International Journal of Business, Management & Economics
e-ISSN: 2746-1351
Vol. 7, No. 4, November 2026

The Effect of E-Commerce, Digital Marketing, User Experience, and Logistics on Global E-Commerce Performance Mediated by Customer Trust

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Article Information:
Received: October 07, 2026; Accepted: October 27, 2026; Published: November 09, 2026

Abstract

The development of digital globalization has driven companies to use E-Commerce as a strategy for international market penetration. However, Global E-Commerce Performance is not always optimal due to low consumer trust and limitations in cross-border operational systems. This study aims to analyze the influence of E-Commerce platform, Digital marketing strategy, User experience, and Logistic & delivery on Global E-Commerce Performance, with Global consumer trust serving as a mediating variable. This research employs a quantitative explanatory design. Data came from an online questionnaire completed by 595 active e-commerce users selected through purposive sampling and were analyzed with Structural Equation Modeling based on Partial Least Squares (SEM-PLS). Platform quality, user experience, and logistics services have positive and significant effects on consumer trust, whereas digital marketing strategy does not. Consumer trust has a strong effect on Global E-Commerce Performance and carries the effects of platform quality, user experience, and logistics to performance, while the indirect path from digital marketing strategy is not significant. These results show that consumer trust is a key factor mediating the success of digital strategies and serves as a foundation for companies to maintain competitiveness in the global marketplace.

Keywords: E-Commerce Platform, Digital Marketing Strategy, User Experience, Logistic & Delivery, Global Consumer Trust

JEL Classification: D12, L81, M31

1. Introduction

Advances in digital technology have brought major changes to global business activity, mainly through the use of E-Commerce as a primary channel for expanding into international markets. Global E-Commerce sales are projected to reach US$6.42 trillion in 2025, which shows that the industry is still growing considerably. China is the largest E-Commerce market in the world with a transaction value of around US$3.45 trillion, followed by the United States at US$1.38 trillion, while Indonesia has entered the world's ten largest E-Commerce markets with a transaction value of around US$94 billion. These figures indicate that competition among E-

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Commerce platforms is getting tighter and that every country keeps trying to improve the performance of its digital ecosystem. Yet wider use of E-Commerce platforms is not always followed by optimal business performance. According to the Baymard Institute, on average about 70% of online shopping carts are abandoned before checkout is completed (Baymard Institute, 2025). In other words, out of 100 consumers who have already chosen a product, only about 30 actually complete the transaction. More than 75% of internet users worldwide shopped online in 2024, but this large user base does not necessarily translate into customer loyalty and sustainable profit.

Problems such as low consumer trust, high cart abandonment, and unstable sales remain the main challenges in managing global E-Commerce (Syaifudin et al., 2025). Many platforms also still rely on promotional tactics such as discounts, cashback, and free shipping to attract consumers. As a result, growth in sales volume is often not matched by healthy profit margins. There is also a gap in E-Commerce development between countries. A developing country such as India has an E-Commerce penetration rate of about 5%, whereas a developed country such as the United Kingdom has reached about 30.6%. This difference suggests that platform quality, consumer trust, payment systems, user experience, and logistics services are still important obstacles to improving E-Commerce performance globally.

Consumer trust is one of the factors that most strongly determines the success of global E-Commerce. In cross-border digital transactions, consumers face various risks, including data security, product quality that cannot be verified directly, and differences in regulations between countries. For this reason, consumer trust becomes the main foundation for purchase decisions and customer loyalty in the global E-Commerce ecosystem (Handoyo, 2024; Syarkani, 2024).

Apart from trust, strategic factors such as Digital Marketing Strategy, User Experience (UX), and the quality of logistics services also shape consumer perceptions and behavior. A digital marketing strategy that does not match consumer preferences can weaken communication and reduce customer trust, while a poor user experience can obstruct the transaction process and lower satisfaction (Haryanto et al., 2024; Jaswita & Dewintasari, 2025). Unreliable logistics services, such as late deliveries and a lack of transparency, can also damage platform credibility and customer loyalty (Aqabneh, 2025; Hidayat et al., 2026).

Previous studies have identified various factors that affect consumer behavior in E-Commerce. Melissa and Laulita (2024) found that information quality, system quality, and service quality influence trust and purchase intention in cross-border E-Commerce. Hasan and Pattikawa (2022) found that website appearance, online promotion, and security influence online trust, which in turn affects repurchase intention on E-Commerce platforms. Beils and Yuwono (2023) showed that website quality, service quality, electronic word of mouth (e-WOM), and price perception affect online purchase intention through trust as an intervening variable among marketplace customers. These findings indicate that platform quality, user experience, and customer trust are important factors in the success of digital commerce. Even so, these studies still focus on purchase intention, repurchase intention, customer satisfaction, or customer loyalty as the dependent variable, and they have not combined E-Commerce Platform, Digital Marketing Strategy, User Experience, and Logistic and Delivery in a single comprehensive model that explains Global E-Commerce Performance with Global Consumer Trust as a mediating variable.

Oesterreich et al. (2025) explained that system quality, platform reputation, and security guarantees play a role in increasing user trust in digital platforms. This finding is supported by

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Singh et al. (2024), who showed that information integrity and data security have a positive effect on consumer trust. In line with this, Mofokeng (2023) found that ease of use, security, privacy, and delivery accuracy also increase customer trust. Sung et al. (2023) likewise explained that information quality and platform credibility affect the level of consumer trust in online shopping, and Siddiqui and Ahn (2024) showed that reputation-based and policy-based trust mechanisms also strengthen user trust in e-commerce services.

Although many studies have examined the factors that affect E-Commerce performance, most of them still analyze these variables partially and have not integrated them into one comprehensive model. The role of consumer trust as a mediating variable linking technology, digital marketing, user experience, and logistics to global E-Commerce performance has also received little in-depth attention, particularly in the context of digital globalization (Liu, 2024). Handoyo (2024), for example, pooled earlier findings on trust, risk, security, and e-WOM, but the outcome in that meta-analysis was purchasing behavior. Oesterreich et al. (2025) treated trusting intention itself as the end point. Logistics is also usually missing from platform-quality models such as that of Melissa and Laulita (2024), even though Do et al. (2023) and Hidayat et al. (2026) found that logistics service quality shapes satisfaction, loyalty, and repurchase intention. This situation indicates a research gap that calls for a more comprehensive and integrated research approach.

This study offers several novelties compared with previous research. The first is its focus: rather than looking only at the growth of E-Commerce users, it concentrates on Global E-Commerce Performance as an indicator of platform success amid global digital market competition. The second is that it brings four main factors, namely E-Commerce Platform, Digital Marketing Strategy, User Experience, and Logistic and Delivery, into one comprehensive research model. This approach differs from most earlier studies, which tended to examine these factors separately.

The third novelty is that this study places Global Consumer Trust as a mediating variable that explains how platform quality, digital marketing strategy, user experience, and logistics services can influence E-Commerce performance. This study is also not oriented solely toward growth in the number of users, as it addresses issues that are becoming more relevant in today's E-Commerce industry, such as customer retention, repeat orders, and platform profitability. The main novelty of this study therefore lies in the development of an integrated model to identify the factors that most strongly drive global E-Commerce performance through the mediating role of consumer trust.

Based on the above description, this study examines the effect of E-Commerce Platform, Digital Marketing Strategy, User Experience, and Logistic and Delivery on Global E-Commerce Performance, with Global Consumer Trust as a mediating variable. The study is expected to make a theoretical contribution to the global E-Commerce literature and to offer practical implications for companies in designing digital strategies that are more effective, adaptive, and sustainable.

