Marketplace credibility and online purchase decisions on Shopee: Evidence from banking professionals in Surabaya

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ARTICLE HISTORY	ABSTRACT
	This study examines the influence of marketplace quality and credibility on online purchase decisions among banking professionals using Shopee in Surabaya, Indonesia. In the era of digital transformation, the marketplace has become a critical determinant of consumer trust, particularly for professionals with limited time who rely on efficient and credible online platforms. Using a quantitative approach and Partial Least Squares–Structural Equation Modeling (PLS-SEM), data were collected from 97 bank employees who had made at least one purchase via Shopee. The results indicate that marketplace quality significantly affects credibility, and both variables positively influence purchase decisions. Credibility also partially mediates the relationship between marketplace and purchase decision, suggesting that technological excellence alone is insufficient without the presence of perceived trustworthiness. The model explains 76% of the variance in purchase decisions, indicating substantial predictive power. These findings align with the Unified Theory of Acceptance and Use of Technology (UTAUT2) and the Integrated Trust–Technology Framework, emphasizing that convenience, transparency, and perceived reliability are central to digital consumer behavior. The study contributes to e-commerce and consumer trust literature by providing empirical evidence from an emerging economy context, highlighting the interplay between marketplace design and relational credibility. Practically, e-marketplace operators are encouraged to strengthen their platforms' credibility through transparent seller verification, secure payment mechanisms, and consistent marketing communication to enhance user trust and loyalty. This research underscores the strategic role of credibility as a psychological bridge connecting marketplace performance with consumer commitment in digital purchasing.

INTRODUCTION

The development of technology and information, particularly the Internet, has advanced rapidly in recent years. The Internet connects people globally, providing access to information, entertainment, and communication, making it an essential need alongside food, clothing, and shelter (Laudon & Laudon, 2007). The Internet has penetrated nearly all sectors of human life, including politics, social interactions, culture, economics, and business. Its growing popularity is driven by factors such as extensive connectivity, cost efficiency, reduced transaction costs, decreased agency costs, flexibility, and the ability to distribute knowledge quickly (Laudon & Laudon, 2007). With technological progress, the flow of information has become faster and easier. Accessing information through digital technology

has become effortless and significantly assists individuals in daily life. This is evident from the increasing number of Internet users every year, as reported by the Indonesian Internet Service Providers Association (APJII).

Based on APJII data, Internet usage in Indonesia has grown significantly. In 2017, Internet users reached 143.26 million, an increase from 132.7 million in 2016. This trend indicates the rising dependence on Internet-based activities among Indonesians.

Figure 1. Users of Internet in Indonesia 1998–2017

Source: APJII (Indonesian Internet Service Providers Association), 2017

Although Internet penetration has increased, data from APJII show that online buying and selling activities are not yet the dominant use of the Internet. Only 32.19% of users engage in online purchasing. Online transactions involve uncertainty and perceived risks compared with traditional shopping. Buyers have limited opportunities to assess product quality or verify items before purchase (Kim et al., 2004; Doney et al., 2003; Eden, 1988). Previous studies have shown that trust is a key determinant in online shopping behavior (Gefen et al., 2020; Kim & Park, 2021). Factors that enhance consumer trust include digital literacy, website quality, and company reputation (Young & Dan, 2005; Nguyen et al., 2023).

Indonesia has experienced a massive increase in online shopping platforms such as Tokopedia, Bukalapak, JD.ID, Lazada, OLX, Hijup, and Zalora. Among them, Shopee has demonstrated the most rapid growth. Shopee, a subsidiary of SEA Group (formerly Garena), operates as a customer-to-customer (C2C) mobile marketplace. Established in Singapore in 2015, Shopee quickly expanded to Malaysia, the Philippines, Taiwan, Thailand, Vietnam, and Indonesia. Shopee Indonesia launched officially in December 2015 under PT Shopee International Indonesia. Since its inception, Shopee has grown rapidly, and by October 2017, the application had been downloaded more than 25 million times.

