

Exploring the Role of Consumer Trust and Price in Shaping Online Purchasing Decisions: A Case Study of @Dlesend_ Personal Shopping Service

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Abstract

This research aims to determine the influence of consumer trust and price on purchasing decisions using the online personal shopping service @Dlesend_. The phenomenon of increasing use of personal shopping services on social media, particularly Instagram, indicates a change in consumer behavior when shopping for foreign products without having to travel directly. This research uses a quantitative approach with an associative research design. The population in this study consists of all consumers who have used the @Dlesend_ service, with a sample size of 99 respondents selected through purposive sampling. Data was analyzed using multiple linear regression. The results show that: (1) Consumer trust has a positive and significant effect on purchasing decisions, meaning that the higher the level of consumer trust in transparency, reputation, and transaction security, the higher the tendency to purchase; (2) Price also has a positive and significant effect on purchasing decisions, indicating that a fair and transparent price perception can encourage purchasing decisions; (3) Simultaneously, consumer trust and price significantly influence purchasing decisions using the online personal shopping service @Dlesend_. The coefficient of determination (R^2) value of 0.187 indicates that these two variables explain 18.7% of the variation in purchasing decisions, while the remainder is influenced by other factors such as service quality and promotion. This research confirms that trust is the most dominant factor in purchasing decisions in online-based personal shopping services.

Keywords: Consumer Trust, Price, Purchase Decision, Online Concierge Services

Introduction

Improvements in digital technology and broad internet access have changed how people buy things, especially when it comes to getting international goods that aren't available in their own country (Tambunan et al., 2025). People want to possess unique things, keep up with global trends, and expand beyond the constraints of local products; thus, they are looking for new ways to buy things (Tirtayasa et al., 2025). Personal shopping services, or "jastip," are one such alternative. They let people buy things through middlemen or service providers who are based in other countries. These services are popular because they make it easy to get international products that are hard to get in your area. They also give people who don't want to buy directly from abroad another options.

This phenomenon is related to the increasing interest of urban consumers in branded, unique, and limited edition products that are difficult to obtain through official distribution channels (Lim et al., 2024). Personal shopping services utilize social media platforms, especially Instagram, as a tool for promotion and transactions by displaying product visuals directly (Pratiwi et al., 2021). The use of these digital platforms facilitates and accelerates the purchasing process, reflecting changes in consumer lifestyles influenced by market digitalization and globalization (Tobing et al., 2021). Consumers now prefer to buy products through social media, which offers convenience and transparency, as well as a more personalized and efficient shopping experience, replacing more conventional traditional shopping methods (Winardy et al., 2021).

The development of online personal shopping services is in line with the rapid growth of e-commerce and social media, which accelerates communication between sellers and consumers. Through this service, consumers can enjoy a cross-border shopping experience without having to travel abroad. The main appeal of this personal shopping business is its ease of access, flexibility of service, and the possibility of obtaining more competitive prices compared to official retail outlets (Belido, 2024)

One example of such a service is the Instagram account @dlesend_, which provides personal shopping services from Bangkok, Thailand. This account provides shopping assistance and sells selected products directly, particularly popular fashion items such as bags, ensuring transparency through proof of



delivery. With over two years of operation and more than 51,000 followers, @dlesend_ reflects the high level of consumer interest and trust.

Because personal shopping services conduct transactions online without direct interaction, consumer trust is crucial (Amelia & Tambunan, 2024). Consumers need to trust service providers with their payments and buying processes, so things like reputation, guarantees of real products, and clear pricing are very important when they decide to make a purchase (Bastrygina et al., 2024). @dlesend_ has successfully built a positive reputation by consistently delivering authentic products, having a structured ordering system, clear communication, and regularly sharing shipping documentation. This approach provides consumers with a sense of security and transparency, which ultimately strengthens the relationship of trust and increases customer satisfaction and loyalty in using personal shopping services (Riyadi & Nurmahdi, 2022).

In addition, this account also utilizes the Instagram Live Shopping feature to allow consumers to watch the purchasing process directly (Dhiman & Singh, 2025). This interactive feature increases transparency, strengthens emotional connections, and adds to consumer security (Park et al., 2024). During live sessions, consumers send screenshots of the desired products along with their Instagram username, following clear communication guidelines shared via Instagram Stories (Hsiao & Lin, 2025). The pricing strategy implemented includes quantity-based discounts, ranging from IDR 30,000 for three items to IDR 625,000 for twenty-five items, designed to encourage bulk purchases and reseller participation (Nizar et al., 2024).

