

# **Factors Influencing Fresh Food Purchase Intention at Online Store on E-marketplace – A Mediation Effect of Online Trust in Store**

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## **Abstract**

E-marketplaces are tangible manifestations of the development of technology and communication. Unlike in the past when people tended to be skeptical of buying products online, nowadays some e-marketplace sites have recorded dramatic numbers of visitors. The COVID-19 pandemic also encourages an increase in online purchase activities. Today's online sellers also sell fresh food products such as fruit and vegetables in their online store on the e-marketplace. This becomes interesting to study considering the commonly believed risk of getting not-so-fresh products with the fact that fresh food's quality might deteriorate while in transit. Based on the Theory of Planned Behavior (TPB), this quantitative study with convenience sampling is to determine the impact of three major predictors of the theory on the intention to purchase fresh food products at online stores on e-marketplaces. Besides, online trust in store (OTIS) is used to mediate the two constructs of subjective norm (online review and peer communication) on purchase intention. Through responses from 228 respondents from Indonesia, analyzed using PLS-SEM, findings indicate that subjective norms and perceived behavioral control have no significant influence on purchase intentions. It was also found that OTIS was successful in mediating the two constructs of subjective norm on purchase intention.

## **Keywords:**

TPB, Purchase Intention, Fresh Food, Subjective Norm, E-marketplace

## **1. Introduction**

Contemporary globalization, according to Steger and James (2019) is an unprecedented period of interconnectivity. In recent years, the internet has emerged as a critical tool for activity mobilization and cross-border information transmission, and information and communication technology (ICT) has become a crucial tool for pushing globalization. Several researchers have emphasized the benefits of ICT and social media for cross-network synergy, including Moghadam (2020). In their study, Jehangir et al. (2011) discovered that ICT has a great impact on society, organizations, businesses, and buyers. Technology, particularly the internet, has revolutionized

consumer and corporate behavior, according to Rybaczewska and Sparks (2021). According to Lumpkin and Dess (2004), new opportunities have been created by the Internet and digital technologies for businesses to create more value. Globalization, according to Dey and Francis (2021), permits corporations to develop alternative ways to produce their products at very low costs. Many of these technologies, according to Varadarajan et al. (2010), are substantially altering the retail landscape. Interestingly, some of these viewpoints appear to illustrate how technology has revolutionized firms or enterprises, including retail, in addition to increasing communication. Technology, according to Shankar et al. (2021), is not only changing retailing but also allowing it to rotate in the face of new and unforeseen circumstances. E-commerce has altered the pattern of transactions between sellers and buyers, resulting in a variety of new experiences for both sides (Gregory et al. 2017).

Many millennials now shop on the internet, which is enabled by the range of e-commerce sites available. Millennials can also be described as the generation that pioneered and drove online shopping. Millennials, often known as Generation Y, are people who were born between 1980 and 2000 and grew up in a digital environment (Tilford, 2018). A smartphone is their preferred technology, which is often thought of as a digital expression of their uniqueness. With their technological knowledge and proficiency, millennials have constant access to digital media and can easily purchase items and services from both local and global vendors. Millennials control the online community, express themselves through social media, and have the power to influence producers and consumers in every sector of the online market (Bilgihan 2016). As a result, it is critical for marketers to improve their grasp of millennial consumer behavior in today's world (Nyehim et al. 2015). Who would have guessed that, with the growing popularity of online shopping, generations other than millennials, such as Generation X, would be skilled at using technology to purchase online? The rise of the COVID-19 pandemic, which mandates all individuals to stay at home and prevents shopping activities in stores, has also supported this new habit.