2. Literature Review

2.1 Theoretical Foundation

This study builds on trust theory. Mayer et al. (1995) describe trust as one party's willingness to accept vulnerability to another party's actions, based on the expectation that the other party will act in a way that matters to the trustor even when it cannot be monitored. In their model,

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that willingness rests on the trustee's perceived ability, benevolence, and integrity. McKnight et al. (2002) carried the idea into e-commerce by separating trusting beliefs about a web vendor from the intention to depend on it, and their typology shows how the cues a site provides feed both. Online buyers never meet the seller or inspect the product, so these beliefs have to be inferred from what the platform shows and how it performs (Gefen et al., 2003).

Commitment-trust theory explains why trust matters for outcomes. Morgan and Hunt (1994) placed trust, together with commitment, as a key mediating variable between relationship antecedents and cooperative behavior. Kim et al. (2008) later found that consumer trust raises purchase intention in electronic commerce both directly and by lowering perceived risk. A third strand comes from information systems research, where DeLone and McLean (2003) argue that system, information, and service quality shape use and user satisfaction, which in turn produce net benefits for the organization. Read together, these views give the research model its logic. Platform features, marketing communication, the experience of using the interface, and delivery performance are the evidence consumers use to judge whether a platform is able and honest, and the trust that results drives the continued use and repeat purchase on which platform performance depends.

2.2 Research Variables and Previous Findings

E-Commerce Platform (ECP). An e-commerce platform is the website or application through which buyers and sellers transact, together with its information content, payment system, and security features. Following DeLone and McLean (2003), its quality is judged through system, information, and service quality. Evidence on its link with trust is fairly consistent. Melissa and Laulita (2024) found that information, system, and service quality increased trust in cross-border e-commerce, and Singh et al. (2024) reported that information integrity and data security strengthened consumers' trusting beliefs. The meta-analysis by Oesterreich et al. (2025) also identified system quality, platform reputation, and security guarantees as drivers of trusting intention. The studies differ in emphasis, however. Sung et al. (2023) gave online reviews more weight than system features when explaining trust in product quality, and Siddiqui and Ahn (2024) focused on reputation-based and policy-based trust mechanisms rather than on the platform as a whole.

Digital Marketing Strategy (DMS). Kannan and Li (2017) define digital marketing as an adaptive, technology-enabled process through which firms work with customers and partners to create, communicate, deliver, and sustain value. For a consumer, a platform's digital marketing strategy is visible in its online advertising, promotional content, and social media communication. Hasan and Pattikawa (2022) found that online promotion influenced online trust, and Syarkani (2024) linked digital marketing strategies with consumer trust in e-commerce platforms. Rismawan and Cahyono (2025) reported that digital marketing affected loyalty among Shopee users. The support is weaker than it first appears. Several sources are literature reviews rather than empirical tests (Haryanto et al., 2024; Jaswita & Dewintasari, 2025), and Dwivedi et al. (2021) argue that digital and social media marketing mainly builds awareness. Sulistyowati and Husda (2023) likewise concluded that trust rests more on actual experience and service quality than on exposure to marketing information.

User Experience (UE). Lemon and Verhoef (2016) describe customer experience as a multidimensional construct that covers the customer's cognitive, emotional, behavioral, sensorial, and social responses throughout the customer journey. In e-commerce, user experience concerns the part of that journey spent on the platform interface: finding products,

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reading information, and completing checkout. Rose et al. (2012) modeled online customer experience in e-retailing and linked it to satisfaction, trust, and repurchase intention. Gefen et al. (2003) showed that perceived ease of use contributes to trust in online shopping. More recent studies agree on direction. Mofokeng (2023) found that ease of use, security, and privacy raised customer trust, and Pramadita et al. (2025) found that user experience shaped trust and loyalty. Many of these recent samples consist of students or Generation Z users (Pramadita et al., 2025; Tjahyono & Mahmud, 2024), which narrows how far the results can be generalized.

Logistic and Delivery (LAD). Logistics and delivery cover the fulfillment stage of an online purchase, from dispatch and shipment tracking to the arrival of the goods in the promised condition and time. Rao et al. (2011) showed that electronic logistics service quality affects customers' purchase satisfaction and retention. Do et al. (2023) found that the quality of logistics services influenced the satisfaction and loyalty of Generation Z customers, Hidayat et al. (2026) reported similar effects on satisfaction and repurchase intention in Indonesia's cross-border e-commerce, and Aqabneh (2025) linked e-logistics service quality with trust building. Zhang (2025) examined trust between organizations in the logistics chain rather than consumer trust, so that study supports the importance of logistics for e-commerce performance but only indirectly supports the consumer-level link tested here.

Global Consumer Trust (GCT). This study treats consumer trust as the consumer's belief that a platform and the sellers on it are competent and honest and will protect the buyer's interests, including personal and payment data (Mayer et al., 1995; McKnight et al., 2002). The word *global* reflects the cross-border setting, in which buyers face unfamiliar sellers, differing regulations, and long delivery chains (Liu, 2024). Handoyo (2024) confirmed through meta-analysis that trust, together with risk and security perceptions, explains online purchasing, and Syarkani (2024) connected trust with both marketing and perceived data security. The trust measure in this study also covers willingness to shop again and to recommend the platform, which extends trusting beliefs to the behavioral intentions that McKnight et al. (2002) treat as their consequence.

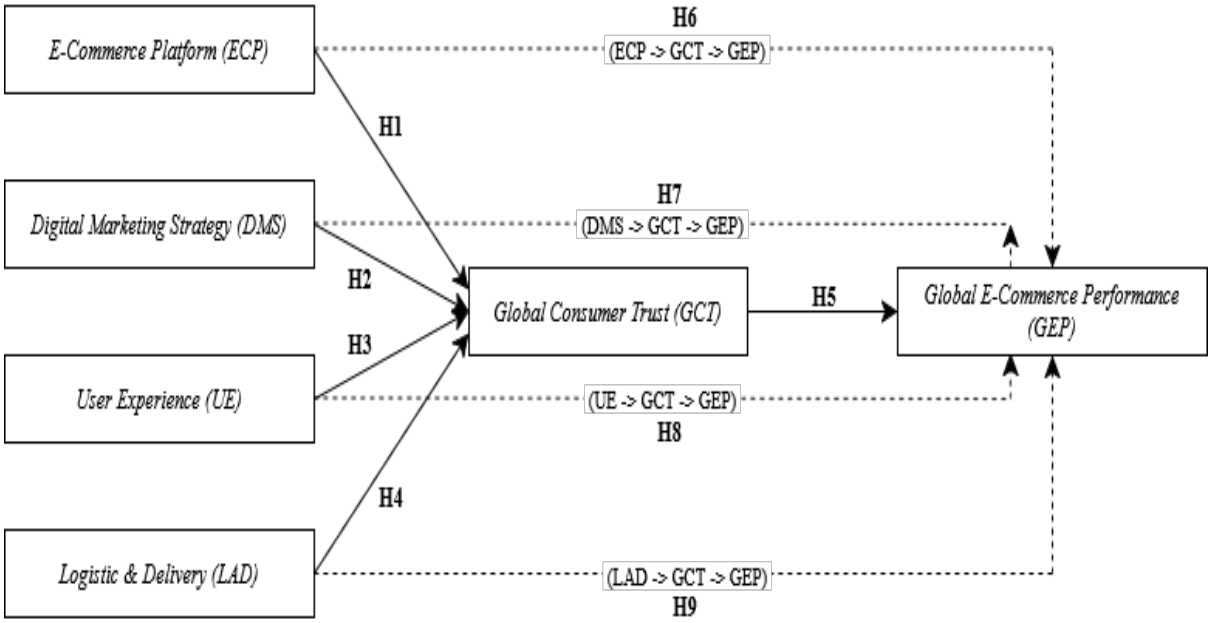
Global E-Commerce Performance (GEP). Performance is usually measured at the firm level through sales, conversion, and profit. This study measures it from the consumer side, through consumers' evaluation of the platform's service speed and efficiency, the functioning of its transaction and logistics systems, their satisfaction and overall shopping experience, and the platform's international reputation and ability to serve global users. These evaluations precede the retention and repeat-order outcomes that the introduction identified as weaknesses of global e-commerce. Maulana et al. (2023) showed that e-commerce trust affects purchasing behavior, and Kim et al. (2008) found that trust raises purchase intention. Because GEP is perceptual, it complements firm-level performance data rather than replacing it.

