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THE EFFECT OF PRODUCT DESCRIPTION, PRODUCT AWARENESS, ENDURING INVOLVEMENT, SITUATIONAL INVOLVEMENT, AND PERCEIVED TRUST ON PURCHASE INTENTION IN THE SHOPEE MARKETPLACE IN LHOKSEUMAWE CITY

Putri Shalsabila[1*], Mariyudi[2], Widyana Verawaty Siregar[3], M. Subhan[4]
Department of Management, Faculty of Economics and Business, Universitas Malikussaleh[1234]
E-mail: putri.190410088@mhs.uni-mal.ac.id[1*], mariyudi@unimal.ac.id[2], widyana.verawaty@unimal.ac.id[3], msubhan@unimal.ac.id[4]

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Abstract

Shopee dominates online shopping in Lhokseumawe, yet earlier studies disagree on which consumer-side factors actually move purchase intention on marketplace platforms. This study tests whether product description, product awareness, enduring involvement, situational involvement, and perceived trust each exert a positive and significant effect on purchase intention among Shopee users in Lhokseumawe City, Aceh, Indonesia. A quantitative design was used. Primary data came from a five-point Likert questionnaire answered by 204 Shopee users, a sample size derived from the Slovin formula at a 7% margin of error and filled through purposive sampling. After validity, reliability, and classical assumption tests, the data were analyzed with multiple linear regression in SPSS 26. All five hypotheses were supported. Situational involvement carried the largest coefficient ($B = 0.435$; $t = 5.618$; $p < 0.001$), followed by product description ($B = 0.259$), perceived trust ($B = 0.234$), product awareness ($B = 0.204$), and enduring involvement ($B = 0.200$; $p = 0.007$). Together the five predictors explain 82.2% of the variance in purchase intention (adjusted $R^2 = 0.822$). The pattern suggests that in a regional market where Shopee is already the default choice, intention depends less on long-term attachment to the platform than on how well each shopping moment is set up: readable listings, recognizable products, credible safeguards, and situational triggers. The study offers practical direction for marketplace managers and sellers serving secondary cities in Indonesia.

Keywords: product description, product awareness, enduring involvement, situational involvement, perceived trust, purchase intention, Shopee

INTRODUCTION

Buying something online now takes less effort than walking to the nearest shop, and that convenience has quietly rewritten how Indonesians spend. Ikramuddin et al. (2021) observe that most economic activity in the digital era already runs through online platforms. Marketplaces sit at the centre of this shift. They let sellers reach buyers at little cost, and they give buyers a catalogue no physical store could match (Nurulita & Gafar, 2022). Marketplace apps also lead monthly active users and download rankings on both Android and iOS in Indonesia and across Southeast Asia (Putri & Wijaksana, 2021). Among these platforms, Shopee holds a clear lead. Data published by Databoks show that Shopee recorded 2.35 billion visits during 2023, almost twice the 1.25 billion visits to Tokopedia and roughly three times the 762.4 million visits to Lazada (Ahdiat, 2024). National dominance, however, says little about why individual consumers in a particular city form the intention to buy. That question matters most in secondary cities, where marketplace adoption is recent and consumer habits are still settling.

Lhokseumawe, a city in Aceh Province, is one such market. Its population reached 200,876 in 2025, up 1.095% from 198,705 in 2024. The share of residents aged five and above who access the internet rose from 77.70% in 2024 to 80.64% in 2025. A preliminary survey of 70 residents conducted for this study found that 57 of them (81.43%) shop online mainly through Shopee. Subhan et al. (2024) reported a similar pattern, with 22 of 25 Lhokseumawe respondents naming Shopee as their preferred marketplace. Shopee, in short, is the default option in this city. What remains unclear is which forces keep that default in place at the level of individual intention.

Purchase intention describes a consumer's plan or readiness to buy a product or service in the near future. Mirabi et al. (2020) frame it as a decision process in which consumers weigh their reasons for choosing a particular

brand or product, and as a state in which they are inclined to buy under certain conditions. Because intention precedes actual buying, it is the variable marketers can still influence.

Five candidate drivers stand out in the marketplace literature, and for each one the evidence is split.