In addition to trust, price is also an important factor that influences consumer decisions (Khairumi et al., 2025). Consumers evaluate the balance between total costs, including service costs, and perceived benefits (W. Sari et al., 2025). Consumers are more likely to cancel their purchase if they perceive the price as unfair or disproportionate (Nurbayan et al., 2025). Research shows that transparent and fair prices significantly influence the reuse of personal shopping services, especially among female consumers (Faris et al., 2023)(Lestari et al., 2021)(Tezar Arianto et al., 2021). Fair and transparent prices not only increase consumer satisfaction but also encourage loyalty and reinforce repeat purchase decisions, making them a key factor in attracting and retaining customers (Sihombing et al., 2024).

Consumer testimonials and product quality play an important role in strengthening trust and influencing purchase decisions (Tirtayasa et al., 2024). Although informal, feedback shared through comments and private messages serves as a powerful form of social validation, which increases the credibility of the service (Thamrin et al., 2025). In addition, incentive bonuses and additional gifts also play a role in increasing customer satisfaction and encouraging loyalty (Sutejo et al., 2024). This study shows that positive consumer interactions and rewards for purchases can strengthen the relationship between service providers and customers, creating a more satisfying and meaningful shopping experience (Lubis et al., 2023).

Previous studies have shown that trust and information quality have a significant influence on consumers' decisions to use personal shopping services (Chen et al., 2024)(Yudanegara, 2024). Without trust, even lower prices are not enough to drive purchase decisions (Ikhsan et al., 2024). In addition, service commitment and customer satisfaction play an important role in building trust, which ultimately contributes to loyalty and repeat purchases (Ikhsan et al., 2024). Trust built from positive experiences and accurate information strengthens the relationship between service providers and consumers, thereby increasing the likelihood that consumers will return to use the service in the future (Vuong et al., 2024).

Overall, the decision to use personal shopping services is a combination of rational considerations, such as price, and affective factors, such as trust. Given the increasing competition among online personal shopping service providers, understanding the influence of consumer trust and price on purchase decisions is very important. Therefore, research examining the influence of trust and price on consumer decisions to use online personal shopping services, particularly in the case of the Instagram account @dlesend_, is highly relevant in the context of digital cross-border trade.

Theoretical Review

Purchase Decision

Consumer choices about what to buy are very important for a company's success (Luqman A Arethusa & Taneo, 2024). Consumer satisfaction and trust in the products or services offered are shown in every purchase decision, which directly affects the company's financial success (Siregar, 2021). When satisfied customers make repeat purchases, it increases profitability and strengthens the company's position in a competitive market (Simatupang, 2022). Moreover, ensuring that consumers make positive purchasing decisions is crucial for maintaining and growing the company's market share (S. E. H. S. M. A. S. C. M. D. Bhastary, 2021). Furthermore, the company's image is also affected by the choices consumers make when they buy things (Wasiman, 2021).

Satisfied customers often share positive feedback through word-of-mouth, which helps to improve the company's reputation (Umam et al., 2022). On the other hand, poor purchasing decisions or cancellations can damage a consumer's image and trust, potentially leading to fewer customers and reduced revenue (Pebriani et al., 2025). Understanding the factors that influence purchasing decisions, such as price, product quality, and customer service, is crucial for companies to ensure their continued success and future growth (Dewi et al., 2025).

Consumer Trust

Consumer trust plays an important role in purchase decisions, especially in online transactions where there is no direct interaction (Munandar et al., 2022). In online personal shopping services, consumers must entrust their payments and purchasing processes to service providers (Widy & HS, 2021). Factors such as the service provider's reputation, product authenticity guarantees, return policies, and price transparency establish this trust (Martin & Nasib, 2021). Service providers that consistently deliver authentic products, have a structured ordering system, and provide shipping documentation can increase consumer trust (Nasib, 2024). The higher the level of trust, the more likely consumers are to proceed with their purchase decision (Celestin, 2024). In addition, interactive features such as Instagram Live Shopping can also strengthen the relationship between consumers and service providers by allowing consumers to see the purchasing process directly (Ni & Ueichi, 2024). This feature increases transparency and supplies consumers a sense of security, which in turn increases trust (Dewantara et al., 2025). Testimonials and reviews from previous consumers also serve as social validation that strengthens the credibility of service providers (Barta et al., 2023). With trust established, consumers will not only continue to make purchases but also potentially make repeat purchases; therefore, consumer trust plays an important role in creating loyalty and sustainability in the relationship between consumers and service providers (Asad, 2024).