2.3 Research Model

The research model was developed from several challenges that the global E-Commerce industry still faces, such as low transaction conversion rates, weak customer loyalty, and suboptimal platform profitability despite the continuing growth in users. In this context, E-Commerce platform quality, digital marketing strategy, user experience, and logistics services were chosen as independent variables because they directly affect consumers' experiences and decisions when shopping online.

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Figure 1. Research Model



Source: Developed by the authors (2026)

This study places Global Consumer Trust as a mediating variable because trust is an important factor that links the quality of service provided by a platform with consumer behavior. Consumers tend to purchase and repurchase when they trust the platform they use. Improvements in platform quality, digital marketing effectiveness, user experience, and logistics services are therefore expected to increase consumer trust, which ultimately improves global E-Commerce performance. The research model was thus built to describe a more comprehensive relationship among service quality, consumer trust, and business performance in the global E-Commerce ecosystem.

2.4 Hypothesis Development

The hypotheses below follow from the theoretical foundation in Section 2.1 and the findings reviewed in Section 2.2.

A well-functioning platform is the main evidence of a vendor's ability and integrity that a consumer can see before buying (McKnight et al., 2002). Reliable systems, accurate information, and visible security features reduce the uncertainty of paying a seller one has never met. Platform quality raised trust in cross-border shopping in the study by Melissa and Laulita (2024), and information integrity and data security predicted trusting beliefs in the study by Singh et al. (2024). Oesterreich et al. (2025) found the same pattern across the studies they pooled.

H1: E-Commerce Platform has an effect on Global Consumer Trust

Digital marketing gives consumers information about products, prices, and the platform itself. When that communication is relevant and consistent, it can signal that the platform is competent and honest (Kannan & Li, 2017). Hasan and Pattikawa (2022) found that online promotion influenced online trust, and Syarkani (2024) linked digital marketing strategy with consumer trust. Because Sulistyowati and Husda (2023) and Dwivedi et al. (2021) suggest a

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weaker role, this hypothesis expects a positive effect but leaves its size as an empirical question.

H2: Digital Marketing Strategy has an effect on Global Consumer Trust

User experience is the part of the platform consumers handle directly. Clear navigation, readable product pages, and an easy checkout lower the effort and perceived risk of a purchase, which strengthens beliefs about the platform's competence (Gefen et al., 2003; Rose et al., 2012). Mofokeng (2023) found that ease of use, security, and privacy increased customer trust, and Pramadita et al. (2025) reported that user experience shaped trust among Generation Z users.

H3: User Experience has an effect on Global Consumer Trust

Delivery is where a platform's promises are tested, because the buyer learns only after paying whether the goods arrive on time and as described. Rao et al. (2011) showed that electronic logistics service quality affects satisfaction and retention, and Aqabneh (2025) linked e-logistics service quality with trust building. In cross-border purchases the distance and the number of intermediaries are larger, and Hidayat et al. (2026) found that logistics service quality dimensions shape satisfaction and repurchase intention in this setting.

H4: Logistic and Delivery has an effect on Global Consumer Trust

Commitment-trust theory holds that trust encourages the cooperative behavior on which lasting relationships depend (Morgan & Hunt, 1994). In e-commerce, trust raises purchase intention both directly and through lower perceived risk (Kim et al., 2008), and Maulana et al. (2023) found that e-commerce trust affects purchasing behavior. Consumers who trust a platform are also more likely to judge its service, systems, and reputation favorably and to be satisfied with it, and these evaluations are how this study measures performance.

H5: Global Consumer Trust has an effect on Global E-Commerce Performance

If trust is the mechanism that turns platform cues into consumer behavior, the four antecedents should affect performance through trust. Morgan and Hunt (1994) placed trust as a key mediating variable, and later e-commerce studies used trust as a mediator between website, service, or risk factors and purchase outcomes (Beils & Yuwono, 2023; Hasan & Pattikawa, 2022; Tjahyono & Mahmud, 2024). Those studies tested one or two antecedents at a time. The present model tests four indirect paths side by side, so their strength can be compared.

H6: Global Consumer Trust mediates the relationship between E-Commerce Platform and Global E-Commerce Performance

H7: Global Consumer Trust mediates the relationship between Digital Marketing Strategy and Global E-Commerce Performance

H8: Global Consumer Trust mediates the relationship between User Experience and Global E-Commerce Performance

H9: Global Consumer Trust mediates the relationship between Logistic and Delivery and Global E-Commerce Performance

3. Research Method

3.1 Research Design

This study uses a quantitative explanatory approach, which focuses on testing cause-and-effect relationships between variables in the research model. The approach was chosen because it can

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explain the effects of the independent, mediating, and dependent variables in a systematic and measurable way. In contemporary E-Commerce research, survey-based quantitative methods are considered effective for examining consumer behavior while empirically evaluating the performance of digital platforms (Ayesha & Muchtar, 2025).

3.2 Population, Sample, and Sampling Technique

The target population consisted of people who buy goods through e-commerce platforms, and the unit of analysis was the individual consumer. No sampling frame lists such users, so a probability sample could not be drawn. The researchers therefore used purposive sampling, a non-probability technique in which respondents are chosen because they meet criteria relevant to the research question (Etikan et al., 2016). Two inclusion criteria were applied: respondents had shopped on an e-commerce platform in the three months before the survey, and they were familiar with the use of digital media. These criteria ensured that every respondent could judge the platform, marketing, user experience, and delivery attributes the questionnaire asked about.

The questionnaire was prepared in Google Forms, written in Indonesian, and distributed online between 22 November 2025 and 1 April 2026. The first section recorded respondent characteristics and asked whether the respondent had shopped on an e-commerce platform in the previous three months. None of the submitted forms contained missing item responses, and all 595 were used in the analysis.

The adequacy of the sample was checked against two PLS-SEM guidelines. Global Consumer Trust is the construct with the most incoming paths in the model (four). The power-based recommendations of Hair et al. (2022) for four predictors call for far fewer than 595 observations to detect R^2 values of 0.10 at the 5% significance level with 80% power. The inverse square root method of Kock and Hadaya (2018) gives a stricter check: the minimum sample equals $(2.486/|\beta|)^2$, where β is the smallest path coefficient expected to be significant. With 595 cases, the model can detect paths of about 0.10 or larger at the 5% level with 80% power.