Initially, online shopping activities were generally related to buying products or finished products such as groceries, accessories, clothing, and household appliances. However, over time, not only these products, but interestingly fresh agricultural products are now circulating online in e-marketplaces such as Shopee, Bilibli, Tokopedia, and others. Agricultural product manufacturers may contact customers effectively, quickly, and efficiently using online platforms, minimizing transaction costs, and reducing challenges such as information asymmetry in agricultural product circulation (Mueller 2001 and Wheatley et al. 2001, as cited by Zhao et al. 2021). Some of the agricultural products found being sold on e-marketplaces nowadays are vegetables and fruits, both of which may also be categorized as fresh produce. Li (2016) refers to fresh produce as a fundamental agricultural product that is free from artificial treatment and cannot be kept below room temperature. Nowadays, it is normal practice to buy fresh produce (fresh food) online, either through e-marketplaces or applications. This has also been influenced by the COVID-19 pandemic, which drastically altered people's lifestyles in 2020. People are increasingly choosing healthier foods because poor eating habits can increase vulnerability to the virus (Bracale and Vaccaro 2020). Whole grain, fresh fruit and vegetables, and frozen foods were the most popular, benefiting small farmers more than large farms. Throughout the pandemic, various items sold on e-commerce platforms have expanded, meaning that more customers are migrating to online platforms, and increasing the concentration of sales on specialty products (Chang and Meyerhoefer 2020).

Online purchasing habits are unquestionably distinct from in-store transactions. Customers' inability to use their senses to touch, smell, or taste products when making online transactions creates an air of uncertainty (Koo 2016; Ullal et al. 2021; Tran 2020). As a result, internet reviews and peer dialogue can assist shoppers in weighing the pros and disadvantages of products prior to making a purchase. Online review is a type of interaction or sociability that occurs in the online or virtual sphere and has piqued the interest of numerous marketing academics (Trusov 2010). According to previous research, one type of user-generated content is internet reviews, it assists buyers in making purchasing decisions or selections (Cui et al. 2012; Tran 2020). A purchasing decision is possible because, as Racherla and Friske (2012) report, shoppers use online reviews to reduce ambiguity and improve trust. Thus, Tran (2020) assertion that firms that want to improve their marketing effectiveness must enhance online reviews is also valid, as customers frequently consult online reviews before making a purchase decision (Thomas et al. 2019). Peer communication, on the other hand, is critical. According to Koo (2015), the most powerful way to influence customer behavior is word of mouth. Ahuja and Galvin (2003) describe in their research how the presence of computer-mediated communication enables virtual communication, which consists of two processes: information seeking and providing. Customers communicate or seek peer views to gather knowledge on items prior to purchase, and communication about products and services occurs during this process (Hasan et al. 2018).

Apart from the two factors mentioned above, various additional elements can influence a customer's intention to make an online purchase. The Theory of Planned Behavior (TPB), for example, is an extension of the Theory of Reasoned Action (TRA) (Fishbein and Ajzen 1975). It assumes that people assess available information before they commit or make logical decisions to participate in certain behaviors. According to research Armitage and

Conner (2001), the strongest predictor of behavior is intention, accounting for 24% of behavioral variance (Sheppard et al. 1988; Winkelkemper 2014). Attitudes toward conduct, subjective norms, and perceived behavioral control all have an impact on intention (PBC). Zhao et al. (2021) assessed consumer attitudes and behavior regarding online purchases of fresh fruits in China and discovered that women tend to online shop more than men. Peer pressure, income, product quality, food labels, packaging, and payment security are factors that influence online shoppers' purchase intention.

Changes have happened in the purchase behavior of some people who formerly purchased in traditional/modern markets to online platforms, particularly e-commerce and e-marketplaces. However, some people, particularly in Indonesia, are hesitant to purchase fruit and vegetable products through e-commerce. Although developed in the 1980s, the Theory of Planned Behavior (TPB) continues to be used to describe and predict behavior in a range of disciplines. In the world of food marketing, it is well accepted that purchasing attitudes have a considerable impact on consumers' purchase intentions beyond subjective standards and PBC (Bashir et al. 2018; Jaafar et al. 2012; Singh & Verma 2017). Additionally, it was discovered that the customer purchase intention factor garnered the most attention in most studies, even though purchase intention was less likely to be associated with implementing an extended TPB (Maichum et al. 2016, Othman and Rahman 2014; Kim and Chung 2011). Numerous research studies have found a relationship between trust and purchase intentions, notably for online transactions (Kim and Benbasat 2003) or over the internet (Quelch and Klein 1996; Corbitt et al. 2003; Nosi et al. 2021). Kumar and Smith (2017) have demonstrated that attitudes regarding local food and subjective norms had a substantial influence on local food purchasing. Consistent with previous research, Lim and an (2020) suggest that their findings have supported the implementation of the TPB model, that is, all categories, including attitudes, subjective norms, and perceived behavioral control, strongly predicted intention to purchase Yak-sun food (wellbeing food) among Korean consumers. Meanwhile, Peña-García et al. (2020) discovered that subjective norms are insignificant toward online purchase intention in their cross-cultural study of e-commerce adoption, specifically online purchase intention and behavior.