Price

Price significantly influences consumer purchasing choices, particularly within the context of online personal shopping services (Ilyas, 2022). Consumers generally assess the relationship between the overall price, encompassing both service and product expenses, and the perceived advantages (Severt, 2022). When the price is deemed justifiable and commensurate with the quality provided, consumers are more inclined to complete the transaction (Fadli et al., 2022). Conversely, prices perceived as inequitable or excessively high can prompt consumers to abandon their purchases (Nirmalasari & Hou, 2023). Price transparency is crucial; transparent and readily comprehensible pricing structures enhance consumer trust and expedite the decision-making process (R. S. F. N. L. J. N. K. Z. D. S. M. D. Bhastary, 2023). Furthermore, adaptable pricing models, including those offering discounts based on quantity or promotional deals, can stimulate increased consumer purchasing behavior or even facilitate resale activities (Rezeki et al., 2024). Studies indicate that equitable and readily understandable pricing structures can enhance consumer contentment, thereby fostering both loyalty and subsequent purchases (Daulay, 2021). Consumers who perceive a greater value proposition from their transactions are more inclined to utilize the same service in the future (N. Sari et al., 2023). Consequently, pricing significantly impacts the initial purchasing decision and is crucial in establishing enduring relationships between service providers and their clientele (Nasib, 2022).

Methodology

This investigation employs a quantitative methodology, specifically an associative design, to examine the impact of consumer trust and price on purchasing choices within the context of the @Dlesend_ online personal shopping platform. The study's sample comprised 99 participants, chosen through purposive sampling; these individuals were consumers who had utilized the @Dlesend_ service at least once within the preceding six months and were followers of the @Dlesend_ Instagram account. Data acquisition was achieved via an online questionnaire,

incorporating a five-point Likert scale to assess the variables of consumer trust, price, and purchasing decisions. Subsequently, the collected data were subjected to multiple linear regression analysis to evaluate the effects of consumer trust (X_1) and price (X_2) on purchasing decisions (Y). Before conducting the regression analysis, the instruments' validity and reliability were assessed through Cronbach's Alpha (with a threshold exceeding 0.6) and classical assumption tests, specifically normality, multicollinearity, and heteroscedasticity. The regression model employed was expressed as $Y = a + b_1X_1 + b_2X_2 + e$, incorporating a t-test to evaluate partial effects and an F-test to assess simultaneous effects. The coefficient of determination (R^2) served as the metric for gauging the model's strength; a value approaching 1 signified a more substantial impact of the independent variables on purchasing decisions.

Results and Discussions

Respondent Characteristics

Table 1. Respondent Profile (n = 99)

Category	Description
Gender	Predominantly female respondents
Age Group	Late adolescents to young adults
Occupation	Students, private employees, entrepreneurs, others
Usage Frequency	First-time users and repeat users
Sampling Technique	Purposive sampling
Data Collection Method	Online questionnaire

This study involved 99 respondents who had used online personal shopping (jastip) services through the Instagram account @dlesend_. Respondents were selected using purposive sampling, with the following criteria: (a) having used @dlesend_ at least once, (b) having conducted transactions within the last six months, and (c) following the @dlesend_ Instagram account. Data were collected through an online questionnaire. Most respondents were female, reflecting the dominance of fashion products such as bags, clothing, and accessories offered by @dlesend_, which tend to attract female consumers. In terms of age, respondents were primarily within the late-adolescent to young adult category, a demographic that actively uses social media, particularly Instagram, and shows strong interest in fashion trends and overseas products. Based on occupation, respondents came from diverse backgrounds, including students, private employees, entrepreneurs, and others, indicating that the service is utilized by consumers with varying needs and activity levels. Differences in usage frequency ranged from first-time users to repeat users, illustrating varying degrees of transaction experience.

Validity Test Results

Table 2. Validity Test Results – Consumer Trust (X_1)

Item	Pearson Correlation (r)	r-table ($\alpha = 0.05$)	Result
X1.1	0.677	0.195	Valid
X1.2	0.700	0.195	Valid
X1.3	0.686	0.195	Valid
X1.4	0.713	0.195	Valid
X1.5	0.617	0.195	Valid
X1.6	0.732	0.195	Valid
X1.7	0.565	0.195	Valid
X1.8	0.661	0.195	Valid

Table 3. Validity Test Results – Price (X₂)

Item	Pearson Correlation (r)	r-table ($\alpha = 0.05$)	Result
X2.1	0.692	0.195	Valid
X2.2	0.803	0.195	Valid
X2.3	0.739	0.195	Valid
X2.4	0.806	0.195	Valid
X2.5	0.704	0.195	Valid
X2.6	0.786	0.195	Valid
X2.7	0.708	0.195	Valid
X2.8	0.798	0.195	Valid