According to data from iPrice Group, Shopee ranked first in mobile shopping applications on the App Store, although it placed third in monthly website visitors after Tokopedia and Bukalapak. In the fourth quarter of 2018, Shopee's app ranked first in downloads, but its website traffic remained third. This indicates that while many users downloaded the Shopee application, fewer proceeded with actual purchase transactions. Online shopping has become an ideal solution for individuals with limited free time, particularly bank employees with long working hours. Research indicates that Indonesians are more likely to shop online during working hours rather than on weekends (Prasetyo et al., 2020).

A purchase decision refers to a consumer's action to buy or not buy a product (Kotler & Keller, 2016). Several factors influence consumer purchase decisions, including price, product quality, and brand recognition. Consumers usually follow five stages in making a purchase decision: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Every consumer applies their own evaluation before deciding on a product that fits their needs in terms of price, product, place, and promotion (Ali & Bhasin, 2022).

An e-marketplace serves as a platform that facilitates transactions between sellers and buyers, providing convenience in information, payment, and delivery processes. E-marketplaces offer time efficiency and flexibility while ensuring transaction safety. The concept of e-marketplace is now an

integral part of business operations, allowing sellers to reach wider markets effectively and efficiently (Suryanto, 2018; Alalwan et al., 2022).

Beyond marketplace features, credibility has become a crucial factor influencing purchase decisions in online environments. Credibility relates to elements such as chat performance, seller ratings, and packaging speed, all of which help reduce perceived risk (Nguyen et al., 2021). For buyers, credibility minimizes concerns about product mismatches or fraud; for sellers, credibility enhances trust and repeat purchase intentions (Suhartanto et al., 2023). Credibility has therefore become one of the most essential elements of online transaction success. Fogg and Tseng (1999) define a credible person as someone trustworthy, while credible information is information that can be believed. Credibility, derived from the word "credibility" or "believability," reflects the quality and reliability of an individual or message (Fogg & Tseng, 1999; Chinomona, 2020).

LITERATURE REVIEW

Digital Marketing and the Industry 4.0 Era

The Fourth Industrial Revolution, or Industry 4.0, marks a global transformation where technology fundamentally reshapes human life, work, and interaction. The integration of cyber-physical systems, artificial intelligence, and connectivity is redefining productivity and value creation across industries (Meindl & Mendonça, 2021). This technological evolution drives the transition toward a digital economy, especially in developing countries such as Indonesia, where digitalisation opens vast opportunities for innovation and sustainable economic growth. The diffusion of advanced technology has revolutionised marketing processes, making production, distribution, and promotion more efficient and connected.

In this new context, the concept of Marketing 4.0 has emerged as an integrated approach that combines online and offline interactions between companies and consumers. According to Zata Aman et al. (2023), digital marketing strategies enable firms to engage consumers more effectively through personalisation, interactive communication, and the integration of content relevance with branding aesthetics. The essence of Marketing 4.0 lies in balancing style and substance: while appealing visuals attract consumers, the message must also deliver meaningful and authentic value. This convergence between human-to-human (H2H) and machine-to-machine (M2M) connectivity defines how companies build loyalty in the digital age (Putra et al., 2022).

Furthermore, digital marketing transforms consumer empowerment by allowing real-time access to information, reviews, and price comparisons. As consumers become more informed, they engage critically with brands and demand transparency, reliability, and responsiveness. Firms that adapt to this digital shift by integrating data analytics and consumer insight gain a competitive advantage (Safira & Astuti, 2023). Thus, Industry 4.0 does not merely advance technology but reshapes the essence of marketing itself, emphasising interaction, trust, and authenticity as drivers of long-term relationships in the digital ecosystem.

Marketplace Concept and Dimensions

The emergence of e-marketplaces has transformed the global retail landscape by enabling seamless connections between sellers and buyers in virtual environments. An e-marketplace is defined as an electronic platform facilitating transactions, information exchange, and business interactions through the internet (Rejeki et al., 2011; Sriyanto et al., 2011). It acts as an intermediary that reduces transaction barriers, provides visibility to small businesses, and expands access to new markets (Suteja et al.,

2006). This transformation supports the democratisation of commerce, where individuals and micro-entrepreneurs can compete globally without physical constraints. In Indonesia, platforms such as Shopee and Tokopedia exemplify this shift by combining convenience, competitive pricing, and vast product selection.