TPB was formed in the 1980s, when internet use, including purchasing patterns, was still largely face-to-face and conventional. Therefore, the researchers regard subjective norms, referring to perceived social pressures to engage in behavior, as not being integrated with the TPB framework in terms of online components. These online components consist of two points of view, namely online discussions with colleagues / online reviews from colleagues. Furthermore, as attitudes, subjective norms, and PBC are important theoretical underpinnings of TPB, we attempted to investigate these factors further by introducing mediation in the form of online trust in the brand (store) on the intention to purchase fresh food products online, which are fruits and vegetables, to provide a holistic study based on TPB (Ajzen 1991).

Consumers believe that shopping for groceries online is more advantageous in terms of convenience, product selection, and pricing when compared to traditional shopping. On the other side, internet shopping may be less profitable in the long run due to the danger of receiving substandard groceries and missing out on leisure shopping opportunities (Ramus and Nielsen 2005). Pavlou and Fygenon (2006) note in their study that e-commerce adoption encompasses not just goods purchases online, but also information search activities. The existence of information seeking influences the purchase; on the other hand, the purchase intention influences the information seeking. Prior study has established that authoritative internet reviews can influence online purchasing intentions (Floh et al. 2013). Yagci and Das (2018) have demonstrated that internet reviews contain a wealth of experience-based information and common knowledge about products that customers can utilize to make purchasing decisions. With the increasing impact online interactions have on consumers through businesses, friends, and associates, prominent advantages are seen from using social media marketing platforms (e.g., Facebook) for marketing communications and assisting consumers in making purchasing decisions (Hamilton et al. 2016). Consumers receive genuine and high-quality information through online review content, which influences their online trust in a brand's products and services (Soyoung and Busser 2018). On the other hand, Bahraini people participate in e-commerce at a very low rate, owing mostly to a sense of unease regarding the amount of regulation over the internet and privacy concerns about the provision of personal information online (Henari and Mahboob 2008).

Several prior studies have also included "peer communication" as a variable. Kaushal (2020) examined if peer communication for consumption in social media, one of the variables in the framework, influences online purchase intentions. By using a random sampling technique and regression analysis, it was discovered that peer communication and purchase intention have a positive relationship. Other researchers, such as Pandey and Dash (2018), undertook a similar study to see if the three social media marketing components, i.e., electronic word of mouth, behavior toward social media advertising, and peer communication, had an influence on millennial customers' purchase intentions. As with Kaushal (2020), the results suggest that all three are substantially influential on purchase intention. However, not every researcher discovered similar findings. Interestingly, Hasan

et al (2018) examined the influence of five (five) components in social networks on purchase decisions, one of which was online peer communication, and discovered that the only element that had no substantial influence on purchase intentions was online peer communication.

Peer communication has been studied as both a dependent and independent variable. Ardiansyah et al. (2018) studied the interaction between consumer privacy, trust, and perceived benefits and peer communication via social advertising, and discovered that trust plays a critical role in understanding the relationship between privacy and peer communication via social advertising. Additionally, it was shown that, in terms of advantages, the social benefit category had the most influence. According to numerous of the studies described above, most of the research appears to be focused on the effects of peer communication directly on purchase intentions or choices, with little attention to the mediation effect of other variables. Additionally, researchers have previously concentrated on online review and peer communication research in isolation and have yet to provide an explanation on how the two have a simultaneous influence on purchase intention. There has been no additional research on the effects and implications, particularly for studies on fresh food products. Not only that, but the researchers also discovered gaps in the use of peer communication terminology when compared to the widely studied e-WOM terminology. As a result of this phenomenon, researchers are interested in performing additional research on online review and peer communication effects on purchase intention for fresh food products, with an emphasis on online trust in store as a mediator. Additionally, there are few studies that examine the intention to purchase fresh fruit and vegetables online, particularly in Indonesia.