- Product description. Martins et al. (2019) and Zhu et al. (2019) found a positive and significant effect on purchase intention, while Fan et al. (2024) and Yang et al. (2019) found none.
- Product awareness. Zhu et al. (2019) and Dabbous and Barakat (2020) report a significant positive effect; Maharani and Ali (2019) and Jamali and Khan (2018) do not.
- Enduring involvement. Zhu et al. (2019) and Mou et al. (2019) found a significant effect, whereas Zheng (2022) and Dabbous and Barakat (2020) did not.
- Situational involvement. Zhu et al. (2019) and Peng et al. (2020) confirm a significant effect; Zheng (2022) and Cosandier et al. (2018) found it insignificant.
- Perceived trust. Watanabe et al. (2020) and Curvelo et al. (2019) report a positive significant effect, while Chetioui et al. (2019) and Ventre and Kolbe (2020) report an insignificant one.

These contradictions are not just noise. They come from studies run on different products, platforms, and populations, which hints that the weight of each driver depends on context. Most of the studies also test only two or three of these factors at once, so they cannot show how the drivers compete when they operate together.

Preliminary interviews with Shopee users from Lhokseumawe on 20 February 2024 pointed to all five factors at once. Respondents said that Shopee's product descriptions were easier to follow and more often matched the item that arrived. They tended to think of Shopee first whenever they needed to buy something online, which signals strong awareness. Several described buying through Shopee as a routine, especially when a product was not available in local stores. Most of all, they believed the platform was honest and met their expectations. The interview evidence therefore suggests that informational cues, involvement, and trust work side by side in this market. This study responds to the inconsistent findings and the narrow variable sets of earlier work by testing all five predictors in a single model, using Shopee users in Lhokseumawe as the setting. It asks whether product description, product awareness, enduring involvement, situational involvement, and perceived trust each have a positive and significant effect on purchase intention. The contribution is twofold. Theoretically, it shows which drivers keep their influence when tested together in a regional Indonesian market. Practically, it gives Shopee and its sellers evidence on where to direct effort when competing for buyers outside the major metropolitan areas.

LITERATURE REVIEW

Purchase intention in a marketplace setting

Purchase intention is a consumer's plan to buy a product or service within some future period, shaped by need, preference, price, availability, and prior experience (Zhu et al., 2019). Sabila et al. (2024) treat it as a deliberate process in which buyers weigh conditions, situations, and reasons before committing. Zhuang et al. (2021) add that intention is the immediate precondition of real buying, which is why it serves as the outcome variable in most online consumer studies.

This study measures purchase intention through five indicators proposed by Sabila et al. (2024): attention, interest, desire, action, and willingness to recommend. The sequence matters. It follows the consumer from first noticing the platform to being ready to vouch for it, so it captures intention as a progression rather than a single yes or no. The framework draws on the three-stage model of Zhu et al. (2019), developed for cross-border e-commerce. In that model, information cues about the product (description and awareness) and the consumer's involvement (enduring and situational) shape trust and, through it, the intention to buy. A marketplace is a useful test bed for this logic because buyers cannot touch the goods, cannot judge the seller face to face, and must form an intention almost entirely from what the screen shows them.

Product description

A product description is the seller's written account of an item's features, benefits, technical specifications, usage, and other relevant details (Immanuel & Peter, 2022). Wandani and Nasution (2025) stress completeness: a good description runs from product name and producer to composition and instructions for use. In online shopping

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the description replaces the physical inspection that would happen in a store. It sets the buyer's expectations, and the gap between those expectations and the delivered item decides whether the buyer feels misled (Zhan et al., 2021).

This study adopts the five indicators of Wandani and Nasution (2025): clarity of product information, detail of benefits, ease of understanding, organized structure, and appropriate language style. When a listing satisfies all five, the buyer spends less effort decoding it and carries less uncertainty into the decision. Martins et al. (2019), Zhu et al. (2019), Alalwan (2018), and Prentice et al. (2019) all report that stronger product descriptions raise purchase intention.

H1: Product description has a positive and significant effect on purchase intention on the Shopee marketplace in Lhokseumawe.