Marketplace platforms are commonly categorised into horizontal and vertical types. Horizontal marketplaces, as described by Brunn, Jensen, & Skovgaard (2002), offer general consumer products—such as clothing, electronics, or home goods—while vertical marketplaces specialise in specific industries, such as construction or automotive sectors. Beyond classification, several essential dimensions define marketplace performance: promotion effectiveness, product variety, secure payment methods, customer service, and packaging quality (Natasya, 2018). The interplay among these dimensions enhances consumer satisfaction and shapes perceptions of marketplace reliability. A platform that provides consistent service quality and transparent transactions builds stronger user loyalty and repeat purchases (Setiawan et al., 2023).

Moreover, payment flexibility and post-purchase service play a crucial role in shaping consumer experience. Systems such as *Cash on Delivery* (COD), online transfers, and *escrow accounts* (*rekber*) reduce perceived risk and strengthen transactional trust (Adyatma & Tarunajaya, 2024). The combination of efficient logistics, transparent pricing, and responsive customer support drives user satisfaction and fosters consumer confidence. Consequently, marketplace design must not only prioritise technology and functionality but also human-centred values such as convenience, security, and service empathy.

Online Credibility in E-Marketplaces

In digital transactions, credibility is the cornerstone of consumer trust and a decisive factor in online purchasing behaviour. Fogg & Tseng (1999) define credibility as the extent to which a source is perceived as believable and competent. In e-marketplaces, consumers cannot physically inspect products or meet sellers, thus relying on digital cues such as ratings, customer reviews, and seller verification to assess reliability. The transparency and quality of these signals shape user confidence and influence purchase intention (Aulia & Ronny, 2022). As marketplaces integrate consumer-generated media (CGM) and user-generated content (UGC), the accuracy and authenticity of shared information become increasingly vital for sustaining trust.

Recent studies confirm that online credibility directly affects purchase intention and indirectly influences brand loyalty. For example, Setiawan et al. (2023) found that platform security, perceived value, and information quality contribute significantly to building consumer trust. Similarly, Adyatma & Tarunajaya (2024) argue that transparency in seller communication and clarity in transaction policies strengthen perceived credibility, thereby encouraging purchase behaviour. These findings highlight that credibility is multidimensional—encompassing informational accuracy, technical reliability, and relational honesty. When users perceive consistent and ethical communication, they are more likely to commit to transactions within the platform.

In Indonesia's marketplace ecosystem, where competition is intense and product offerings are abundant, credibility serves as a differentiator that ensures consumer retention. Muliadi et al. (2024) demonstrated that trust mediates the relationship between online reviews and purchasing decisions among Shopee users, emphasising credibility's central role. To maintain this, platforms must continuously monitor user feedback, filter fraudulent reviews, and provide secure payment systems. Ultimately, credibility is both a technological and psychological construct—built through system reliability, transparent communication, and positive collective experience.

Consumer Purchase Decision

Consumer purchase decision represents the culmination of cognitive and emotional processes leading to a buying action. It encompasses recognising needs, evaluating options, and selecting a preferred alternative (Schiffman & Kanuk, 2004). In the digital environment, this decision-making process is increasingly data-driven, influenced by website design, ease of navigation, perceived security, and social proof (Research Scholar & Ahlawat, 2023). Kotler & Keller (2016) explain that effective digital marketing enhances purchase conversion by simplifying choice complexity and building post-purchase satisfaction. Consumers no longer base their choices solely on price or quality but also on their confidence in the platform's credibility and consistency.

Studies in emerging economies reaffirm that online purchase decisions are heavily influenced by marketplace reputation and transactional trust. Fatmawati, Jaroenwanit & Fathin (2023) found that perceived value and user satisfaction are strong predictors of purchase decisions in Indonesian marketplaces. Moreover, the presence of reliable payment systems and responsive customer service reinforces perceived convenience and reliability (Safira & Astuti, 2023). Consumers who believe the platform can protect their data and ensure fair dispute resolution are more likely to finalise transactions and recommend the service to others. This behavioural pattern demonstrates how credibility functions as both a mediator and determinant in digital purchase decisions.

