



The Influence of Trust, Security, Service Quality, and Digital Marketing on Purchasing Decisions for Compass Shoes on Tokopedia

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ABSTRACT

This study aims to analyze the influence of trust, security, service quality, and digital marketing on purchasing decisions for Compass Shoes on Tokopedia. A quantitative approach was used, with the population comprising Generation Z in Banyumas Regency. A purposive sampling method was used, with 130 respondents. Data analysis was performed using SPSS version 26. to analyze the relationship between variables. The results showed that Trust did not have a significant positive effect on purchasing decisions. Security had a significant positive effect on purchasing decisions. Service Quality had a negative but insignificant effect on purchasing decisions, and Digital Marketing had a significant positive effect on purchasing decisions.

INTRODUCTION

Along with the times, the fashion industry continues to experience rapid progress, from global-scale companies to micro-enterprises that are increasingly numerous and still able to survive. In 2022, the fashion sector contributed around 18% of the total contribution of the creative economy industry to GDP with a value of Rp220 trillion. The development of digital technology also opens up opportunities for the local fashion industry to grow through e-commerce-based marketing. (Kemendag, 2024). With technological advances and widespread internet use, business actors in Indonesia are increasingly utilizing e-commerce such as Tokopedia as the main platform in distributing their products (Desi, 2024). The advantage of local brands lies in their understanding of the needs and tastes of Indonesian consumers, which allows for rapid adjustments to designs, prices, and marketing strategies according to local preferences. In addition, these brands also have advantages in production flexibility and the ability to provide more competitive prices (Infobrand, 2025).

Shoe usage in Indonesia is very diverse, as can be seen from the brands worn by some people, such as Vans, Converse, Nike, and Adidas, which are the most popular shoe brands in the country. However, many people use local brands such as Compass, Vantela, Geoff Max, and others, because the craze for local shoes is quickly becoming a fashion trend (Kompasiana, 2021). One of the local shoes that is growing rapidly is the Compass shoe and also the Compass shoe has succeeded in attracting the attention of customers, especially among generation z or also called genzi (Zalfa & Umbara, 2024). In addition, Tokopedia is also one of the *e-commerce platforms* that recorded a significant increase in sales of local shoes in Indonesia, including Compass shoes (Kompas.com, 2021).

Based on data from *Kumparan.com* 2024, Compass Shoes are in first place in terms of local shoes that are most in demand by Gen Z. Followed by Ventela which is in second place for local shoes that are most in demand by Gen Z. The third place is occupied by the NAH Project brand, followed by the Brodo and Patrobas brands which are in fourth and fifth places. From this data, it can be concluded that Compass shoes are the local shoes that are most in demand by Generation Z. In addition to being the local shoes that are most in demand by Generation Z, several Compass reviews on Tokopedia show that consumers often complain about late delivery, slow seller responses, and inconsistencies between the products received and the descriptions listed.

In reality, service quality is a crucial aspect influencing consumer choices when making purchases on the platform. Several reviews on Tokopedia around 2024 indicated that consumers frequently complained about late deliveries, slow seller responses, and product mismatches with descriptions. The significant impact of service quality on consumer perceptions and purchasing decisions for local brands like Compass is evident in these reviews. These decisions are also influenced by support for the domestic creative industry. By purchasing Compass products through e-commerce, people contribute to the growth of local fashion brands while strengthening the national economy (Harahap & Wijaksana, 2020).

Trust is a major factor influencing the decision to purchase Compass shoes on Tokopedia. Uncertainty often hinders consumers in online transactions, making trust in e-commerce platform sellers and product quality crucial (Hendra & Amin, 2019). This trust can be built through the seller's reputation, positive reviews from previous buyers, and Tokopedia's guarantee of transaction security. Consumers who are confident the product meets their expectations and feel the transaction is secure tend to be more motivated to purchase. Therefore, increased consumer trust is directly proportional to their likelihood of purchasing Compass shoes on Tokopedia. This is in line with existing research data (Febriansyah et al., 2021; Hendra & Amin, 2019; Jefryansyah & Muhajirin, 2020; Mutiara & Wibowo, 2020). A significant and positive relationship was found between the level of trust and purchasing decisions, although some studies have revealed inconsistencies in these findings (Muslimah et al., 2020; Pradwita et al., 2020; Rorie et al., 2022).