Product awareness

Product awareness is the degree to which consumers know that a product exists and understand its characteristics (Zhu et al., 2019). Tridiwianti and Harti (2021) describe it as the consumer's ability to recognize, know, remember, and understand a product when a specific need arises. Awareness is graded. Cosandier et al. (2018) note that it ranges from complete ignorance of a product to close familiarity with it, and Chandran et al. (2020) link it to knowledge of quality, usage, and product variety.

The indicators used here follow Tridiwianti and Harti (2021): awareness of product existence, awareness of product benefits, awareness of product features, product identification, and product packaging. The mechanism is simple but powerful. A product the consumer already knows enters the consideration set without any search cost, and a product that enters the consideration set first has the best chance of being bought. Zhu et al. (2019), Dabbous and Barakat (2020), Chetioui et al. (2019), and Farzin and Fattahi (2018) all confirm a positive effect of awareness on intention.

H2: Product awareness has a positive and significant effect on purchase intention on the Shopee marketplace in Lhokseumawe.

Enduring involvement

Enduring involvement is the stable, long-term importance a consumer attaches to a product, brand, or activity (Pratama & Halim, 2023). It differs from passing interest. Consumers high in enduring involvement pay closer attention to purchase information and process it more carefully (Nurhayati, 2020), because the object connects to their needs, values, and sense of identity (Yun et al., 2020; Zhu et al., 2019). Vazquez (2020) ties enduring involvement to continued intention and repeated use, including in online purchasing.

The five indicators come from Pratama and Halim (2023): important, interesting, relevant, exciting, and meaningful. A consumer who finds a shopping platform important and meaningful in daily life is more likely to return to it and to treat it as the natural place to buy. Zhu et al. (2019), Mou et al. (2019), Zinoubi and Toukabri (2019), and Ventre and Kolbe (2020) found that enduring involvement raises purchase intention.

H3: Enduring involvement has a positive and significant effect on purchase intention on the Shopee marketplace in Lhokseumawe.

Situational involvement

Situational involvement is temporary. It rises during a specific buying situation and fades when that situation passes (Sharma et al., 2020). Hsia et al. (2020) locate it in the preparation and purchase stages, where it shapes the decision directly. Purchases that carry higher economic, time, or social risk generate stronger situational involvement (Sharma et al., 2020). Flaherty et al. (2021) draw the contrast explicitly: enduring involvement is a lasting bond, while situational involvement is a spike of interest tied to context.

This study measures situational involvement with the four indicators of Immanuel and Peter (2022): draws attention, enjoying the process, correct or appropriate activity, and activity consistent with self-type. On a marketplace, situational triggers are everywhere: flash sales, free shipping, vouchers, and urgent need. Each can push a browsing

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consumer into a buying frame of mind. Zhu et al. (2019), Peng et al. (2020), Wang et al. (2019), and Chakraborty (2019) support a positive effect on intention.

H4: Situational involvement has a positive and significant effect on purchase intention on the Shopee marketplace in Lhokseumawe.

Perceived trust

Perceived trust determines how far consumers are willing to depend on a provider's information and conduct; by lowering perceived risk, it makes them more willing to transact (Zhu et al., 2019). Singh and Sinha (2020) describe trust as an emotional state that inclines one party to rely on another, and Bitkina et al. (2020) define it as confidence that a product will serve the user's goals. Abdullatif (2024) frames it as the belief that a provider will deliver quality, security, and honesty consistently.

Indicators are taken from Abdullatif (2024): content is trustworthy, provides reliable information, meets expectations, secure, and no privacy risk. Trust carries special weight in marketplace shopping because payment usually precedes delivery and the buyer never meets the seller. Zhu et al. (2019), Watanabe et al. (2020), Curvelo et al. (2019), and McClure and Seock (2020) report that higher trust raises purchase intention.

H5: Perceived trust has a positive and significant effect on purchase intention on the Shopee marketplace in Lhokseumawe.

Conceptual framework

Figure 1 summarizes the model. Product description (X1), product awareness (X2), enduring involvement (X3), situational involvement (X4), and perceived trust (X5) act as independent variables, each with a direct path to purchase intention (Y). Each path is tested individually with a t-test.