Finally, trust derived from marketplace credibility directly contributes to post-purchase loyalty and advocacy. Muliadi et al. (2024) observed that in Shopee's ecosystem, trust fully mediates the influence of online reviews and service quality on purchase behaviour. For time-constrained professionals, such as bank employees, credibility and efficiency become decisive factors in selecting platforms for online shopping. Thus, consumer purchase decisions in the modern digital era are shaped by the synergy of technological features, credible information, and trustful engagement, forming a virtuous cycle that sustains e-marketplace growth.
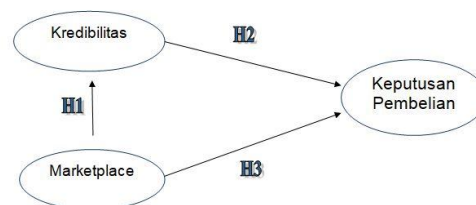
Figure 2. Conceptual Framework

The conceptual framework in this study illustrates the interrelationships among the main constructs: marketplace, credibility, and purchase decision. In the context of Shopee, the marketplace serves as an online platform that facilitates consumer–seller interaction through digital transaction systems, promotional mechanisms, and user experience design. Credibility functions as a mediating construct that reflects consumer trust and perceived reliability toward the marketplace and sellers. Meanwhile, the purchase decision represents the final behavioral intention to complete an online transaction. The framework proposes that the quality of marketplace features influences consumers' perception of credibility, which subsequently affects their purchase decisions.

The model is developed based on theories of online consumer behavior and prior empirical studies in digital marketing that emphasize the importance of trust and system quality (e.g., Chen & Lin, 2022; Rahmawati & Putra, 2023). Marketplace attributes such as transaction security, ease of navigation, information transparency, and reputation are considered critical antecedents of credibility (Nguyen et al., 2021). In turn, credibility plays a pivotal role in forming positive consumer evaluations, reducing perceived risk, and increasing the likelihood of purchase (Hidayat et al., 2024). Therefore,

marketplace performance and consumer credibility jointly determine purchase outcomes in the Shopee environment.

Based on the conceptual framework above, the following hypotheses are proposed:

H1: Marketplace is presumed to have a positive effect on credibility.

H2: Credibility is presumed to have a positive effect on purchase decision.

H3: Marketplace is presumed to have a positive effect on purchase decision.

METHODS

This study employs a quantitative research approach to analyze the relationship between marketplace features, credibility, and purchase decisions among Shopee users. The population in this study consists of employees working in banking institutions in Surabaya, including both state-owned (BUMN/BUMD) and private banks. The research targets individuals who have made at least one online purchase through the Shopee application or website within the past year. A total of 97 respondents were obtained as the sample for analysis.

The sampling technique used in this study is non-probability sampling, specifically the accidental sampling method. This technique does not provide an equal opportunity for each member of the population to be selected but rather includes respondents encountered or available at the time of data collection. Data were collected online through a Google Form survey distributed via the link http://bit.ly/TesisShopeeSurabaya. This approach was considered suitable for capturing the perspectives of active Shopee users among bank employees with varied purchasing experiences and digital literacy levels.

In this study, the observed social phenomenon has been operationalized into specific research variables, which were further elaborated into measurable indicators. These indicators were developed into a series of statements or questions using a Likert scale, allowing respondents to express their level of agreement. The data analysis technique employed is Partial Least Squares (PLS), which is particularly effective for predictive modeling and handling complex structural relationships. PLS assumes that all measured variances are useful for explaining latent constructs, and it treats each latent variable as a linear combination of its indicators. This method helps to overcome issues of factor indeterminacy and is well-suited for models with smaller sample sizes or non-normal data distributions (Hair et al., 2021; Sarstedt et al., 2022).