Security is another crucial factor in the decision to purchase Compass shoes on Tokopedia. A system that can prevent and detect fraud provides protection for consumers in online transactions. When security is guaranteed, the risk of fraud is reduced, making consumers more confident in making purchases. This finding supports the statement (Desky et al., 2022; Nuning Lisdi, 2020; Puanda & Rahmidani, 2021; Sudarwanto et al., 2021). The finding found that security has a positive and significant impact on consumer decisions, although this result is inconsistent with (Dasser et al., 2024; Napitupulu & Supriyono, 2022; Perdana & Susanti, 2024).

Service quality is a crucial factor in attracting potential buyers. Providing service that meets customer expectations is an indicator of good service quality, such as a quick response, clear product information, and a safe and timely delivery process. Good service when purchasing Compass shoes on Tokopedia contributes to building customer satisfaction and trust, which results in increased purchase intention and customer loyalty. This is in line with research (Iskandar & Nasution, 2019; Manoy & Mananeke, 2021; Mbete & Tanamal, 2020; Patmala & Fatihah, 2021). This study revealed that service quality has a positive impact on purchasing decisions, although it does not align with previous findings (Baihaky et al., 2022; Cynthia et al., 2022; Lintang & Anisa, 2022; Widjaja & Wildan, 2023). Service quality in this study actually has a negative impact on consumer purchasing decisions.

Marketing is a process aimed at identifying market needs so that sellers can provide appropriate products (Setiawan & Hidayat, 2022). Through social media, online advertising, and e-commerce, digital marketing strengthens the role of expanding audiences, disseminating product information, and establishing direct connections with consumers. With the right strategies such as SEO, paid advertising, and influencer collaboration, consumers more easily recognize and purchase Compass shoes on Tokopedia. This finding is in line with the results of previous research (Al-azzam & Al-mizeed, 2021; Elbahar & Syahputra, 2021; Fauzia et al., 2023; Fitrianna & Aurinawati, 2020; Putri & Marlien, 2022; Setiawan & Hidayat, 2022). However, this finding is in line with the results of research (Amar et al., 2023; Hubbina et al., 2023; Millennium et al.,

2021; Putri & Marlien, 2022). Based on the findings, digital marketing variables do not have a significant effect on consumer purchasing decisions.

From the description above, this research contributes to enriching the literature academically and offers practical benefits. This research enriches the literature review in the field of consumer behavior and digital marketing by simultaneously examining the influence of trust, security, service quality, and digital marketing on purchasing decisions for Compass Shoes on Tokopedia, a topic that has not been widely studied before. Meanwhile, this research can be used practically by business actors, especially local brands like Compass, in designing more effective digital marketing strategies, building consumer trust and security, and improving service quality to encourage purchasing decisions on marketplace platforms like Tokopedia.

LITERATURE REVIEW

SOR (Stimulus, Organism, Response) Theory

Carl Iver Hovland introduced the SOR theory, which stands for Stimulus, Organism, Response, in 1953. This theory was born from the significant influence of the fields of psychology and communication science. The SOR theory states that the response that appears depends on how effectively the stimulus conveys the message content to the organism (Tarina et al., 2023). This model consists of three main components: Stimulus (S), which is all forms of stimulation originating from outside the individual, Organism (O), which is the internal condition, both cognitive and affective, which is the initial response to the stimulus, and Response (R), which is the action taken by the individual as a manifestation of the influence of the stimulus that has been processed internally (Harsya et al., 2025). *Stimulus* includes various factors such as Trust in the Compass brand and the Tokopedia platform, which encourages consumers to feel safe in purchasing products. The security of personal data protection and the security of digital transactions on Tokopedia provide comfort for consumers to make purchases without worrying about the risk of fraud. *Digital marketing* such as visually appealing social media ads, relevant promotions, and positive product reviews can form a better perception of the brand or product (Saputri, 2025). Components