Purposive sampling limits generalization. Most respondents were 17 to 24 years old and used Shopee or TikTok Shop (Table 1), so the results describe this group of e-commerce users more accurately than e-commerce consumers in general. Table 1 also shows that 15 respondents (2.5%) answered no to the screening question on shopping in the previous three months. They were retained in the analysis. Although they make up a small share of the sample, their inclusion departs from the stated criteria and is a limitation of this study, and future studies should screen such cases out before analysis.

3.3 Variables and Measurement

The instrument was a closed questionnaire using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). The model contains six latent variables: four independent variables (ECP, DMS, UE, and LAD), one mediating variable (GCT), and one dependent variable (GEP). Each variable was modeled as a first-order reflective construct with six indicators, coded ECP1 to ECP6, DMS1 to DMS6, UE1 to UE6, LAD1 to LAD6, GCT1 to GCT6, and GEP1 to GEP6. The model does not specify sub-dimensions or higher-order constructs, so each set of six indicators measures its construct directly. The indicators were adapted from earlier studies so that the conceptual validity of the instrument was maintained (Rismawan & Cahyono, 2025). The items were administered in Indonesian, and Tables 2, 3, and 6 report their English translations. The operational definitions below follow the content of

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the items.

E-Commerce Platform (ECP), independent variable: the consumer's assessment of the platform as a system, namely how easy it is to understand and navigate, whether its features support shopping, how rarely it fails, and whether it keeps transactions and personal data secure.

Digital Marketing Strategy (DMS), independent variable: the consumer's perception of the platform's digital marketing, covering the clarity of product information in digital advertisements, the accuracy and credibility of promotions, the appeal of marketing content, the speed of responses to consumer questions, and the extent to which marketing makes the consumer confident to shop.

User Experience (UE), independent variable: the consumer's experience of using the interface to find products, read and understand product information, and complete checkout and payment.

Logistic and Delivery (LAD), independent variable: the consumer's evaluation of order fulfillment, covering delivery timeliness, the condition and accuracy of the items received, shipment tracking, and the accuracy of delivery information.

Global Consumer Trust (GCT), mediating variable: the consumer's confidence that the platform is safe, has a trustworthy reputation, keeps its service promises, and processes transactions correctly, together with the willingness to shop there again and recommend it.

Global E-Commerce Performance (GEP), dependent variable: the consumer's evaluation of how well the platform performs, covering the speed and efficiency of its service, the functioning of its transaction and logistics systems, satisfaction and the overall shopping experience, its international reputation, and its ability to meet the needs of a global user.

3.4 Data Analysis

The collected data were then analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). This method was chosen because it can analyze complex relationships between variables in the research model. SEM-PLS is also considered appropriate because it can be applied to relatively limited samples and does not require the data to be normally distributed (Yarsasi et al., 2025).

Before hypothesis testing, the data were first analyzed through instrument feasibility tests consisting of validity and reliability tests. The validity test was carried out to ensure that the instrument actually represents the constructs being measured, while the reliability test was used to assess the internal consistency of each indicator. A structural model analysis was then performed to determine the direct and indirect effects between variables and to test the extent to which consumer trust mediates the improvement of Global E-Commerce performance (Prayogi & Mayasari, 2025). Significance was assessed with the bootstrapping procedure, and mediation was interpreted following Zhao et al. (2010).

4. Findings and Discussions

This section presents the results of the empirical analysis and examines the relationships between the variables obtained from the survey. The analysis was carried out with PLS-SEM, covering the evaluation of the measurement model and the structural model, to verify the hypotheses formulated earlier.

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4.1 Descriptive Statistics

The characteristics of the respondents in this study are presented in Table 1:

Table 1. Respondent Profile

Category	Attribute	Frequency	Percentage
Gender	Male	212	35.6%
	Female	383	64.4%
Age	17-20 Years	189	31.8%
	21-24 Years	374	62.9%
	25-28 Years	15	2.5%
	28-31 Years	7	1.2%
	31-35 Years	5	0.8%
	> 35 Years	5	0.8%
Education Level	Senior High School/Vocational/Equivalent	478	80.3%
	Diploma/Bachelor's	110	18.5%
	Master's/Doctoral	7	1.2%
Occupation	Civil Servant	19	3.2%
	Private Employee	194	32.6%
	Entrepreneur	97	16.3%
	Not Yet Employed	285	47.9%
Shopped Online in the Last Three Months	Yes	580	97.5%
	No	15	2.5%
Application	Shopee	357	60%
	Tiktok Shop	151	25.4%
	Tokopedia	34	5.7%
	Blibli	10	1.7%
	Zalora	14	2.4%
	Buka Lapak	5	0.8%
	Lazada	13	2.2%
	Amazon	11	1.8%

Source: Processed from research data (2026)

Based on Table 1, a total of 595 respondents took part in this study. Most respondents were female, with 383 people (64.4%), while 212 (35.6%) were male. By age, most respondents were between 21 and 24 years old, with 374 people (62.9%), followed by those aged 17 to 20 years with 189 people (31.8%), while the other age groups made up relatively small proportions.

By level of education, most respondents were senior high school, vocational school, or equivalent graduates, with 478 people (80.3%), followed by Diploma/Bachelor's graduates with 110 people (18.5%) and Master's/Doctoral graduates with 7 people (1.2%). By occupation, most respondents were not yet employed, totaling 285 people (47.9%), followed by private employees with 194 people (32.6%), entrepreneurs with 97 people (16.3%), and civil servants with 19 people (3.2%).

Almost all respondents, 580 people (97.5%), had shopped online in the previous three months, while 15 people (2.5%) had not. In terms of E-Commerce applications, most respondents used Shopee, with 357 people (60%), followed by TikTok Shop with 151 people (25.4%), while

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other platforms such as Tokopedia, Blibli, Zalora, Bukalapak, Lazada, and Amazon accounted for relatively smaller percentages. These results show that the sample was dominated by young female respondents with a secondary level of education who actively use E-Commerce platforms, especially Shopee.

4.2 Multicollinearity Test (Collinearity Statistics/VIF)

The multicollinearity test aims to detect high correlations among variables that represent the same construct. In PLS-SEM analysis, multicollinearity is measured with the Variance Inflation Factor (VIF), with the criterion set at VIF < 5 (Hair et al., 2022).

The test results show that every indicator in the research model has a low Variance Inflation Factor (VIF) value, ranging from 1.482 to 2.276. The VIF values for Digital marketing strategy (DMS) range from 1.755 to 1.984, E-Commerce platform (ECP) from 1.482 to 2.062, Global consumer trust (GCT) from 1.906 to 2.216, and Global E-Commerce Performance (GEP) from 1.895 to 2.264. The VIF values for Logistics and Delivery (LAD) range from 1.650 to 2.110, and those for User Experience (UE) range from 1.698 to 2.276.

Therefore, the research model meets the no-multicollinearity requirement, allowing the analysis to proceed to the next stage of testing.