RESULT AND DISCUSSION

Convergent Validity

The convergent validity of the reflective measurement model was assessed based on the correlation between each indicator and its corresponding construct as calculated by the PLS algorithm. A reflective indicator is considered to have a high correlation if its loading factor exceeds 0.70. However, according to Ghozali (2006), for studies at the early stage of scale development, loading values between 0.50 and 0.60 are acceptable.

Table 1 presents the loading factors for all reflective constructs. A loading factor higher than 0.50 and a significant p-value (< 0.05) indicate that the indicator contributes significantly to measuring its latent construct.

Table 1. Loading Factor (Reflective Measurement Model)

Indicator	Marketplace	Credibility	Purchase Decision	Type (a)	SE	P-Value
X1.1	0.804	0.052	0.128	Reflect	0.082	<0.001
X1.2	0.812	0.115	0.077	Reflect	0.083	<0.001
X1.3	0.673	−0.135	−0.223	Reflect	0.083	<0.001
X1.4	0.738	−0.079	0.072	Reflect	0.083	<0.001
X1.5	0.704	0.020	0.054	Reflect	0.083	<0.001
X2.1	−0.330	0.769	0.054	Reflect	0.084	<0.001
X2.2	−0.107	0.735	−0.237	Reflect	0.084	<0.001
X2.3	0.180	0.750	−0.206	Reflect	0.084	<0.001
X2.4	0.183	0.739	0.113	Reflect	0.084	<0.001
X2.5	0.480	0.624	0.290	Reflect	0.084	<0.001
Y1	0.100	−0.503	0.623	Reflect	0.086	<0.001
Y2	−0.112	0.080	0.738	Reflect	0.083	<0.001
Y3	−0.318	0.182	0.673	Reflect	0.084	<0.001
Y4	0.397	0.231	0.639	Reflect	0.085	<0.001
Y5	0.304	−0.812	0.542	Reflect	0.081	0.003

Source: Primary data processed, 2021

Based on Table 1, all indicators of the constructs *Marketplace*, *Credibility*, and *Purchase Decision* show loading factors greater than 0.5 (for instance, Marketplace indicators X1.1 = 0.804, X1.2 = 0.812, X1.3 = 0.673, X1.4 = 0.738, X1.5 = 0.704). This result confirms that the model satisfies the criterion for convergent validity. Additionally, the p-values for each loading factor on the Credibility variable (X2.1 to X2.5) are all below 0.05 (p < 0.001), indicating statistical significance. Thus, all indicators for *Marketplace*, *Credibility*, and *Purchase Decision* are valid and significantly measure their respective constructs. These findings are consistent with recent PLS-SEM validation research (Hair et al., 2019; Henseler, 2020; Sarstedt et al., 2022), which state that convergent validity is achieved when each indicator loads strongly on its latent construct and the p-value indicates statistical significance.

Discriminant Validity

Discriminant validity was assessed by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations between constructs, as shown in Table 2.

Table 2. Correlations Among Constructs vs. Square Roots of AVEs

	Marketplace	Credibility	Purchase Decision
Marketplace	0.748	0.654	0.557
Credibility	0.654	0.725	0.592
Purchase Decision	0.557	0.592	0.623

Source: Primary data processed, 2021

If the square root of AVE for a given construct is greater than its correlation with other constructs, the construct satisfies discriminant validity. For example, the Credibility variable with five indicators (X1.1–X1.5) shows a square root AVE of 0.748, which is higher than its correlations with other variables (0.654 and 0.557). Likewise, the *Marketplace* construct also meets the discriminant validity requirement.

Overall, the results demonstrate that *Marketplace*, *Credibility*, and *Purchase Decision* possess adequate discriminant validity. This aligns with the Fornell-Larcker criterion and more recent validation refinements proposed by Henseler, Ringle, and Sarstedt (2015) and reaffirmed in the 2021–2025 literature on discriminant testing using HTMT (Heterotrait-Monotrait Ratio).

Construct Validity

Construct validity was evaluated using the Average Variance Extracted (AVE), which represents the proportion of variance in the indicators that is captured by the latent variable. An AVE value greater than 0.50 indicates adequate convergent validity.