Table 4. Validity Test Results – Purchase Decision (Y)

Item	Pearson Correlation (r)	r-table ($\alpha = 0.05$)	Result
Y1.1	0.652	0.195	Valid
Y1.2	0.609	0.195	Valid
Y1.3	0.547	0.195	Valid
Y1.4	0.700	0.195	Valid
Y1.5	0.758	0.195	Valid
Y1.6	0.790	0.195	Valid
Y1.7	0.793	0.195	Valid
Y1.8	0.709	0.195	Valid

The validity test results show that all of the items in the consumer confidence (X₁), price (X₂), and purchase decision (Y) variables are valid. This is because the Pearson Correlation (r) value of each item is higher than the r-table value (0.195) at a significance level of $\alpha = 0.05$. The Pearson Correlation values for the consumer confidence variable were between 0.565 and 0.732. Item X1.7 had the lowest value, but it was still valid. The Pearson Correlation values for the price variable were between 0.692 and 0.806, which means that all of the price indicators were valid. Item X2.4 has the highest value, which is 0.806. Similarly, in the purchase decision variable, the Pearson Correlation values range from 0.547 to 0.793, with item Y1.3 having the lowest value but still meeting the validity standard.

Reliability Test Results

Table 5. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Interpretation
Consumer Trust (X ₁)	8	0.894	Reliable
Price (X ₂)	8	0.896	Reliable
Purchase Decision (Y)	8	0.895	Reliable

The reliability assessment revealed that every variable examined in this research exhibited a Cronbach's Alpha exceeding 0.70, thereby suggesting that the employed measurement tools demonstrate a high degree of reliability and consistency in their evaluation of the specified constructs. Regarding the consumer confidence variable (X₁), a Cronbach's Alpha of 0.894 signifies exceptional reliability. Likewise, the price variable (X₂), with a Cronbach's Alpha of 0.896, also reflects a notably elevated level of reliability. The purchase decision variable (Y) had a Cronbach's Alpha of 0.895, which also meets the standards for high reliability. Consequently, all Cronbach's Alpha values surpassing 0.70 indicate that the measurement instruments utilized in this study are dependable for generating consistent and valid data.

Classical Assumption Tests

Normality Test

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Interpretation
Consumer Trust (X_1)	0.890	1.123	No multicollinearity
Price (X_2)	0.890	1.123	No multicollinearity

The multicollinearity test results show a Tolerance value of 0.890 (greater than 0.10) and a Variance Inflation Factor (VIF) value of 1.123 (less than 10) for both independent variables, namely consumer confidence and price. These values indicate that there are no significant multicollinearity issues between the independent variables in the regression model.

Heteroscedasticity Test

The scatterplot analysis results show that the residuals are randomly scattered above and below the zero line without any clear pattern. This indicates that there is no heteroscedasticity in the regression model. Heteroscedasticity refers to the inequality of residual variance, which can affect the reliability of regression results. Since the residuals are distributed randomly without a systematic pattern, it can be concluded that this regression model satisfies the assumption of homoscedasticity, namely that the residual variance is constant.

Research Hypothesis Test

Table 7. Partial Hypothesis Testing (t-test)

Variable	t-value	t-table	Sig.
Consumer Trust (X_1)	3.341	1.985	0.001
Price (X_2)	2.038	1.985	0.044

The test results show that the consumer confidence variable (X_1) has a t-value of 3.341 with a significance level of 0.001 (< 0.05). Since the calculated t-value exceeds the t-table value ($3.341 > 1.985$), it can be concluded that consumer confidence has a positive and statistically significant effect on the decision to use online personal shopping services through @dlesend_. Furthermore, the price variable (X_2) produced a t-value of 2.038 with a significance level of 0.044 (< 0.05). Since the t-value is greater than the t-table value ($2.038 > 1.985$), price also has a positive and statistically significant effect on consumers' decisions to use @dlesend_.

Table 8. Simultaneous Hypothesis Testing (F-test)

F-value	F-table	Sig.	Result
11.133	3.09	< 0.05	Significant

The F-test was employed to assess the simultaneous influence of consumer trust and price on purchase decisions. With $df_1 = 2$ and $df_2 = 96$ at a significance level of 0.05, the F-table value is 3.09. The analysis shows an F-value of 11.133 with a significance level < 0.05 . Since the calculated F-value exceeds the F-table value ($11.133 > 3.09$), the null hypothesis is rejected. This result confirms that consumer trust and price simultaneously have a significant effect on the decision to use online jastip services via @dlesend_.

