**Strategies to Improve Purchasing Decisions through Understanding Price Perceptions in Society**

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| **Article Info** |  | **ABSTRACT** |
| ***Article history:***  Received 11 April 2023  Revised 1 May 2023  Accepted 15 May 2023 |  | This study explores how consumer trust affects purchasing decisions on Indonesia's Shopee e-commerce platform. With the rise of online shopping, trust has become crucial in consumer behavior. The research addresses the gap in understanding trust's influence in online marketplaces by evaluating the perspectives of 150 active Shopee users and 50 sellers through a mixed-method approach. The findings reveal that trust is a key factor in purchasing decisions, driving sales and customer loyalty. Educational efforts on transparency, product authenticity, and responsive customer service, along with government collaboration for education and security, effectively build trust. The study concludes that maintaining consumer trust, supported by government partnerships, is vital for Shopee's market competitiveness. The implications suggest that emphasizing trust not only enhances customer retention but also supports long-term business growth. |
| ***Keywords:***  Price Perceptions; Purchasing Decisions; Strategies; Society |
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1. **INTRODUCTION**

Based on data obtained from APJII, it appears that Indonesians are increasingly dependent on the internet for communication activities. This is evidenced by the increasing number of internet usage every year. This increase in the number of internet users can show a picture that business activities in Indonesia will also follow the trend of internet usage that is developing in Indonesia. The trend of online buying and selling business activities can facilitate producers and consumers in selling and shopping for products through electronic media known as Electronic Commerce or e-commerce. E-commerce as direct selling of goods and services with the help of the internet (Morissan, 2010).

There are many applications that exist in Indonesia. One of the widely used online shopping applications is the Shopee Application. Shopee is an e-commerce company based in Singapore, this business system is C2C (Custumer to Custumer). In 2015 Shopee was officially introduced in Indonesia. The Shopee application can be downloaded on iOS and Android so that it can make it easier for users to make sales and purchases on this application. The development of Shopee in Indonesia is very rapid. As of September 2019, more than 50 million downloaders in just 4 years. Many offers made by Shopee such as the availability of chat features between sellers and buyers. In addition, Shopee also has no restrictions on using this application to choose the items needed.

In the business process, of course, there are factors that cause consumers to decide to buy the products offered. (Kotler and Keller, 2008) define a purchasing decision as a way of early human psychology which plays an important role in understanding that consumers will definitely decide to make a purchase. Online purchasing decisions are a way of choosing that combines knowledge to evaluate 2 or more alternative attitudes, and sort out one of the others that is strongly related to personal personality, vendor or service, website quality, behavior at the time of purchase, intention to buy online, and decision making (Andrade, 200: Cho et all., 2001; Jarvenpaa et all., 2000; Lee et all., in (Mahkota, Andi Putra, 2014)).

According to (Kotler and Keller, 2008) one of the factors that influence purchasing decisions is trust. Trust can be interpreted as the tendency of a person to be able to make decisions from certain parties even though he does not get protection from the party he has trusted and guarantees in the form of actions he will not get from other parties. (Ling, K.C., Chai, L. T., & Piew, 2010). The trust of a consumer in e-commerce is one of the main factors in starting online business activities (Koufaris, M., Hampton-Sosa., 2004). (Adityo, Benito and Khasanah, 2010) say that when someone wants to make an online purchase, a very important condition considered by consumers is that the online sales provider application they really trust so that they will also trust the online seller in the application. Popularity in an application makes consumer confidence increase so that consumers do not have to worry or hesitate in making purchases, so consumer confidence is higher and they really believe in the reliability of the application.

1. **METHOD**

This service method uses Focus Group Discussion, Training (Coaching), and Collaboration to find out whether consumer trust in the Shopee application affects purchasing decisions. Through in-depth interviews with Shopee users and business people who sell products through the application, deeper insights into how consumer trust affects purchasing decisions are obtained. The population in this service is all Shopee application users in Indonesia. The sample in this service is 150 respondents who are active Shopee users and 50 respondents who are business people who sell through the Shopee application.

1. **RESULTS AND DISCUSSION**

**Results**

By conducting strategic collaboration with the government in e-commerce counseling that focuses on increasing consumer trust, this training aims to educate users and sellers on the Shopee app about the importance of building trust in the digital ecosystem. The results of the service through training to users and sellers in the Shopee application show that many users still have doubts in making purchases due to a lack of confidence in the security of transactions and the quality of products sold. Therefore, it is necessary to educate users and sellers through training with the theme “Training to Increase Consumer Trust on the E-Commerce Platform,” which aims to provide an understanding of the importance of building trust through positive reviews, information transparency, and good service.

Through the training that has been conducted, the results obtained that the sellers and users of the Shopee application already better understand the importance of trust in the purchasing process. By increasing this trust, users feel safer and more confident in transacting, which has a positive impact on purchasing decisions. From this, sales on the Shopee application increase, and sellers can achieve greater profits.

Based on the results of the training, it was also found that sellers on Shopee better understand the factors that influence consumer trust, such as product quality, authenticity of goods, and responsiveness to complaints. With this knowledge, they are able to improve store reputation and customer loyalty, which ultimately contributes to the long-term increase in sales and business sustainability on the Shopee platform.

**Discussion**

Consumer trust and product quality are two important factors that interact with each other in shaping purchasing decisions in the Shopee application. High consumer trust in the app can increase customer confidence in the products offered, even if the products have a higher price compared to competitors. This is due to the customer's view that strong trust in the platform provides added value that is worth the cost they incur. Conversely, if trust in the app is low, even a low price will not be enough to compensate for the customer's doubts, which can ultimately decrease interest in making repeat purchases.

In a competitive context such as the e-commerce industry, success in building consumer trust and providing quality products is crucial. A positive shopping experience can create stronger trust, encourage loyalty, and increase the likelihood of future purchases. Therefore, apps like Shopee need to continuously develop a good reputation and offer high-quality products in line with customer expectations. The biggest challenge faced is maintaining customer trust amidst intense competition and ensuring that the services provided always meet their expectations. However, for apps that manage consumer trust and product quality well, there is a great opportunity to win over customers and retain them.

1. **CONCLUSION**

Based on the results of this service, it is found that consumer trust and collaboration with the government are two important factors that interact with each other in shaping purchasing decisions in the Shopee application. High consumer trust in the app can be increased through effective outreach, where collaboration with the government plays an important role in providing education and safety assurance for users. While Shopee may face stiff competition, this collaboration with the government is able to create a positive view among consumers that the app is trustworthy and safe to use for transactions.

Conversely, if consumer trust is low, even if the app offers many promos and discounts, it will not be enough to compensate for users' concerns regarding the security and reliability of the app. In the context of a highly competitive e-commerce market, successfully combining consumer trust with effective promotional strategies is critical. High levels of trust can create user loyalty, encourage continued usage, and increase the likelihood of future purchases. Therefore, Shopee needs to continue to develop collaboration strategies with the government and strengthen extension efforts to build and maintain user trust. The biggest challenge faced is maintaining a balance between consistent outreach efforts and evolving user expectations. However, for apps that manage this trust and collaboration well, there is a great opportunity to win over consumers and maintain an edge in the market.

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