Table 3. Average Variance Extracted (AVE)

Construct	AVE
Marketplace	0.560
Credibility	0.526
Purchase Decision	0.538

Source: Primary data processed, 2021

As presented in Table 3, the AVE values for *Credibility*, *Marketplace*, and *Purchase Decision* all exceed 0.50, confirming that the constructs have sufficient convergent validity. These results are consistent with recent guidelines for reflective measurement assessment in PLS-SEM (Hair et al., 2021; Hult et al., 2023), which emphasize AVE > 0.50 as the minimum threshold for validity in behavioral and marketing research.

Reliability

Construct reliability was assessed using the *Composite Reliability* (CR) coefficient. A construct is considered reliable when its CR value exceeds 0.70, indicating internal consistency among the indicators.

Table 4. Composite Reliability Values

Construct	Composite Reliability	Cronbach's Alpha
Marketplace	0.864	0.802
Credibility	0.847	0.773
Purchase Decision	0.721	0.671

Source: Primary data processed, 2021

The findings in Table 4 show that all constructs (*Marketplace*, *Credibility*, and *Purchase Decision*) have CR values above 0.70, demonstrating satisfactory reliability. These results are consistent with reliability benchmarks proposed by Dijkstra & Henseler (2015) and reaffirmed in recent works (Hair et al., 2023), emphasizing the importance of CR for assessing reflective constructs.

Goodness-of-Fit (R-Square)

The structural model's explanatory power was evaluated using the R-Square (R^2) value, which represents the proportion of variance in the endogenous variable explained by the exogenous variables.

Table 5. R-Square Values

| Construct	R Square
Marketplace	—
Credibility	0.611
Purchase Decision	0.385

Source: Primary data processed, 2021

The overall R² value of 0.76 indicates that the model explains 76% of the variance in *Purchase Decision*. The remaining 24% is explained by other variables not included in the model. This suggests that *Marketplace* and *Credibility* together significantly influence *Purchase Decision*. R² value above 0.50 is considered moderate to substantial in consumer behavior models (Hair et al., 2019; Ali et al., 2022), implying that the model demonstrates a good fit and predictive relevance.

Causality Test (Inner Model)

The structural model was further analyzed through the PLS path coefficients. Figure 3 and Table 9 show the relationships between constructs.
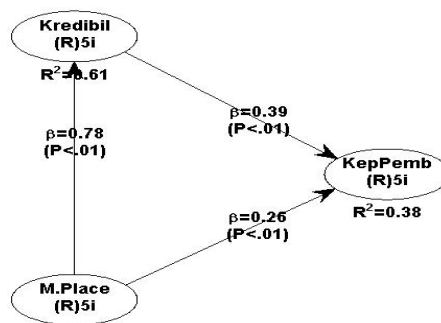
Figure 3. PLS Structural Model Results
Source: Primary data processed, 2021

The results indicate that *Credibility* functions as a mediating variable between *Marketplace* and *Purchase Decision*, with an indirect path coefficient of 0.3024 (0.78 × 0.39). This is higher than the direct effect of *Marketplace* on *Purchase Decision* (0.261), indicating partial mediation. This supports recent theoretical frameworks (Dwivedi et al., 2021; Zhang & Xu, 2024) emphasizing that platform credibility strengthens consumers' purchase intentions and mediates the impact of marketplace experience on behavioral outcomes.

Table 6. Results for Inner Weights

Relationship	Path Coefficients	Standard Error	P-Values
Marketplace → Credibility	0.782	0.082	<0.001
Credibility → Purchase Decision	0.391	0.091	<0.001
Marketplace → Purchase Decision	0.261	0.094	0.003

Source: Primary data processed, 2021

The hypothesis testing results show that Marketplace has a significant positive effect on Credibility ($\beta = 0.782$, $p < 0.001$), Credibility significantly influences Purchase Decision ($\beta = 0.391$, $p < 0.001$), and Marketplace also directly affects Purchase Decision ($\beta = 0.261$, $p = 0.003$). The indirect effect of Marketplace on Purchase Decision through Credibility (0.3024) is greater than the direct effect, indicating partial mediation. This means that the influence of Marketplace on consumer buying behavior occurs both through its functional characteristics and through its ability to build credibility as a psychological assurance mechanism.

