This can be stated that the hypothesis is accepted.;(6) The Integrity variable does not have a positive effect on purchases and post-purchases through purchase intentions because it has a T-statistic of less than 1.96, namely 1.031 and has a P- value of more than 0.05, (0.303). This can be stated if the hypothesis is rejected.;(7) The benevolence variable has a positive effect on purchases and post-purchases through purchase intentions because it has a T-statistic value of more than 1.96, namely and has a P- value of less than 0.05. This can be stated that the hypothesis is accepted.

DISCUSSION
The Influence of Competence on Purchase Intention

The hypothesis shows that competence influences purchase intention. This shows that the effect of competence on purchase intention is significantly positive. So it can be said that the first hypothesis in this research has been proven to be accepted. It can also be seen that if competence can be carried out well, it will result in greater consumer buying intentions. According to the findings in research by

Susilo, et al. (2022) also stated that customer trust greatly influences consumers' purchase intentions. This can be done through the company's skills in conducting online sales through Shopee e-commerce to gain the trust of consumers. This is in line with the research results of Susilo, et al. (2022) which states that competence has a positive effect on purchase intention.

The Influence of Integrity on Purchase Intention

The hypothesis shows that integrity does not have a positive effect on purchase intention. This is not in accordance with the research results of Susilo, et al. (2022) which states that integrity has a positive effect on purchase intentions. However, this is in line with research conducted by Prakosa and Imronudin. (2023) which states that integrity has no positive effect on purchase intentions. This can be caused by companies that do not have a commitment to consumers, are inconsistent in doing things, and do not show that the company has honesty that can be trusted. Sukarna. (2018). This is what makes consumers feel hesitant to purchase Scarlett Whitening on Shopee e-commerce, because companies are biased so they don't meet consumer expectations when shopping online. This can result in the integrity of purchasing intentions in this research being rejected.

The Influence of Virtue on Purchase Intention

The hypothesis shows that benevolence has a positive effect on buying. This can happen if virtue is carried out well, it will result in greater consumer purchasing intentions. This research is also in line with the theory from McKnight et al.'s research. (2002) which states that customer trust is the main factor in making online purchases. So in this hypothesis, because the company cares about consumers, consumers put their trust in the company, so that purchasing intentions can be created in consumers' minds. So it can be said that the benevolence hypothesis on purchase intentions is positive, significant and acceptable. The results of this research are in line with the research of Susilo, et al. (2022) who also stated that benevolence has a positive effect on purchase intentions.

Influence of Purchase Intentions on Purchases and Purchase Posts

The hypothesis shows that purchase intention has a positive effect on purchases and post-purchases. This can happen because when they want to buy and they have used the product, they feel the positive impact of Shopee e-commerce and Scarlett Whitening products. So both old and new consumers of Scarlett Whitening products feel the positive things that Shopee has provided to consumers, so that they can create intentions and end up buying and making post-purchases. Engel, et al,. (2008:141) states that purchase intentions are formed from beliefs about a brand which are followed by shifts in purchasing actions and can be influenced by internal and external factors. This can be formed through consumer reviews and consumer trust in shopping via online media. The results of this research are in line with previous research conducted by Susilo, et al. (2022) which states that purchase intention has a positive effect on purchases and post-purchases.

The Influence of Competence on Purchases and Purchase Posts through Purchase Intentions

The hypothesis shows that competence has a positive effect on purchasing and post-purchase. This can happen if consumers think that after they make a purchase and then trying the product it will lead to repeat purchases because they feel the positive impact of Shopee e-commerce and Scarlett Whitening products. Can choose this brand when they get something that consumers need, this can also happen depending on the company's success in convincing consumers. So in this case, companies can work to improve and develop their expertise and skills in increasing consumer trust (Wang & Benbasat, 2016). So the hypothesis in this research is that competence has a positive and significant effect on purchases and post-purchases through purchase intentions.

The Influence of Integrity on Purchases and Purchase Posts through Purchase Intentions

The hypothesis shows that integrity has no positive effect on purchasing and post-purchase. This can be caused by companies that do not have the trust of consumers and are not responsible for consumers. So there is no intention to make a purchase and post purchase of the product. Tedi Rustendi (2017) also stated that integrity must uphold the truth by showing honesty through compliance with existing laws and regulations. In integrity, the company must also be able to realize what has been promised to consumers (Mulyadi, 2023). So if the company does not carry out integrity well, then the intention to make a purchase and post-purchase will not be carried out well by consumers.

The Influence of Virtue on Purchases and Purchase Posts through Purchase Intentions

The hypothesis shows that benevolence has a positive effect on purchases and post-purchases through purchase intentions. This can happen if the company is able to provide trustworthy trust to consumers. This also refers to research conducted by Utomo, et al. (2011) which states that consumers believe in buying from online shops when they are sure they have found something suitable, and they will try to take the time to get that item. So in this hypothesis, the company has been able to convince consumers through the good attitude that the company has given to consumers. The interactive characteristics of online shops can give consumers the freedom to search for information and make comparisons (Alba et al. 1997). Can convince consumers to make purchases and post purchases if the information received matches what they received. And if this is done well, the company will get better results too. So in this research, the benevolence hypothesis towards purchasing and purchasing post through purchase intention is positive and significant.

CONCLUSION, SUGGESTIONS AND IMPLICATIONS

This research was created to determine the influence of trusting beliefs and purchase intentions for Shopee e-commerce on Scarlett Whitening. There are conclusions that have been found in this research, namely the data shows rejection of the integrity hypothesis regarding purchase intentions as well as integrity towards purchases and post-purchases through purchase intentions. This can be caused by companies not gaining consumer trust in fulfilling the promises they make. This is different from previous research where the hypothesis of integrity regarding their purchasing intentions was accepted, because previous research aimed at a broad range of products and there were no specifications for the product being targeted. This research found that the hypothesis on competence towards purchasing and purchase post through purchase intention, as well as the hypothesis on benevolence towards purchase and purchase post through purchase intention were acceptable. This can happen when the company has given consumers a positive impact in making them feel profitable in purchasing Scarlett Whitening products through Shopee e-commerce.

This research still has limitations, including: (1) Distribution of questionnaires was uneven with answers 1 (strongly disagree) and 2 (disagree) which had few respondents. (2) Unequal distribution of characteristic questionnaires on gender, age and occupation, with more women aged 17-25 years and working as students. (3) This questionnaire was distributed via Google form, so the researcher was unable to control the seriousness of the respondents in providing responses.

In this research, there are several suggestions that can be considered for further research. There are suggestions for academic and practice. For academic purposes, we suggest that (1) for researchers who will examine integrity on purchase intentions, they can add indicators to further strengthen the variable. So it can minimize the occurrence of hypothesis rejection. (2) It is also acknowledged that this study specifically targets residents of Surabaya, which limits the breadth of its coverage across the wider Indonesian population. Therefore, the generalizability of the findings to other regions in Indonesia is restricted. Future research is recommended to involve a broader sample across different regions to enhance the generalizability of the results.

For practical purpose there are some suggestion. (1) The analysis of the integrity variable shows that the indicator with the lowest average score is 4.01 for the statement 'sellers on Shopee e-commerce are sincere and kind.' Although this score is still within a positive range, it suggests that the Shopee platform, particularly for Scarlett Whitening, could further improve its evaluation of the services provided to consumers. (2) The analysis of the benevolence variable indicates that the lowest average score is 4.05 on the statement 'sellers on Shopee e-commerce are interested in my well-being.' While this is still considered a positive rating, Shopee e-commerce, particularly in the case of Scarlett Whitening, is encouraged to show greater concern for its consumers.

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