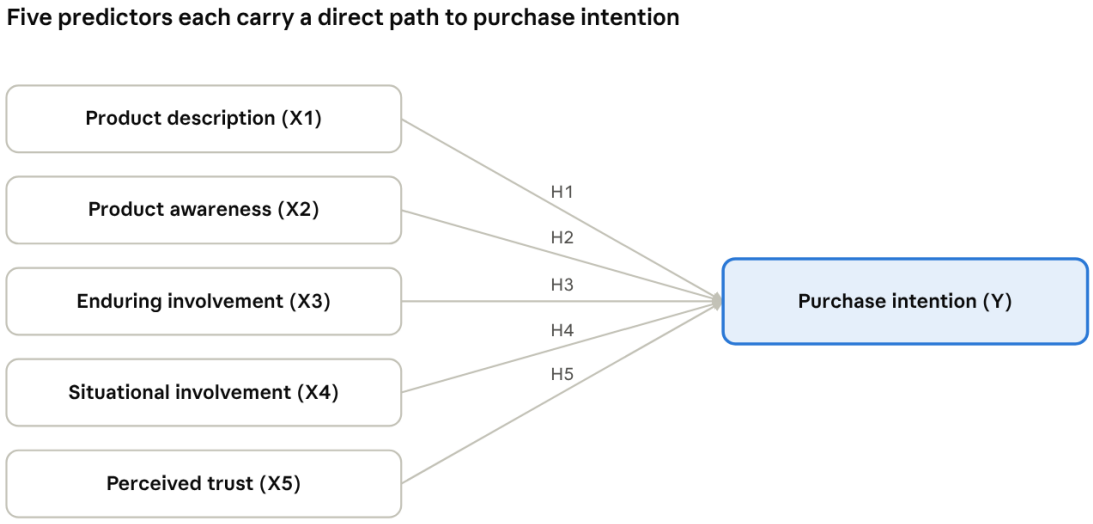


Figure 1. Conceptual framework

Each arrow corresponds to one hypothesis; the five predictors enter the regression together, so each effect is estimated while holding the other four constant.

METHOD

Research design and setting

This is a quantitative study with a descriptive approach, designed to test hypotheses through numerical data and statistical analysis (Hardani et al., 2020). The setting is Lhokseumawe City, Aceh Province, Indonesia. The unit of analysis is the individual resident who uses the Shopee app to shop online.

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Population and sample

The population consists of all Lhokseumawe residents as recorded by Statistics Indonesia (BPS) for 2025, a total of 200,876 people. The sample size was set with the Slovin formula (Machali, 2021) at a tolerated error of 7%:
$n = N / (1 + N e^2) = 200{,}876 / (1 + 200{,}876 \times 0.07^2) = 200{,}876 / 985.29 = 203.87 \approx 204$
where n is the sample size, N the population, and e the margin of error. Respondents were selected by purposive sampling (Sugiyono, 2021) using two criteria: the respondent lives in Lhokseumawe, and the respondent uses the Shopee app for online purchases. Prospective respondents were approached directly and screened against both criteria before receiving the questionnaire.

Data and instrument

Primary data were gathered with a structured questionnaire scored on a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). Secondary data from journal articles, books, and official statistics supported the theoretical framework and the description of the research context. Table 1 lists the indicators used for each construct.

Table 1. Operational definition of variables

Variable	Indicators	Items	Source
Purchase intention (Y)	Attention; interest; desire; action; willingness to recommend	5	Sabila et al. (2024)
Product description (X1)	Clarity of product information; detail of benefits; ease of understanding; organized structure; appropriate language style	5	Wandani & Nasution (2025)
Product awareness (X2)	Awareness of existence; awareness of benefits; awareness of features; product identification; packaging	5	Tridiwianti & Harti (2021)
Enduring involvement (X3)	Important; interesting; relevant; exciting; meaningful	5	Pratama & Halim (2023)
Situational involvement (X4)	Draws attention; enjoying the process; correct or appropriate activity; activity consistent with self-type	4	Immanuel & Peter (2022)
Perceived trust (X5)	Trustworthy content; reliable information; meets expectations; secure; no privacy risk	5	Abdullatif (2024)