An organism is a process of receiving and processing stimuli through cognition (thought and understanding), affection (emotions and attitudes), and personal evaluation of the product, brand, and message. Internal factors such as needs, desires, experiences, and perceived quality greatly determine how the stimulus is perceived and processed by the organism. (Fitriawati & Muanas, 2025). *The Response* component is A concrete action taken by a person after going through the process of internalizing a stimulus. If the stimulus provided is able to attract attention, convince, and align with consumer needs, it is likely to result in a purchase decision (Fitriawati & Muanas, 2025). Therefore, SOR theory is considered appropriate for examining the impact of various factors on purchasing decisions, as it can provide deeper insight into consumer behavior in the context of e-commerce.

Purchase Decision

Purchasing decisions according to (Kotler & Keller, 2016), when someone decides to buy a particular brand, they are making a purchasing decision. This decision is influenced by two things: the views of others and unexpected situations. In addition, internal and external factors can also influence the decision. By considering various existing considerations, it is hoped that individuals can determine what they will buy. Decisions taken by consumers also reflect how effective marketers are in marketing brands or products to customers (Fadillah, 2023). Purchasing Decisions (Y) According to (Hardiyanti, 2012) in (Jefryansyah & Muhajirin, 2020) Confidence in buying, according to desires, having a desire to repurchase, considering product quality, Recommending to others. When a person's needs become more urgent, they will be more motivated to fulfill those needs, this encourages them to seek information about the products they need, including information about the company that offers the product (Manggalania & Soesanto, 2021).

Trust

In online transactions, uncertainty is often a barrier for consumers, so trust in e-commerce platform sellers and product quality are crucial (Hendra & Amin, 2019). A person's attitude greatly determines the level of trust, and without trust, the decision to buy online becomes difficult. Therefore, building trust in the minds of consumers is not easy (Muslimah et al., 2020). Trust in product quality, social recommendations, and perceived ease of transaction play a crucial role. However, low customer trust is often caused by doubts about product quality and concerns that the goods will not meet expectations. Increased consumer trust is in line with their increased interest in a product (Solihin, 2020).

Trust Indicator (X1) According to Wiedenfels (2009) in (Lu et al., 2020), Honest in providing information to consumers, paying attention to consumers, Meeting consumer needs, Consistent in serving, Providing complete information on the site. These findings are validated by (Febriansyah et al., 2021). High consumer trust tends to be directly proportional to increased decisions to make purchases. Likewise, the results of research from (Hendra & Amin, 2019). These findings are in line with the results of research (Febriansyah et al., 2021; Jefryansyah & Muhajirin, 2020; Mutiara & Wibowo, 2020). Consumer trust is proven to positively and significantly influence increased purchasing decisions.

H1: Trust has a positive and significant influence on purchasing decisions.

Security

Feeling secure when using an e-commerce platform is a crucial factor for consumers, as it makes them feel confident and comfortable when making online transactions (Napitupulu & Supriyono, 2022). Security here refers to the online store's ability to protect and safeguard transaction data from potential threats (Sari & Elsandra, 2022). In SOR, security influences purchasing decisions by reducing risk, strengthening social influence, and increasing consumer self-control.

Security Indicator (X2) According to (Haridyanti, 2012) in (Lu et al., 2020), Providing security in every consumer transaction, providing convenience in

every transaction, providing proof of transactions to consumers, protecting consumer personal data from *hackers*, Providing confidence in security answers. Secure products or transactions build positive beliefs, encourage purchasing intentions and facilitate transactions, so that high security perceptions improve attitudes, social influence, and a sense of consumer control over risks that ultimately support purchasing decisions. These findings are consistent with previous studies (Desky et al., 2022; Nuning Lisdi, 2020; Puanda & Rahmidani, 2021; Sudarwanto et al., 2021). Increasingly better security on e-commerce sites encourages consumers to be more likely to make purchasing decisions, indicating a positive and significant relationship between the two variables.