Table 2. Collinearity Statistics (VIF) Test

Indicator	Indicator statement	VIF	Result
DMS1	Product information in the platform's digital advertisements is clear and easy to understand.	1.847	No multicollinearity
DMS2	The promotions displayed match reality.	1.783	No multicollinearity
DMS3	The platform responds quickly to consumer questions.	1.809	No multicollinearity
DMS4	Their digital marketing content is appealing and attracts my interest.	1.840	No multicollinearity
DMS5	I trust the advertisements or promotions run by this platform.	1.755	No multicollinearity
DMS6	Their digital marketing strategy makes me confident to shop.	1.984	No multicollinearity
ECP1	The e-commerce platform is easy to understand without much explanation.	2.062	No multicollinearity
ECP2	I feel safe when making transactions on this platform.	1.733	No multicollinearity
ECP3	This platform protects my personal data well.	1.814	No multicollinearity
ECP4	The features of this platform greatly help my shopping process.	1.801	No multicollinearity
ECP5	The platform rarely experiences errors or disruptions when I use it.	1.482	No multicollinearity
ECP6	The platform's navigation is clear and not confusing.	1.763	No multicollinearity
GCT1	I believe this platform is safe to use.	2.161	No multicollinearity
GCT2	This platform has a trustworthy reputation.	2.216	No multicollinearity
GCT3	I am confident this platform keeps its service promises.	2.023	No multicollinearity
GCT4	I trust that my transactions are processed correctly.	2.086	No multicollinearity
GCT5	I am willing to shop on this platform again.	2.096	No multicollinearity

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Indicator	Indicator statement	VIF	Result
GCT6	I will recommend this platform to others.	1.906	No multicollinearity
GEP1	This platform provides fast and efficient service.	2.057	No multicollinearity
GEP2	The transaction and logistics systems work well.	1.895	No multicollinearity
GEP3	I am satisfied shopping on this platform.	2.153	No multicollinearity
GEP4	The overall shopping experience is very good.	2.038	No multicollinearity
GEP5	This platform has a good international reputation.	1.907	No multicollinearity
GEP6	This platform is able to meet my needs as a global user.	2.264	No multicollinearity
LAD1	My orders arrive within the estimated time.	1.791	No multicollinearity
LAD2	Items arrive in good condition.	2.110	No multicollinearity
LAD3	Items always match my order.	1.674	No multicollinearity
LAD4	The tracking system greatly helps me monitor my package.	1.650	No multicollinearity
LAD5	Deliveries are rarely late.	1.701	No multicollinearity
LAD6	Delivery information is always accurate and up to date.	1.950	No multicollinearity
UE1	I can find products quickly on this platform.	2.111	No multicollinearity
UE2	The platform layout is very comfortable to use.	1.698	No multicollinearity
UE3	Product information is displayed clearly and unambiguously.	1.800	No multicollinearity
UE4	I can understand product details without difficulty.	1.958	No multicollinearity
UE5	The checkout process is quick and uncomplicated.	2.086	No multicollinearity
UE6	Payment can be made easily without obstacles.	2.276	No multicollinearity

Source: Data analysis (2026)

4.3 Convergent Validity Test

Convergent validity concerns the degree of correlation observed between indicators that measure the same construct. In the PLS-SEM model, validity is assessed based on an outer loading of at least 0.70 and an Average Variance Extracted (AVE) of at least 0.50 (Hair et al., 2022).

The analysis shows that most indicators in the research model have outer loading values above 0.70, with values ranging from 0.662 to 0.833. The outer loading values for Digital marketing strategy (DMS) range from 0.748 to 0.805, E-Commerce platform (ECP) from 0.662 to 0.819, Global consumer trust (GCT) from 0.779 to 0.828, and Global E-Commerce Performance (GEP) from 0.781 to 0.830. The values for Logistic and Delivery (LAD) range from 0.716 to 0.821, and those for User experience (UE) from 0.747 to 0.833.

Only one indicator, ECP5 (0.662), falls below 0.70. It was retained because Hair et al. (2022) recommend removing indicators with loadings between 0.40 and 0.70 only when deletion is needed to raise AVE or composite reliability above their thresholds, and the ECP construct already meets both (AVE = 0.576, composite reliability = 0.890). All variables also have Average Variance Extracted (AVE) values above the 0.50 threshold, ranging from 0.576 to 0.652. These results indicate that every construct used in this study meets the requirements for convergent validity, so all indicators in the research model are considered valid and suitable for the next stage of analysis.

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Table 3. Convergent Validity

Indicator	Indicator statement	*Outer Loadings*	*Average Variance Extracted*	Result
DMS1	Product information in the platform's digital advertisements is clear and easy to understand.	0.805	0.606	Valid
DMS2	The promotions displayed match reality.	0.761		
DMS3	The platform responds quickly to consumer questions.	0.770		
DMS4	Their digital marketing content is appealing and attracts my interest.	0.782		
DMS5	I trust the advertisements or promotions run by this platform.	0.748		
DMS6	Their digital marketing strategy makes me confident to shop.	0.804		
ECP1	The e-commerce platform is easy to understand without much explanation.	0.819	0.576	Valid
ECP2	I feel safe when making transactions on this platform.	0.765		
ECP3	This platform protects my personal data well.	0.759		
ECP4	The features of this platform greatly help my shopping process.	0.771		
ECP5	The platform rarely experiences errors or disruptions when I use it.	0.662		
ECP6	The platform's navigation is clear and not confusing.	0.770		
GCT1	I believe this platform is safe to use.	0.817	0.652	Valid
GCT2	This platform has a trustworthy reputation.	0.828		
GCT3	I am confident this platform keeps its service promises.	0.799		
GCT4	I trust that my transactions are processed correctly.	0.812		
GCT5	I am willing to shop on this platform again.	0.811		
GCT6	I will recommend this platform to others.	0.779		
GEP1	This platform provides fast and efficient service.	0.811	0.646	Valid
GEP2	The transaction and logistics systems work well.	0.785		
GEP3	I am satisfied shopping on this platform.	0.815		
GEP4	The overall shopping experience is very good.	0.800		
GEP5	This platform has a good international reputation.	0.781		
GEP6	This platform is able to meet my needs as a global user.	0.830		
LAD1	My orders arrive within the estimated time.	0.731	0.584	Valid
LAD2	Items arrive in good condition.	0.821		
LAD3	Items always match my order.	0.745		

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Indicator	Indicator statement	*Outer Loadings*	*Average Variance Extracted*	Result
LAD4	The tracking system greatly helps me monitor my package.	0.756		
LAD5	Deliveries are rarely late.	0.716		
LAD6	Delivery information is always accurate and up to date.	0.811		
UE1	I can find products quickly on this platform.	0.816	0.630	Valid
UE2	The platform layout is very comfortable to use.	0.747		
UE3	Product information is displayed clearly and unambiguously.	0.768		
UE4	I can understand product details without difficulty.	0.790		
UE5	The checkout process is quick and uncomplicated.	0.806		
UE6	Payment can be made easily without obstacles.	0.833		

Source: Data analysis (2026)

4.4 Discriminant Validity Test

4.4.1 Heterotrait-Monotrait Ratio (HTMT)

Discriminant validity aims to show that each construct in the research model has clearly distinct characteristics, both conceptually and empirically. In the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, discriminant validity is usually tested in two ways, namely by checking that the Heterotrait-Monotrait Ratio (HTMT) index is below 0.90 and by comparing the square root of the AVE with the correlations between constructs (Hair et al., 2022).

The analysis shows that all Heterotrait-Monotrait Ratio (HTMT) values between variables are below the maximum limit of 0.90, ranging from 0.630 to 0.747. The values for relationships between constructs, such as Digital marketing strategy (DMS) with E-Commerce platform (ECP) at 0.720, DMS with Global consumer trust (GCT) at 0.659, and GCT with Global E-Commerce Performance (GEP) at 0.744, indicate levels of correlation that are still within acceptable limits. The other relationships, such as ECP with GCT (0.716), GEP with User experience (UE) (0.747), and the remaining combinations, also fall within the same range and do not exceed the critical limit.