### **1.1 Objectives**

Therefore, the main objective of this research is to see whether there is an influence of attitude towards behavior, subjective norm (online review & peer communication), and perceived behavioral control on the intention to purchase fresh food products in online stores on e-marketplaces, as well as the mediating effect of online trust in store between online review and peer communication on purchase intention.

## **2. Literature Review**

### **2.1 Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) (Ajzen 1991), which is a theory for predicting and explaining an individual's actions in a particular situation, is an extension model of Fishbein and Ajzen's 1975 Theory of Reasoned Action (TRA) (Ajzen 1991; Fishbein and Ajzen 2010). TPB has been a reference point for explaining individual behavior for nearly two decades (Miller 2017). In accordance with TRA, TPB is founded on the premise that persons will typically examine available implicit or explicit information prior to performing an action or action (Ajzen and Masteed 2005). Additionally, Ajzen (1991) suggests that cognitive self-regulation is a critical component of TPB. The most essential predictor of the commencement of an action in TPB is an individual's 'intention' to do or not do something (Ajzen and Masteed 2005) because an intention is essentially thought to encompass all motivational elements influencing an action (Ajzen 1991). Within the TPB framework, there are at least three factors or predictors of the genesis of an intention, including attitudes toward a behavior, subjective norms, and perceived behavioral control (Ajzen 1991; Ajzen and Masteed 2005). One of the hallmarks of TPB that distinguishes it from TRA is perceived behavioral control (Ajzen 1991). According to Ajzen (1991), if these three variables are highly accurate, an individual's intention to participate activities may be anticipated.

### **2.2 Attitude Towards Behavior (ATT)**

Ajzen (1991) defines attitude toward behavior as the extent to which an individual judges an ongoing activity favorably or unfavorably. In other words, an individual will weigh the advantages and disadvantages of the proposed conduct before committing to it (Ajzen and Masteed 2005). Throughout the evaluation process, the subject will base his or her assessment on specific beliefs. The type of belief in question is referred to as behavioral beliefs, which are described as beliefs about the outcomes and costs associated with an activity, or the consequences that would occur if the action is completed, for example: if an individual conducts action A, he/she will receive B. (Ajzen and Masteed 2005). As a result, one might argue that "attitude toward behavior is determined through the process of evaluating individuals' responses to the effects of an action" (Ajzen and Masteed 2005). Regarding online shopping, attitude relates to how much a customer trusts the store's qualities and is interested in the store's attributes or products (Lim and Dubinsky 2005).

### **2.3 Subjective Norm (SN)**

Subjective norm is a predictor of the development of intention, a social variable. Ajzen (1991) and Ajzen and Masteed (2005) define subjective norm as social pressure that can persuade an individual to perform or abstain from performing a behavior. Ajzen and Masteed (2005) further suggests that subjective norms are built on a sort

of belief known as "normative beliefs." Individuals' intentions will be influenced by their ideas about whether specific other individuals or organizations do or do not perform the same thing (Ajzen and Masteed 2005). According to Ajzen and Masteed (2005), if an individual is under social pressure from the environment not to act, the individual will refrain from acting, and vice versa. In this situation, the groups or references include parents, spouses, close friends, and coworkers, among others, depending on the sort of behavior to be performed (Ajzen and Masteed 2005). Interestingly, several researchers have attempted to subdivide the concept of subjective norms into several specific dimensions throughout time, most notably in the context of online shopping. Ruangkanjanases et al. (2020) have demonstrated in their research that electronic word of mouth (e-WOM), a social pressure form that incorporates discussion and consensus on the internet, can be classified as a subjective norm. To this end, Pavlou and Chai (2002) has attempted to separate subjective norms into two key categories in his journal, namely societal norms and social influence. The term "social norm" refers to the beliefs shared by a greater circle of social influence, whereas "social influence" is the thoughts of the closest individuals in one's life, such as family, friends, and coworkers (smaller social circle). Lim and Dubinsky (2005) further suggest that subjective norms extend beyond the internet domain to discussion groups, colleagues, and family. In the meantime, Cheng and Huang (2013) propose that subjective standards include remarks made by members of particular reference groups. According to this idea, the researchers classify the online review and peer communication variables in this study as dimensions or components of subjective norms. Lim and Dubinsky (2005) suggest that the influence of subjective norms in online purchasing may be seen in how buyers refer to the opinions of those around them regarding the purchase, resulting in motivation to buy.