H2: Security has a positive and significant effect on purchasing decisions.

Quality of Service

Service quality is an economic activity that generates added value in the form of convenience in time, location, form, or psychological benefits. Service quality can be measured by how well customer needs and desires are met and how well the service meets consumer expectations (Boediono et al., 2020). Through this quality of service, entrepreneurs will determine the quality of the services or goods they produce (Baihaky et al., 2022). Good service quality increases competitiveness, builds consumer trust, and strengthens purchasing intentions.

Service Quality Indicators (X3) According to (Lovelock, 2005) in (Lu et al., 2020), Fulfilling promises to consumer needs, providing responses to consumers quickly and responsively, providing guarantees for products that will be used by consumers, providing concern for consumer desires, Providing evidence of an attractive physical appearance of the website. Service quality influences purchasing decisions through satisfaction, social expectations and ease of access. A comfortable environment, ease of transactions, and good service encourage consumers to shop, so that positive experiences are created and influence purchasing decisions, in accordance with the results of previous research (Iskandar & Nasution, 2019; Manoy & Mananeke, 2021; Mbete & Tanamal, 2020; Patmala & Fatihah, 2021). Service quality that has a positive and significant effect on purchasing decisions makes consumers buy products more often.

H3: Service Quality has a positive and significant influence on Purchasing Decisions

Digital Marketing

Digital marketing is a promotional strategy that utilizes technology-based platforms such as social media, websites, and marketplaces to reach consumers more widely and effectively (Sari & Maika, 2023). Marketers need to understand digital technology in depth as a means to build brand awareness, maintain customer loyalty, and expand market reach effectively (Fauzia et al., 2023). An optimal *digital marketing strategy* can be realized through attractive promotional offers, positive customer testimonials, and active communication on social media platforms. This can shape positive consumer attitudes, increase subjective norms, and strengthen the perception of control over the ease of transactions.

Digital marketing influences purchasing decisions through perceived value, social encouragement, and ease of transaction. Attractive digital

marketing content shapes positive perceptions of products. Such as flexible payment methods, intuitive platform navigation, and a fast-purchasing process, increase consumers' perceptions of control, so they are more likely to complete purchases. *Digital Marketing Indicators (X4)* According to (Mohammad and Deby 2018) in (I Ketut Adi Wiranata et al., 2021), Promotion, *SEO (Search Engine Optimization)*, social media, *public relations* Therefore, *digital marketing* contributes positively to purchasing decisions because it can increase consumer confidence in choosing and making online purchasing transactions. In line with research results (Al-azzam & Al-mizeed, 2021; Elbahar & Syahputra, 2021; Fauzia et al., 2023; Fitrianna & Aurinawati, 2020; Putri & Marlien, 2022; Setiawan & Hidayat, 2022) which states that digital marketing has a positive and significant impact on purchasing decisions. Consumers tend to make more frequent purchasing decisions when *digital marketing* is implemented effectively.

H4: Digital Marketing has a positive and significant influence on Purchasing Decisions

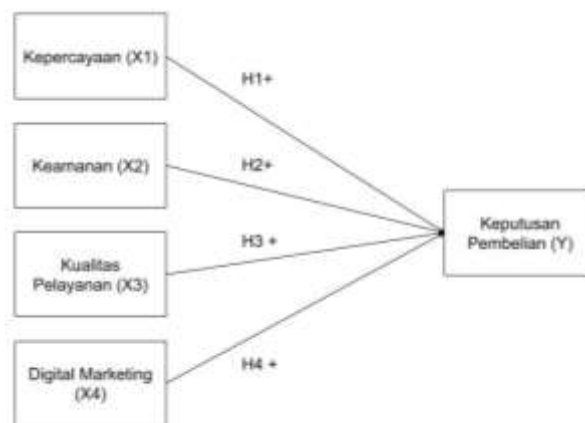


Figure 1. Framework of Thought
Source: Processed 2025

METHODOLOGY

This research is quantitative, applying a limited scope. The population of this study is Generation Z (Born 1997 - 2012) in Banyumas Regency. The selection of the Generation Z population is based on their reliability in mastering information technology from an early age. This has an impact on online shopping activities, both in marketplaces, websites, and others (Fadillah, 2022). The specific criteria used in this study are Generation Z (Born 1997 - 2012) and Gen Z who have accessed the social media Compass Shoes and marketplace on Tokopedia.