Data analysis

The analysis followed three stages, all run in IBM SPSS 26 and assessed against the decision rules in Ghozali (2021). First, instrument quality was checked. An item was considered valid when its r-count exceeded the r-table value (0.1374 for n = 204) at $p < 0.05$, and a construct was considered reliable when Cronbach's alpha exceeded 0.60. Second, the classical assumptions of regression were tested: normality through the one-sample Kolmogorov-Smirnov test and the normal probability plot, multicollinearity through tolerance (> 0.10) and VIF (< 10), and heteroskedasticity through the scatterplot and the Park test ($p > 0.05$). Third, the hypotheses were tested with multiple linear regression:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

where Y is purchase intention, α the constant, β1 to β5 the regression coefficients, X1 to X5 the five predictors, and ε the error term. A hypothesis was accepted when the coefficient was positive, the t-count exceeded the t-table value

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of 1.972, and $p < 0.05$. The adjusted coefficient of determination (adjusted R^2) indicated how much variation in purchase intention the model explains.

RESULTS AND DISCUSSION

Respondent profile

The 204 respondents are mostly young, educated, and frequent buyers (Table 2). Women make up 57.4% of the sample, 59.3% are under 30, and more than half hold a bachelor's degree. Students form the largest occupational group at 52.5%. Almost two thirds of respondents shop on Shopee five or more times a month, which means the findings describe active users rather than occasional ones.

Table Respondent characteristics (n = 204)

Characteristic	Category	Frequency	Percentage
Gender	Female	117	57.4%
	Male	87	42.6%
Age	Under 30 years	121	59.3%
	30 to 45 years	67	32.8%
	Over 45 years	16	7.8%
Education	Senior high school	65	31.9%
	Diploma (D3)	21	10.3%
	Bachelor's degree	111	54.4%
	Master's degree	5	2.5%
	Other	2	0.9%
Occupation	Student	107	52.5%
	Civil servant	37	18.1%
	Private employee	15	7.4%
	Trader	17	8.3%
	Other	28	13.7%
Shopee purchases per month	Fewer than 5	72	35.3%
	5 to 10	94	46.1%
	More than 10	38	18.6%

Descriptive results

Respondents rated every construct close to 4 on the five-point scale, which places the average answer at "agree" (Table 3). Two details deserve attention. Enduring involvement produced the single highest item score, 4.11 for "Shopee is very important to me," and no respondent chose "strongly disagree" on any of its five items. Purchase intention, by contrast, had the lowest mean, pulled down by the two items about exclusivity: "I am only interested in buying on Shopee" and "I always shop on Shopee" both scored 3.81. Respondents value Shopee highly, yet they stop short of committing to it alone.

Table Mean scores by variable

Variable	Lowest item mean	Highest item mean	Variable mean
Product description	3.94	4.06	3.99
Product awareness	3.90	4.03	3.97
Enduring involvement	3.93	4.11	4.00
Situational involvement	3.89	4.02	3.98

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Variable	Lowest item mean	Highest item mean	Variable mean
Perceived trust	3.85	4.01	3.95
Purchase intention	3.81	4.01	3.90

Instrument validity and reliability

All 29 items passed the validity test. Every r-count exceeded the r-table value of 0.1374 at $p < 0.001$, with values ranging from 0.571 to 0.911. All six constructs exceeded the 0.60 reliability threshold (Table 4). Enduring involvement is the weakest of the six, with item loadings between 0.571 and 0.704 and an alpha of 0.661. It passes, but it is the construct measured with the most noise, a point that matters when its coefficient is interpreted below.

Table Validity and reliability results

Variable	Item r-count range	Cronbach's alpha	Result
Product description	0.746 to 0.854	0.878	Valid, reliable
Product awareness	0.824 to 0.886	0.905	Valid, reliable
Enduring involvement	0.571 to 0.704	0.661	Valid, reliable
Situational involvement	0.833 to 0.884	0.885	Valid, reliable
Perceived trust	0.834 to 0.911	0.927	Valid, reliable
Purchase intention	0.848 to 0.902	0.921	Valid, reliable

Classical assumption tests

The regression residuals are normally distributed. The Kolmogorov-Smirnov statistic was 0.070 with an asymptotic significance of 0.176, above 0.05, and the points on the normal probability plot followed the diagonal line. No multicollinearity was found: tolerance values ranged from 0.229 to 0.983 and VIF values from 1.017 to 4.359. The scatterplot showed no clear pattern, and the Park test returned significance values between 0.343 and 0.986, all above 0.05, so the model is free of heteroskedasticity (Table 5).