In general, the results show that the research model is free from discriminant validity problems. Each construct can be clearly distinguished empirically, with no meaningful overlap between variables. The discriminant validity requirements of the research model are therefore met, and the analysis can proceed to the next stage.

Table 4. Heterotrait-Monotrait Ratio

Indicator	DMS	ECP	GCT	GEP	LAD	UE
DMS	-	-	-	-	-	-
ECP	0.720	-	-	-	-	-
GCT	0.659	0.716	-	-	-	-

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Indicator	DMS	ECP	GCT	GEP	LAD	UE
GEP	0.686	0.674	0.744	-	-	-
LAD	0.666	0.647	0.720	0.630	-	-
UE	0.703	0.704	0.745	0.747	0.654	-

Source: Data analysis (2026)

4.4.2 Fornell-Larcker Criterion

The Fornell-Larcker Criterion test was carried out to reassess discriminant validity by comparing the square root of the Average Variance Extracted (AVE) of each construct with the correlations between that construct and the other constructs. Cheung et al. (2023) explained that discriminant validity is established when a construct shows a higher correlation with its own indicators than the correlations observed with other constructs. According to the Fornell-Larcker criterion, the diagonal values (the square roots of the AVE) must exceed the correlation coefficients in the same row and the same column (Hair et al., 2022).

Table 5. Fornell-Larcker Criterion

Indicator	DMS	ECP	GCT	GEP	LAD	UE
DMS	0.779					
ECP	0.622	0.759				
GCT	0.588	0.630	0.808			
GEP	0.609	0.593	0.666	0.804		
LAD	0.582	0.557	0.641	0.562	0.764	
UE	0.622	0.617	0.662	0.663	0.577	0.794

Source: Data analysis (2026)

Based on the analysis in Table 5, the square roots of the Average Variance Extracted (AVE) shown on the diagonal of each construct meet the established criteria. The values are 0.779 for Digital marketing strategy (DMS), 0.759 for E-Commerce platform (ECP), 0.808 for Global consumer trust (GCT), 0.804 for Global E-Commerce Performance (GEP), 0.764 for Logistic and Delivery (LAD), and 0.794 for User experience (UE).

The calculation shows that the diagonal value of each construct is always greater than its correlations with the other constructs in the corresponding rows and columns. This means that each construct represents its own indicators better than the other constructs do. It can therefore be stated that there is no measurement overlap between the variables in this research model.

Based on these results, the research model meets the discriminant validity requirements according to the Fornell-Larcker Criterion. Each construct in the model has clearly different characteristics, so the constructs can be properly distinguished from one another and have an adequate level of validity for the next stage of analysis.

4.4.3 Cross Loadings

The cross loadings analysis shows that each indicator has its highest loading on the construct it measures compared with its loadings on the other constructs. As Hair et al. (2022) state, an indicator meets discriminant validity when its loading on its own construct is greater than its loadings on the other constructs. This finding shows that the indicators used have succeeded in representing their constructs based on the empirical data. Table 6 also reports the wording of each indicator so that the loadings can be read against the content of the items.

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Table 6. Cross Loadings

Indicator	Indicator statement	DMS	ECP	GCT	GEP	LAD	UE
DMS1	Product information in the platform's digital advertisements is clear and easy to understand.	0.805	0.538	0.555	0.537	0.473	0.556
DMS2	The promotions displayed match reality.	0.761	0.456	0.415	0.411	0.458	0.398
DMS3	The platform responds quickly to consumer questions.	0.770	0.510	0.423	0.469	0.450	0.480
DMS4	Their digital marketing content is appealing and attracts my interest.	0.782	0.462	0.467	0.466	0.423	0.492
DMS5	I trust the advertisements or promotions run by this platform.	0.748	0.434	0.384	0.437	0.468	0.419
DMS6	Their digital marketing strategy makes me confident to shop.	0.804	0.492	0.470	0.507	0.451	0.532
ECP1	The e-commerce platform is easy to understand without much explanation.	0.496	0.819	0.530	0.518	0.406	0.536
ECP2	I feel safe when making transactions on this platform.	0.472	0.765	0.478	0.467	0.445	0.463
ECP3	This platform protects my personal data well.	0.434	0.759	0.455	0.408	0.450	0.428
ECP4	The features of this platform greatly help my shopping process.	0.483	0.771	0.525	0.494	0.418	0.522
ECP5	The platform rarely experiences errors or disruptions when I use it.	0.454	0.662	0.365	0.346	0.429	0.362
ECP6	The platform's navigation is clear and not confusing.	0.496	0.770	0.489	0.442	0.405	0.472
GCT1	I believe this platform is safe to use.	0.498	0.508	0.817	0.529	0.538	0.516
GCT2	This platform has a trustworthy reputation.	0.490	0.558	0.828	0.555	0.536	0.546
GCT3	I am confident this platform keeps its service promises.	0.462	0.505	0.799	0.498	0.535	0.507
GCT4	I trust that my transactions are processed correctly.	0.434	0.470	0.812	0.588	0.511	0.546
GCT5	I am willing to shop on this platform again.	0.472	0.508	0.811	0.534	0.493	0.578
GCT6	I will recommend this platform to others.	0.495	0.502	0.779	0.520	0.492	0.515

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Indicator	Indicator statement	DMS	ECP	GCT	GEP	LAD	UE
GEP1	This platform provides fast and efficient service.	0.523	0.496	0.578	0.811	0.499	0.558
GEP2	The transaction and logistics systems work well.	0.480	0.466	0.517	0.785	0.443	0.530
GEP3	I am satisfied shopping on this platform.	0.477	0.465	0.513	0.815	0.445	0.538
GEP4	The overall shopping experience is very good.	0.458	0.454	0.410	0.800	0.443	0.524
GEP5	This platform has a good international reputation.	0.488	0.466	0.507	0.781	0.403	0.492
GEP6	This platform is able to meet my needs as a global user.	0.509	0.510	0.550	0.830	0.474	0.554
LAD1	My orders arrive within the estimated time.	0.351	0.361	0.397	0.346	0.731	0.356
LAD2	Items arrive in good condition.	0.470	0.449	0.502	0.442	0.821	0.498
LAD3	Items always match my order.	0.471	0.367	0.484	0.405	0.745	0.423
LAD4	The tracking system greatly helps me monitor my package.	0.453	0.493	0.566	0.501	0.756	0.503
LAD5	Deliveries are rarely late.	0.381	0.364	0.394	0.335	0.716	0.346
LAD6	Delivery information is always accurate and up to date.	0.509	0.484	0.550	0.502	0.811	0.508
UE1	I can find products quickly on this platform.	0.524	0.503	0.514	0.539	0.488	0.816
UE2	The platform layout is very comfortable to use.	0.473	0.451	0.482	0.471	0.431	0.747
UE3	Product information is displayed clearly and unambiguously.	0.494	0.450	0.494	0.516	0.470	0.768
UE4	I can understand product details without difficulty.	0.524	0.504	0.532	0.543	0.471	0.790
UE5	The checkout process is quick and uncomplicated.	0.469	0.513	0.544	0.540	0.467	0.806
UE6	Payment can be made easily without obstacles.	0.480	0.511	0.564	0.545	0.427	0.833

Source: Data analysis (2026)

As shown in the cross-loadings table, every indicator in the research model has its largest loading on the construct it measures. The indicators of Digital marketing strategy (DMS1 to DMS6) show their maximum loadings on the DMS construct, while the indicators of E-Commerce platform (ECP1 to ECP6), Global consumer trust (GCT1 to GCT6), Global E-Commerce Performance (GEP1 to GEP6), Logistic and Delivery (LAD1 to LAD6), and User experience (UE1 to UE6) each have their highest loadings on their corresponding constructs.