Table 9. Coefficient of Determination (R^2)

R Square	Adjusted R Square	Explained Variance	Unexplained Variance
0.187	0.170	18.7%	81.3%

The coefficient of determination analysis indicates an R^2 value of 0.187 and an Adjusted R^2 of 0.170. This means that 18.7% of the variance in the decision to use online jastip services can be explained jointly by consumer trust and price, while the remaining 81.3% is influenced by other factors not included in this model, such as service quality, promotional strategies, social media

trends, or prior customer experience. Although the explanatory power of the model is moderate, the results demonstrate a positive and meaningful contribution of consumer trust and price to consumers' purchase decisions.

The Influence of Consumer Trust on Purchase Decisions

The results of this study indicate that consumer trust has a positive and significant effect on purchasing decisions using the @Dlesend_ online personal shopping service. These findings are in line with previous studies showing that the level of consumer trust in digital platforms plays an important role in driving purchasing decisions (Nur Fatiha Utami Nasution et al., 2023). In addition, trust in the transparency and reputation of a company will increase consumers' tendency to make online transactions (Suleman et al., 2023). Trust built through positive experiences, secure transaction systems, and customer reviews plays a significant role in strengthening the decision to purchase products through online services (Wang et al., 2023). Trust in the security and confidentiality of personal information is a major factor influencing purchasing decisions on digital platforms (Razaq et al., 2024). The quality of the website's appearance and a solid brand reputation can increase consumer trust (Armariena et al., 2025). This illustrates the importance of companies creating a secure and transparent user experience in order to build consumer trust (Djohan et al., 2025). The influence of trust on purchasing decisions is highly dependent on the credibility of the platform and the guarantee of consumer rights protection (Susanto et al., 2025).

The managerial implication of these findings is the importance for companies to focus on building consumer trust by increasing transparency, reputation, and transaction security on their digital platforms. Marketing managers need to ensure that online shopping platforms have secure payment systems and provide clear information about products and return policies. In addition, companies can utilize consumer reviews and testimonials as tools to strengthen the trust of potential customers. Thus, increased consumer trust will encourage higher purchasing decisions and contribute to the long-term success of online personal shopping services

The Effect of Price on Purchase Decisions

The results of this study also show that price has a significant positive effect on the decision to purchase using the @Dlesend_ online personal shopping service. This finding is in line with microeconomic theory, which states that price is one of the main factors influencing consumer purchasing decisions (Yusman, 2022). Consumers often make purchasing decisions based on their perception of the value provided by the price of the product (Eklund et al., 2024). Consumers tend to consider price as an indicator of quality, so competitive or fair prices can increase purchasing decisions (Haryani et al., 2023). The influence of price on purchasing decisions can be strengthened by clear and transparent pricing strategies (Limbong et al., 2025). Consumer perceptions of price fairness, both in terms of value received and price paid, can influence purchasing decisions (Hutagaol et al., 2025). The importance of strategic pricing, where prices are reasonable and commensurate with product quality, will strengthen consumer buying interest, especially in highly competitive online markets (Vinodhini et al., 2022).

The managerial implication of these findings is the importance for managers to set prices that are in line with the value perceived by consumers and to consider their perceptions of fair prices. Developing a transparent and competitive pricing strategy can increase the attractiveness of online shopping services. In addition, managers need to understand their market segments in order to adjust product prices to meet consumer expectations and encourage purchasing decisions. The right pricing strategy, along with clear communication about product benefits, will strengthen consumer loyalty and extend the purchasing cycle in the future.

Conclusions

This study found that consumer trust and price have a positive and significant effect on purchasing decisions using the @Dlesend_ online personal shopping service. Consumer trust, which includes transparency, reputation, and transaction security, proved to be the most dominant

factor influencing purchasing decisions. The higher the level of consumer trust in the service provider, the greater their tendency to make a purchase. In addition, price also has a significant effect, with perceptions of fair and transparent prices encouraging consumers to proceed with the transaction. These two variables explain 18.7% of the variation in purchasing decisions, indicating that although other factors such as service quality and promotions also have an influence, trust and price remain the main factors in purchasing decisions.

Based on these findings, it is recommended that online personal shopping service providers such as @Dlesend_ focus on increasing consumer trust by maintaining price transparency, reputation, and transaction security. Providing clear information about product authenticity and transaction procedures can reduce consumer doubts and strengthen trust. Additionally, transparent and fair pricing strategies are crucial for encouraging purchasing decisions and increasing consumer loyalty. Service providers also need to pay attention to service quality and promotions to support consumers' overall purchasing decisions.

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