The research instrument used was a Likert scale containing five answer choices, ranging from strongly agree to strongly disagree. Data analysis was carried out using IBM SPSS Statistics software version 26, including t-test, f-test, and coefficient of determination. This study used a *purposive sampling technique* (certain criteria). Furthermore, the sample size was determined based on the Lemeshow formula, a formula used to calculate sample requirements in research (Muharsyah & Ekawati, 2021). Sample size determines the extent to which the sample can represent the population in a study, with an error tolerance limit of 5%. The calculation of the number of samples is presented as follows.

$$N = Z^2 \times P(1-P) / d^2$$

Information:

N = Number of Samples

Z = Z Score At 95% Confidence = 1.96

P = Maximum Estimate 0.5

D = Alpha (0.10) or Sampling Error = 10%

The number 96.04 was obtained from the formula and then rounded up to 96 people as the research sample. However, for research purposes, a sample of 100 people was taken to be more representative. The sample size was increased from 100 to 130 using the Lemeshow formula to ensure more accurate and representative research results.

RESEARCH RESULT

Validity and Reliability Test

Validity testing functions to determine the level of accuracy of questionnaire items in describing the variables being studied (Ghozali, 2018). Referring to Table 2, all statement items from the variables Trust, Security, Service Quality, and Digital Marketing are declared valid, because each has a calculated R value that exceeds the R table of 0.1449.

Meanwhile, reliability is reflected in the stability of respondents' answers to questions that are tested more than once. (Ghozali, 2018) From Table 3, the Cronbach's Alpha value shows that all variables are reliable and suitable for use: trust is 0.75, security 0.71, service quality 0.67, *digital marketing* 0.80, and *purchasing decisions* 0.78. With values exceeding the threshold of 0.60, all variables are declared reliable and suitable for use in this study.

Table 1. Validity and Reliability Test Results

Variables	Total Correlation	R Table	Cronbach's Alpha
Trust (X1)			
X1.1	0.724	0.1449	0.750
X1.2	0.779	0.1449	
X1.3	0.654	0.1449	
X1.4	0.704	0.1449	
X1.5	0.692	0.1449	
Security (X2)			
X2.1	0.698	0.1449	0.711
X2.2	0.618	0.1449	
X2.3	0.743	0.1449	
X2.4	0.668	0.1449	
X2.5	0.679	0.1449	
Service Quality (X3)			
X3.1	0.559	0.1449	0.675
X3.2	0.667	0.1449	
X3.3	0.661	0.1449	
X3.4	0.705	0.1449	
X3.5	0.781	0.1449	

Digital Marketing (X4)			
X4.1	0.810	0.1449	0.803
X4.2	0.840	0.1449	
X4.3	0.744	0.1449	
X4.4	0.697	0.1449	
Purchase Decision (Y)			
Y.1			
Y.2	0.697	0.1449	0.780
Y.3	0.701	0.1449	
Y.4	0.809	0.1449	
Y.5	0.785	0.1449	
	0.649	0.1449	

Source: 2025 Data Processing

Normality Test

According to (Ghozali, 2018) Normality testing was conducted to determine whether the residuals in the regression model follow a normal distribution pattern. In this study, the Kolmogorov-Smirnov (KS) test was used as a non-parametric testing tool. The significance value forms the basis for the test decision; if > 0.05 , the residuals are considered normally distributed and H_0 is accepted. With a sample of 130 respondents, the significance value (2-tailed) is 0.200, which exceeds 0.05, so the residuals can be said to be normally distributed.