The loadings of the indicators on their main constructs are generally larger than their loadings

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on the other constructs, which tend to be lower. This indicates that each indicator has a stronger relationship with the construct it represents than with any other construct in the research model. No problematic cross-loading was found between constructs.

These findings confirm that each indicator reflects the construct it measures well. The research model can therefore be considered to meet the discriminant validity requirements based on the cross loading analysis, and all indicators can be used in the next stage of analysis.

4.5 Reliability Test

Reliability was tested to determine whether the indicators used are stable and consistent in representing the research constructs. According to Cheung et al. (2023), in Structural Equation Modeling (SEM) analysis, reliability should be evaluated with Cronbach's Alpha, Composite Reliability, and construct validity before the relationships between variables are tested. In the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, a construct is considered reliable when both its Cronbach's Alpha and its Composite Reliability exceed 0.70 (Hair et al., 2022).

Table 7. Reliability Test

Indicator	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
DMS	0.871	0.878	0.902	0.606
ECP	0.852	0.860	0.890	0.576
GCT	0.893	0.894	0.918	0.652
GEP	0.891	0.892	0.916	0.646
LAD	0.858	0.866	0.894	0.584
UE	0.882	0.884	0.911	0.630

Source: Data analysis (2026)

Based on Table 7, all constructs used in this study meet the requirements for reliability as well as convergent validity. This is reflected in the Cronbach's Alpha values for all variables, which are above 0.70 and range from 0.852 to 0.893, indicating good internal consistency for each construct. The Composite Reliability values also exceed the minimum limit of 0.70, ranging from 0.890 to 0.918, which further confirms that the indicators of each construct have a high level of reliability.

The rho_A values for all variables range from 0.860 to 0.894, indicating strong stability and consistency of the constructs in this research model. The Average Variance Extracted (AVE) of each variable also exceeds the minimum threshold of 0.50, ranging from 0.576 to 0.652. This means that each construct explains more than 50% of the variance of its indicators. It can be concluded that all constructs in this study are reliable and meet convergent validity, so they are suitable for further analysis in testing the structural model.

4.6 Direct Effect Test (Path Coefficient)

The direct effect test evaluates the direct influence between variables in the research model. Hair et al. (2022) explain that a relationship between variables is significant when the T-statistic exceeds 1.96 and the P-value is less than 0.05. This test examines the direction and magnitude of the effect of the independent variables on the dependent variable in the structural model.

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Table 8. Direct Effect Test

Indicator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics	P-values	Result
DMS → GCT	0.095	0.094	0.050	1.879	0.060	Not Significant
ECP → GCT	0.228	0.230	0.048	4.782	0.000	Significant
GCT → GEP	0.666	0.666	0.039	17.049	0.000	Significant
LAD → GCT	0.287	0.287	0.050	5.774	0.000	Significant
UE → GCT	0.297	0.296	0.047	6.278	0.000	Significant

Source: Data analysis (2026)

Based on the test results in Table 8, Hypothesis 1 is accepted, as E-Commerce platform (ECP) has a positive and significant effect on Global consumer trust (GCT), with a coefficient of 0.228, a T-statistic of 4.782, and a P-value of 0.000. This shows that the quality of the E-Commerce platform plays an important role in increasing consumer trust in digital transactions. This finding is consistent with the study by Sulistyowati & Husda (2023), which states that factors such as information quality, reputation, and vendor reliability are the main antecedents of consumer confidence in E-Commerce.

Hypothesis 2 is rejected because Digital marketing strategy (DMS) does not have a significant effect on Global consumer trust (GCT), with a coefficient of 0.095, a T-statistic of 1.879, and a P-value of 0.060. These values do not meet the significance threshold, which shows that digital marketing strategy has not been able to increase consumer trust directly in the context of this study. This result is supported by Sulistyowati & Husda (2023), who explained that consumer trust is shaped more by actual experience and service quality than by exposure to marketing information alone. The coefficient of 0.095 also lies just below the smallest path that this sample can detect with 80% power at the 5% level (about 0.10, following Kock and Hadaya, 2018). The result therefore points to a weak effect rather than proof that digital marketing has no effect on trust.

Hypothesis 3 is accepted, as User experience (UE) has a positive and significant effect on Global consumer trust (GCT), with a coefficient of 0.297, a T-statistic of 6.278, and a P-value of 0.000. This result shows that a good user experience can increase consumer trust in E-Commerce platforms. It is in line with Handoyo (2024), who stated that usability, convenience, and the quality of system interaction are important factors in increasing user trust in digital platforms.

Hypothesis 4 is accepted because Logistic and Delivery (LAD) has a positive and significant effect on Global consumer trust (GCT), with a coefficient of 0.287, a T-statistic of 5.774, and a P-value of 0.000. This indicates that reliable logistics and delivery services contribute to building consumer trust. Aqabneh (2025) reported a similar link between e-logistics service quality and trust building among online shoppers. At the organizational level, trust among logistics partners has been shown to support e-commerce logistics performance (Zhang, 2025). The present result carries that link to the consumer side.

Hypothesis 5 is accepted, as Global consumer trust (GCT) has a positive and significant effect on Global E-Commerce Performance (GEP), with a coefficient of 0.666, a T-statistic of 17.049, and a P-value of 0.000. This finding shows that consumer trust is the main factor driving the improvement of E-Commerce performance globally. It is supported by Maulana et al. (2023),

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who stated that trust has a significant effect on purchasing behavior and E-Commerce performance.

In general, the direct effect results show that most of the relationships between variables in the research model are statistically significant. The only non-significant relationship is between Digital marketing strategy and Global consumer trust. Four of the five direct-effect hypotheses are therefore supported.

4.7 Indirect Effect Test

The indirect effect test is used to assess whether there are indirect effects between variables through a mediating variable. According to Hair et al. (2022), an indirect effect is significant when its T-statistic is greater than 1.96 and its P-value is less than 0.05. In this study, the indirect effect test was carried out to analyze the role of Global Consumer Trust as an intervening variable in the relationships between E-Commerce Platform, Digital Marketing Strategy, User Experience, and Logistic and Delivery and Global E-Commerce Performance.

Table 9. Indirect Effect Test

Indicator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics	P-values	Result
DMS → GCT → GEP	0.063	0.063	0.034	1.869	0.062	Not Significant
ECP → GCT → GEP	0.152	0.153	0.033	4.530	0.000	Significant
LAD → GCT → GEP	0.191	0.191	0.035	5.494	0.000	Significant
UE → GCT → GEP	0.198	0.198	0.036	5.564	0.000	Significant

Source: Data analysis (2026)

Hypothesis 6 is accepted because E-Commerce platform (ECP) has a positive and significant effect on Global E-Commerce Performance (GEP) through Global consumer trust (GCT), with a coefficient of 0.152, a T-statistic of 4.530, and a P-value of 0.000 (< 0.05). This shows that the quality of the e-commerce platform affects performance through higher consumer trust. This finding is in line with Tjahyono & Mahmud (2024), who stated that the quality of digital platforms affects trust, which then improves e-commerce performance. Because the model does not estimate a direct path from ECP to GEP, the result confirms a significant indirect effect through GCT but does not allow the mediation to be classified as partial or full (Zhao et al., 2010).