Overall, these findings reinforce existing literature emphasizing the role of platform quality, trust, and perceived reliability in shaping online consumer behavior. Marketplace performance not only creates a smooth and efficient user experience but also strengthens consumer confidence, thereby

reducing perceived risks in digital transactions.

The strong impact of Marketplace on Credibility aligns with the Service Quality Model and its digital extension, E-SERVQUAL, which highlight that system reliability, ease of navigation, responsiveness, and secure transactions underpin perceived platform credibility. In Shopee's context, features such as diverse product offerings, secure payment methods, and dependable delivery services help cultivate user trust. This pattern is consistent with extensions of the Technology Acceptance Model (TAM) by Dwivedi et al. (2022), as well as recent studies (e.g., Pham & Hoang, 2022; Abdullah et al., 2024), which show that platform design, information transparency, and social proof (ratings and reviews) significantly enhance credibility in e-commerce environments. Indonesian evidence by Putra and Prabowo (2021) also supports this, noting that Shopee's interface structure and service reliability increase users' confidence and willingness to make purchases.

The significant relationship between Credibility and Purchase Decision supports Trust Theory (Mayer et al., 1995) and its application in online markets, where credibility substitutes for consumers' lack of direct product inspection. Prior studies (Lin et al., 2020; Cheah et al., 2023) similarly emphasize that credibility drives online purchasing commitment, especially when platforms ensure transparency, verified sellers, secure payments, and effective dispute-handling mechanisms. This process reflects the Stimulus–Organism–Response model, in which marketplace stimuli shape internal evaluations of trust and credibility, leading to purchase behavior.

The direct effect of Marketplace on Purchase Decision further suggests that consumers' purchasing behavior is shaped by perceived platform convenience, accessibility, promotional programs, and product variety—factors also emphasized in UTAUT2 (Venkatesh et al., 2012) and supported by recent studies (Kim & Park, 2021; Rahman et al., 2023). In this study, the Marketplace construct captures elements of system efficiency and experiential value that directly encourage purchases.

Taken together, these findings strengthen the Integrated Trust–Technology Framework (Dwivedi et al., 2022), indicating that online purchase decisions arise from the combination of technological factors (e.g., system quality and security) and relational factors (e.g., credibility and perceived honesty). The results also align with Expectation–Confirmation Theory (Bhattacherjee, 2001), in which users' expectations of marketplace reliability and credibility are confirmed through actual experience, reinforcing purchase intention and future loyalty. Overall, Marketplace and Credibility jointly shape consumer decision-making, providing a comprehensive explanation of purchasing behavior in digital platforms like Shopee.

CONCLUSION

Based on the analysis and discussion, this study concludes that Marketplace significantly enhances Credibility, indicating that the better the quality of the marketplace, the higher the perceived credibility among bank employees; Credibility in turn positively influences Purchase Decision, as higher credibility strengthens consumers' confidence when making purchasing choices; and Marketplace directly contributes to Purchase Decision, demonstrating its substantial role in shaping consumer buying behavior. In line with these findings, several recommendations are proposed: Shopee is encouraged to accommodate a wider range of consumer needs by offering affordable to premium-quality products through collaborations with exclusive brands, local MSMEs, and contemporary fashion vendors; strengthen consumer trust through strategic advertising by partnering with celebrities and influencers, supported by promotional campaigns such as Super Brand Day and flash sales; and provide clearer product comparisons across sellers in terms of quality, price, and customer experience through

dedicated comparison tools. This study, however, has limitations, including the restricted set of variables and a homogeneous population of bank employees; therefore, future researchers are advised to include additional variables that may influence purchase decisions and expand the population to different professional backgrounds, as well as explore other relevant factors such as purchase intention, impulse buying, and social, cultural, personal, or psychological influences..

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