Table 2. Normality Test Results

		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.88733622
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.048
Test Statistics		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: 2025 Data Processing

Multicollinearity Test

Used to evaluate whether independent variables are correlated with each other in a regression model, a multicollinearity test is performed (Ghozali, 2018). Table 5 shows that the tolerance value of all independent variables is above 0.10, and the VIF value is less than 10. This means that multicollinearity was not found.

Table 3. Multicollinearity Test Results

Variables	Tolerance Value	VIF value
Trust	0.560	1,785
Security	0.591	1,691
Quality of Service	0.987	1,013
Digital Marketing	0.532	1,881

Source: 2025 Data Processing

Heteroscedasticity Test

According to (Ghozali, 2018) This test is used to detect the presence of inequality in residual variance across observations in a regression analysis. The Glejser test is used to determine the presence of heteroscedasticity, where a significance value >0.05 indicates the absence of heteroscedasticity. The significance values of all variables in the table are above 0.05, indicating that this study does not experience heteroscedasticity.

Table 4. Heteroscedasticity Test Results

Variables	Sig Value
Trust	0.982
Security	0.909
Quality of Service	0.262
Digital Marketing	0.142

Source: 2025 Data Processing

Multiple Regression Test

$$KP = 4,656 + 0.112 KPR + 0.444 KM - 0.009 KPL + 0.305 DM$$

The equation above can be explained as follows:

The constant value of 4.656 indicates that without the influence of the variables Trust, Security, Service Quality, and *Digital Marketing*, the purchasing decision remains at 4.656.

$\beta_1 = 0.112$ if other variables are considered constant, then every one unit increase in trust will increase the purchasing decision by 0.112.

$\beta_2 =$ has a value of 0.444, which indicates that a one-level increase in security will have an effect on increasing purchasing decisions by 0.444, if other variables do not change.

$\beta_3 =$ has a value of -0.009, if other variables do not change, adding one point to service quality will reduce purchasing decisions by -0.009.

$\beta_4 = 0.305$ means that every one unit increase in *digital marketing activity* will increase purchasing decisions by 0.305, if other factors do not change.

Table 5. Multiple Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,656	1,976		2,357	.020
	Trust (X1)	.112	.082	.117	1,375	.172
	Security (X2)	.444	.087	.424	5,129	.000
	Service Quality (X3)	-.009	.069	-.009	-.136	.892
	Digital Marketing (X4)	.305	.099	.269	3,086	.002
	Dependent Variable Y					

Source: 2025 Data Processing

Coefficient of Determination Test

The coefficient of determination (R^2) is a statistical indicator that describes the extent to which a regression model can explain the variability that occurs in the dependent variable. (Ghozali, 2018) With an *adjusted R square value* of 0.494, the variables of trust, security, service quality, and digital marketing explain 49.4% of the variation in purchasing decisions, and the remaining 50.6% is influenced by other factors not included in this study.

Table 6. Results of the Determination Coefficient Test

R Square	Adjusted R Square
0.494	0.478

Source: 2025 Data Processing

F test

According (Ghozali, 2018) to the F test, it can be seen whether the independent variables simultaneously influence the dependent variable. With an F count of 30.483 and a significance of 0.000 (<0.05), it can be concluded that the regression model is valid and all independent variables have a significant influence on the dependent variable.

Table 7. F Test Results

F value	Sig. Value
30,483	0,000

Source: 2025 Data Processing

T-test

The (Ghozali, 2018) t-test, also known as the partial test, is used to analyze the extent to which each independent variable individually influences the dependent variable. This test aims to test partial hypotheses by examining the impact of each independent variable (X) on the dependent variable (Y).

1) The Influence of Trust on Purchasing Decisions

The trust variable has a positive relationship with a beta coefficient of 0.117. However, the calculated t-value of 1.375 is smaller than the t-table of 1.979, and the significance of 0.172 exceeds 0.05. In other words, trust does not significantly influence purchasing decisions, so the first hypothesis is rejected.