Hypothesis 7 is rejected because Digital marketing strategy (DMS) does not have a significant effect on Global E-Commerce Performance (GEP) through Global consumer trust (GCT), with a coefficient of 0.063, a T-statistic of 1.869, and a P-value of 0.062 (> 0.05). This shows that digital marketing strategy has not been able to improve e-commerce performance through consumer trust in this research model. The finding is supported by Dwivedi et al. (2021), who showed that digital marketing plays a larger role in raising awareness than in building trust without the user's direct experience. Consumer trust therefore cannot act as a mediator in this relationship, and no mediation effect occurs.

Hypothesis 8 is accepted because User experience (UE) has a positive and significant effect on Global E-Commerce Performance (GEP) through Global consumer trust (GCT), with a

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coefficient of 0.198, a T-statistic of 5.564, and a P-value of 0.000 (< 0.05). This shows that a good user experience can increase consumer trust, which in turn improves E-Commerce performance. The finding is consistent with Pramadita et al. (2025), who showed that user experience has a significant effect on trust and loyalty among e-commerce users. Global Consumer Trust therefore mediates this relationship. As with H6, the model contains no direct path from UE to GEP, so the type of mediation cannot be determined.

Hypothesis 9 is accepted because Logistic and Delivery (LAD) has a positive and significant effect on Global E-Commerce Performance (GEP) through Global consumer trust (GCT), with a coefficient of 0.191, a T-statistic of 5.494, and a P-value of 0.000 (< 0.05). This shows that the quality of logistics and delivery services can increase consumer trust, which then affects global E-Commerce performance. Recent research also shows that logistics quality affects customer satisfaction and loyalty in e-commerce (Do et al., 2023). Global Consumer Trust therefore mediates this relationship, although, as with H6 and H8, the absence of a direct LAD to GEP path means the type of mediation cannot be determined.

4.8 R-Squared (R^2) Test

The R-Squared (R^2) test is used to determine how well the independent variables explain the variation in the dependent variable in the research model. Hair et al. (2022) explain that the R^2 value shows the proportion of variance in the dependent variable that can be explained by the independent variables in the structural model. The higher the coefficient of determination (R^2), the greater the model's ability to explain the dependent variable under study.

Table 10. R-Squared Test

Indicator	R-Square	R-Square Adjusted
GCT	0.580	0.577
GEP	0.443	0.442

Source: Data analysis (2026)

Based on Table 10, Global consumer trust (GCT) has a coefficient of determination (R^2) of 0.580, with an adjusted R^2 of 0.577. This means that the independent variables in the model, namely Digital marketing strategy (DMS), E-Commerce platform (ECP), Logistic and Delivery (LAD), and User experience (UE), explain 58.0% of the variation in Global consumer trust. The remaining 42.0% is influenced by other variables outside the scope of this research model.

Global E-Commerce Performance (GEP) has an R^2 of 0.443 with an adjusted R^2 of 0.442. This means that the variables used in the research model explain 44.3% of the variation in Global E-Commerce Performance, while the remaining 55.7% is influenced by other factors outside the variables examined in this study.

Based on these coefficients of determination, the model explains the relationships between variables to a moderate extent. In comparison, the model has a higher explanatory capacity for Global Consumer Trust than for Global E-Commerce Performance. This suggests that global E-Commerce performance is still influenced by various other factors not covered in this study, so future research should consider adding more suitable and relevant variables to make the model more comprehensive.

4.9 F-Squared (F^2) Test

The F^2 test is used to measure the contribution of each exogenous variable to the endogenous

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variables in the structural model. Following Hair et al. (2022), F^2 values are interpreted at three levels: 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect.

Table 11. F-Squared Test

Indicator	F-SQUARE	CATEGORY
DMS → GCT	0.010	None
ECP → GCT	0.062	Small
GCT → GEP	0.795	Large
LAD → GCT	0.110	Small
UE → GCT	0.103	Small

Source: Data analysis (2026)

Based on the table, the relationship between Digital Marketing Strategy (DMS) and Global Consumer Trust (GCT) has an F-square value of 0.010, which falls into the no-effect category (none). This indicates that the role of DMS in explaining changes or variation in GCT is very low. The relationship between E-Commerce Platform (ECP) and GCT has an F-square value of 0.062, which is a small effect under the thresholds of Hair et al. (2022). The contribution of ECP is statistically significant but modest.

Compared with DMS and ECP, Logistic and Delivery (LAD) has an F-square value of 0.110 for GCT, while User Experience (UE) has a value of 0.103 for GCT. Both values fall into the small category, which means that LAD and UE have a more noticeable effect in explaining variation in GCT, although their contribution is not yet strong.

The relationship between Global Consumer Trust (GCT) and Global E-Commerce Performance (GEP) has an F-square value of 0.795, which falls into the large category. This indicates that GCT has a very strong influence in explaining changes in GEP compared with the other variables in the research model. The most dominant effect in this study therefore comes from the relationship between Global Consumer Trust and Global E-Commerce Performance, while the variables that affect GCT make relatively small contributions.

4.10 Model Fit Test (SRMR)

The model fit test aims to measure how well the developed model fits the empirical data. One of the measures used in partial least squares structural equation modeling (PLS-SEM) is the Standardized Root Mean Square Residual (SRMR). According to Hair et al. (2022), a satisfactory model is indicated by an SRMR value below 0.08, while a value below 0.10 is considered acceptable.

Table 12. Model Fit Test (SRMR)

Indicator	Saturated Model
SRMR	0.048

Source: Data analysis (2026)

According to Table 12, the SRMR value of the saturated model is 0.048. This value is below the 0.08 threshold (Hair et al., 2022), which indicates a good fit between the model and the data.

It can therefore be stated that the research model has a good level of fit and adequately represents the relationships between the variables analyzed.

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5. Conclusion

This study aimed to analyze the effect of E-Commerce Platform, Digital Marketing Strategy, User Experience, and Logistic and Delivery on Global Consumer Trust and its implications for Global E-Commerce Performance. The results show that E-Commerce Platform, User Experience, and Logistic and Delivery have positive and significant effects on Global Consumer Trust, whereas Digital Marketing Strategy has no significant effect on Global Consumer Trust. Global Consumer Trust was found to have a very strong and significant effect on Global E-Commerce Performance, which shows that consumer trust is a key factor in improving e-commerce performance globally. The mediation tests show that Global Consumer Trust mediates the effects of E-Commerce Platform, User Experience, and Logistic and Delivery on Global E-Commerce Performance, but it does not mediate the relationship between Digital Marketing Strategy and Global E-Commerce Performance. The measurement model met the reliability and validity criteria, and seven of the nine hypotheses were supported.

These conclusions apply most directly to the group the sample represents, mainly young users of Shopee and TikTok Shop recruited through purposive sampling. Based on these findings, future studies are advised to include additional variables that may be related to Global Consumer Trust and Global E-Commerce Performance, such as perceived risk, transaction security, service quality, and customer satisfaction, so that the research framework becomes broader and more complete. Future research is also advised to widen the scope of the study by involving respondents from different countries or user groups with more diverse characteristics, so that the results can be generalized more widely. Mixed-method approaches or longitudinal data could also be considered to obtain a deeper picture of how consumer trust changes and develops over time. With these developments, future research is expected to make a more significant contribution to both scientific study and practical implementation in the field of e-commerce.

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