Table Multicollinearity and heteroskedasticity tests

Variable	Tolerance	VIF	Park test sig.
Product description	0.280	3.575	0.343
Product awareness	0.234	4.274	0.986
Enduring involvement	0.983	1.017	0.565
Situational involvement	0.237	4.214	0.671
Perceived trust	0.229	4.359	0.558

The VIF of enduring involvement is worth a second look. At 1.017 it is almost perfectly independent of the other four predictors, which all sit between 3.5 and 4.4. Long-term attachment to the platform appears to be a separate psychological dimension from the cluster of listing quality, awareness, situational appeal, and trust, which move together.

Hypothesis testing

Table 6 reports the regression results. The estimated equation is:

$$Y = 0.714 + 0.259X_1 + 0.204X_2 + 0.200X_3 + 0.435X_4 + 0.234X_5$$

Table 6. Multiple linear regression and hypothesis decisions

Path	B	t-count	Sig.	Decision
Constant	0.714	5.536	0.000	

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Path	B	t-count	Sig.	Decision
H1: Product description → Purchase intention	0.259	4.149	0.000	Supported
H2: Product awareness → Purchase intention	0.204	3.191	0.002	Supported
H3: Enduring involvement → Purchase intention	0.200	2.800	0.007	Supported
H4: Situational involvement → Purchase intention	0.435	5.618	0.000	Supported
H5: Perceived trust → Purchase intention	0.234	3.579	0.000	Supported

Note: t-table = 1.972 (α = 0.05, df = 198).

All five coefficients are positive, every t-count exceeds 1.972, and every significance value is below 0.05, so H1 to H5 are all supported. Situational involvement has both the largest coefficient and the highest t-value. Enduring involvement has the smallest on both counts, though it still clears the threshold comfortably.

The model fits the data well. R is 0.909, R^2 is 0.826, and adjusted R^2 is 0.822, with a standard error of estimate of 1.639. The five predictors therefore explain 82.2% of the variance in purchase intention among Shopee users in Lhokseumawe, leaving 17.8% to factors outside the model. Following Ghozali (2021), a value between 0.51 and 0.99 indicates a strong relationship.

DISCUSSION

Product description and purchase intention. The supported H1 confirms that clear, complete, and well-organized listings raise the intention to buy on Shopee. The logic is straightforward once the constraints of online buying are taken seriously. A Shopee buyer cannot hold the item, so the description becomes the product as far as the decision is concerned. Wandani and Nasution (2025) argue that a well-presented description also signals the seller's professionalism, which explains why respondents in the preliminary interviews linked good descriptions with items that "matched what arrived." The finding agrees with Immanuel and Peter (2022), Sudaryanto et al. (2021), McClure and Seock (2020), and Mou et al. (2019). It departs from Fan et al. (2024) and Yang et al. (2019). One plausible reason is that those studies examined presentation format and review balance rather than the clarity of the description itself, while this study measured clarity directly.

Product awareness and purchase intention. H2 is supported. Consumers who recognize the products on Shopee, know their benefits and features, and can identify them by name or packaging are more inclined to buy. Chandran et al. (2020) explain that awareness lets a product surface in memory at the moment of need. On a platform carrying millions of listings, this shortcut is valuable: the product the consumer already knows wins the search before the search begins. The result is consistent with Sudaryanto et al. (2021), McClure and Seock (2020), Zhu et al. (2019), and Mou et al. (2019), and it contrasts with Maharani and Ali (2019) and Jamali and Khan (2018), both of which studied single brands rather than a multi-seller marketplace. Enduring involvement and purchase intention. H3 is supported, but this is the most interesting result in the model because of the gap between how respondents rated enduring involvement and how much it predicted. It had the highest mean of all six constructs, yet the smallest coefficient. The likely explanation is saturation. When nearly everyone already regards Shopee as important and meaningful, as the absence of "strongly disagree" responses shows, the variable has little room to separate high-intention consumers from low-intention ones. Its lower reliability (α = 0.661) may also dampen the estimate. Mahgaraini and Irmawati (2026) describe enduring involvement as a stable personal relevance that keeps consumers alert to offers. In Lhokseumawe that relevance appears to be a shared baseline rather than a point of difference. The finding supports Zhu et al. (2019), Mou et al. (2019), Zinoubi and Toukabri (2019), and Ventre and Kolbe (2020). It runs against Zheng (2022) and Dabbous and Barakat (2020), who found no significant effect, possibly because their settings, NFT purchases and social network brand content, involve far less habitual use than an everyday marketplace.