2) The Influence of Security on Purchasing Decisions

The beta coefficient for security is 0.424, indicating a positive effect. With a calculated t of 5.129 > t table of 1.979 and a significance level of 0.000 < 0.05, it can be concluded that security has a significant effect on purchasing decisions, so the second hypothesis can be accepted.

3) The Influence of Service Quality on Purchasing Decisions

The service quality variable showed a beta of -0.009, indicating a negative trend. The calculated t-value of -0.136 is lower than the t-table of 1.979, and the significance value of 0.892 is greater than 0.05. This means that service quality does not significantly influence purchasing decisions, thus rejecting the third hypothesis.

4) The influence of *digital marketing* on purchasing decisions

The beta coefficient for *digital marketing* is 0.269, indicating a positive relationship. A significance value of 0.002, which is less than 0.05, and a calculated t-value of 3.086, which is greater than the t-table of 1.979, indicate that digital marketing has a positive and significant effect on purchasing decisions, thus confirming the fourth hypothesis.

Table 8. T-Test Results

Variables	t	Sig.	Information
Trust	1,375	0.172	Rejected
Security	5,129	0,000	Accepted
Quality of Service	-0.136	0.892	Rejected
Digital Marketing	3,086	0.002	Accepted

Source: 2025 Data Processing

DISCUSSION

The Influence of Trust (X1) on Purchase Decision (Y)

The analyzed data indicates that trust does not influence purchasing decisions. Therefore, the results of this study do not support the first hypothesis, which states that this variable has a significant influence on purchasing decisions. Therefore, for frequently purchased products, spontaneous or unplanned purchases occur when consumers decide to buy goods or services suddenly while in a place, without prior consideration. This indicates that trust does not have a significant impact on purchasing decisions, which tend to be more influenced by aspects such as price, promotions, or personal preferences than other factors (Tumanggor et al., 2022).

The implication of these findings is that marketing strategies for products like Compass shoes should place greater emphasis on creating visual appeal, promotional urgency (flash sales, limited discounts), and leveraging positive reviews and *endorsements* to drive purchasing decisions. Therefore, while trust is important, its influence is less significant when other factors are more dominant. This finding aligns with existing research (Muslimah et al., 2020; Pradwita et al.,

2020; Rorie et al., 2022). Therefore, even though consumer trust in a product or service is quite high, it is not yet strong enough to significantly influence purchasing decisions.

The Influence of Security (X2) on Purchase Decision (Y)

Tests show that a high level of security contributes to positive increases in purchasing decisions. In the context of e-commerce, security is crucial because it provides consumers with a sense of confidence and comfort when accessing, transacting, and purchasing products online (Napitupulu & Supriyono, 2022). Furthermore, when consumers perceive that their personal data, such as credit card information or shipping addresses, are well-protected, they are more likely to proceed with transactions without worrying about the presence of these security features, also reducing the perceived risk of fraud or loss of money, which are often major concerns in online purchases. Conceptually, security refers to the ability to prevent various potential threats that can harm consumers (Sari & Elsandra, 2022).

The practical implication of these findings is that sellers and e-commerce platforms like Tokopedia need to explicitly highlight security features on product pages or during checkout, such as security icons, buyer protection guarantees, and testimonials of safe experiences from other users. Furthermore, investing in digital security systems and educating consumers about data protection policies will also strengthen loyalty and repeat purchase intentions. Factors that support online shopping convenience are crucial for protecting consumer rights. Trust in the platform, a good user experience, information transparency, speed, ease of processing, and responsive customer service are key elements influencing consumer comfort. (Ilham et al., 2024) In other words, these findings align with existing research (Desky et al., 2022; Nuning Lisdi, 2020; Puanda & Rahmidani, 2021; Sudarwanto et al., 2021), which states that the higher the level of security consumers perceive in a transaction, the more likely they are to make a purchase.

The Influence of Service Quality (X3) on Purchase Decision (Y)

Empirical research concludes that service quality does not influence purchasing decisions. By definition, service quality is an economic activity that provides benefits in terms of time, location, form, or psychological value. This quality is reflected in the service provider's ability to accurately and consistently meet consumer needs and expectations (Boediono et al., 2020). Factors such as price, promotional strategies, and brand image or reputation are likely more dominant in influencing consumer purchasing decisions.

The implication of this finding is that consumers prioritize product specifications over the service provided. The lack of service differentiation between providers can also make service quality less of a significant differentiating factor. Businesses on Tokopedia selling Compass shoes should prioritize competitive pricing strategies, attractive promotions, and building a strong brand image, especially through social media and endorsements relevant to Gen Z. Although service quality is not a major factor in purchasing decisions, it is still important to maintain minimum service standards, as poor service can still cause consumer loss or even trigger negative reviews that harm brand

reputation. Therefore, these results are consistent with previous research findings (Baihaky et al., 2022; Cynthia et al., 2022; Damayanti Geraldine & Anisa, 2022; Ely Kurniawati, 2020; Lintang & Anisa, 2022; On Tien Nia Rakhmah et al., 2022; Widjaja & Wildan, 2023). Thus, improving service quality does not directly encourage consumers to make purchases, and there are indications that the service provided does not meet consumer expectations or needs.

The Influence of Digital Marketing (X4) on Purchase Decision (Y)

Based on analysis, digital marketing has been proven to have a positive impact on purchasing decisions. Utilizing digital technology is crucial for marketers to build consumer brand awareness and expand the reach of potential buyers (Fauzia et al., 2023). This indicates that *digital marketing* is effective in strengthening *brand awareness*, creating more personalized interactions with customers, and presenting information in a practical and accessible manner. With strategies such as social media, digital advertising, and email marketing, companies are able to reach more consumers efficiently than traditional marketing methods.

Practical implications indicate that the Compass brand and Tokopedia sellers need to continue strengthening their presence in the digital era, both in terms of consistent content on social media, targeted promotional strategies, and optimizing Tokopedia features such as flash sales, algorithmic recommendations, and customer reviews. A strong and relevant digital presence will further increase the likelihood of consumers making purchases quickly and confidently. On the other hand, easy access to information through *digital marketing* allows consumers to conduct research before purchasing, thus increasing their confidence in making decisions. Thus, *digital marketing* not only strengthens branding but also encourages purchasing decisions through more interactive communication. Therefore, these results are consistent with previous research findings (Al-azzam & Al-mizeed, 2021; Elbahar & Syahputra, 2021; Fauzia et al., 2023; Fitrianna & Aurinawati, 2020; Putri & Marlien, 2022; Setiawan & Hidayat, 2022). This means that the more optimal the digital marketing strategy implemented, such as promotions on social media or online campaigns, the greater the likelihood of consumers making purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings outlined in the discussion, it can be concluded that trust does not significantly influence purchasing decisions. Security has a significant positive effect. Service quality has a negative but insignificant effect, and digital marketing has a significant positive effect.

Compass' shoe marketing strategy needs to emphasize visual appeal, limited-time promotions, and positive reviews and endorsements to encourage purchases. Investment in digital security and consumer education is crucial for building loyalty and repeat purchase intentions. While service quality isn't the primary factor, service standards must still be maintained to avoid damaging the brand's reputation. Meanwhile, digital marketing facilitates consumer research before purchasing, thereby increasing confidence in decision-making.

ADVANCED RESEARCH

This study has a limited sample size, focusing only on consumers of Compass shoes on the Tokopedia platform, especially Generation Z (born 1997–2012) in Banyumas Regency. This study also only focuses on four factors influencing purchasing decisions: trust, security, service quality, and *digital marketing*. There are many other factors that can be used to analyze purchasing decisions. It is recommended for further research to expand and increase the sample size. It also considers other factors influencing purchasing decisions, such as promotions, *viral marketing*, *social media marketing*, advertising appeal, and others.

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