Situational involvement and purchase intention. H4 is supported, and situational involvement is the strongest driver in the model. This is the central finding. Purchase intention on Shopee responds most to what happens in the shopping moment: an urgent need, a flash sale, a free-shipping offer, or the simple pleasure of browsing. Flaherty et

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al. (2021) identify such situational conditions as decisive for engagement, and Sudaryanto et al. (2021) note that consumers in a heightened situation compare prices, read reviews, and weigh offers more actively. The preliminary interviews point the same way: respondents said they turn to Shopee especially when a product is unavailable offline. The result agrees with Immanuel and Peter (2022), Sudaryanto et al. (2021), McClure and Seock (2020), and Zhu et al. (2019). Read alongside the weaker effect of enduring involvement, it suggests that Shopee wins in Lhokseumawe by staging persuasive moments rather than by relying on loyalty alone. Perceived trust and purchase intention. H5 is supported. Consumers who see Shopee as honest, reliable, secure, and safe for their personal data are more willing to buy. Abdullatif (2024) explains that trust becomes decisive whenever buyer and seller never meet, because the consumer has to judge security, honesty, and service quality from a distance. Within the trust construct, the general item "Shopee is a trustworthy marketplace" scored lowest (3.85), while "no privacy risk" scored highest (4.01). Respondents feel safe with their data but are less certain about the platform's overall integrity, which leaves room for Shopee to build trust through seller verification and transparent dispute handling. The finding agrees with Jufrizen et al. (2020), Zhu et al. (2019), Watanabe et al. (2020), and Curvelo et al. (2019), and differs from Chetioui et al. (2019) and Ventre and Kolbe (2020).

Taken together, the results sort the five drivers into two groups. Situational involvement, product description, and perceived trust are moment-level levers that sellers and the platform can adjust from one campaign to the next. Awareness and enduring involvement are slower assets that build up over time. In a market where Shopee already holds a large share, the short-term levers carry more weight, which is good news for sellers because those are the levers they control.

CONCLUSION

Product description, product awareness, enduring involvement, situational involvement, and perceived trust each have a positive and significant effect on purchase intention among Shopee users in Lhokseumawe. Together they explain 82.2% of its variance. Situational involvement is the strongest driver, and enduring involvement the weakest, even though respondents rated their long-term attachment to Shopee higher than anything else. The contrast is the study's main lesson: when a platform is already the default choice, intention depends more on what happens during each shopping session than on a loyalty consumers already share. The findings carry three implications for practice. For Shopee, situational triggers such as flash sales, free shipping, and vouchers are the most effective lever and deserve continued investment, alongside visible improvements in transaction security, transparent store ratings, and responsive customer service to raise overall trust. For sellers, a complete and well-organized description is a low-cost way to lift intention, and consistent product identity through names, visuals, and packaging helps their listings surface first in a crowded catalogue. For consumers, the strong pull of situational offers is a reason to read descriptions and reviews carefully and to buy on need rather than on the pressure of a passing promotion.

Several limitations frame these conclusions. The sample comes from a single city and skews toward young, educated, and frequent users, so the results may not hold for older or less active shoppers. Purposive sampling limits statistical generalization. The cross-sectional design captures intention, not actual purchasing. The enduring involvement scale showed the lowest reliability, which may understate its true effect. Future research could add variables such as electronic word of mouth, service quality, price, brand image, customer experience, and lifestyle, compare several marketplaces or regions, and test whether perceived trust mediates the effect of the informational and involvement variables, as the three-stage model of Zhu et al. (2019) proposes. Larger samples and mixed-method designs would also help explain why involvement that runs deep still predicts intention only modestly.

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