#### **2.4 Online Review (OR)**

According to studies, the primary reason for shopping online is the convenience of searching (Punj and Moore 2009). Today, internet reviews enable businesses and consumers to exchange content and information about consumption-related things and activities (Zhang et al. 2017). In the age of social media, consumers rely on others' opinions on products and services (Garay 2019). Online customer reviews are a new form of electronic word of mouth (e-WOM). They are described as peer-generated product or service assessments that are then published on corporate or third-party websites (Mudambi and Schuff 2010). Customer reviews on the internet garner particular attention due to their influence on consumer purchase decisions (Baek et al. 2014). In a study on online reviews, Tran (2020) concluded that they are composed of three dimensions: textual comments, contextual imagery, and numerical ratings, which were determined by an analysis of the primary conceptual literature on the subject.

Online review systems enable online merchants to gather, share, and solicit feedback and comments on their historical behavior (Resnick et al. 2000). The primary goal of online review systems is to assist potential customers in making more informed purchasing decisions. Online review systems have taken a variety of forms. Online evaluation is a type of client feedback that enables firms to enhance their offerings (Lacey, 2012; Yacouel and Fleischer 2012). Bowman and Willis (2003) discovered that people share their thoughts online for a variety of reasons, including self-expression and self-actualization. Additionally, Cantallops and Salvi (2014) argue that individuals contribute to online evaluations out of self-interest, a desire to assist other consumers, for social advantages and consumer empowerment, and to help businesses. Brand trust is a necessary condition for establishing credibility in the online world and on social media (Bowen and Bowen 2015).

#### **2.5 Peer Communication (PC)**

The exposure and context of peer communication were extensively written about by researchers using Moschis and Churchill's 1978 theory of consumer socialization as a guide. Lueg and Finney (2007) argue that this theory is ideal for describing peer communication because, unlike family, peers are a form of socialization agent capable of influencing others, dubbed 'learners' in this theory. Additionally, both believe that peer communication occurs verbally and that the consequences of this communication appear to assist the development of a particular intention or behavior (Lueg and Finney 2007), where the intention studied relates to the purchase intention. Purchase intentions are formed because of peer communication because, as Muratore (2008) points out, the peer is a dependable source of information. Armagan and Cetin (2013) also suggest that peer intervention is a factor that influences customers' decision to purchase a specific product.

As a result, peer communication is characterized as a process of learning that entails interactions with consumption factors such as goods and services, as well as brand preferences and purchase intentions (Wang et al. 2012). Yang (2021) argues that the existence of a shared language between peers when sharing experiences and recommendations about a product can result in purchasing decisions, as these inputs and recommendations can assist customers in evaluating products and services more quickly and making purchasing decisions can be accomplished quickly as well (Taylor & Lewin 2011; quoted by Kaushal 2020). This is consistent with Hasan et al. (2018) explanation for customers' proclivity for seeking information from peers prior to making purchasing

decisions. When its contemporary significance and the perspective of consumer socialization are considered, peer communication is now occurring in social media (Kaushal 2020; Pandey et al. 2018). According to Kaushal (2020), there are three types of conditions that can affect peer communication in social media, namely through social networking websites, messages, chat, mails, blogs, and others, and virtual groups, and in the study, it is also explained how social media can provide product and service information that can encourage purchase intentions.

## **2.6 Perceived Behavioral Control (PBC)**

According to Ajzen (1991), perceived behavioral control is how an individual perceives certain actions or behaviors to be simple or difficult to perform. Ajzen further stated that perceived behavioral control is related to self-efficacy, or an individual's capacity to complete a task (Ajzen and Masteed 2005). Perceived behavioral control is a distinguishing element between TRA and TPB. Interestingly, Ajzen and Masteed (2005) asserts that persons who lack the resources or chances to engage in a behavior would lack the intention to engage in it, even if they exhibit favorable responses to the conduct and social incentives to do so. PBC, like the other two factors, is influenced by control beliefs. Control beliefs are inextricably linked to the availability or absence of elements (resources and opportunities) that enable individuals to act, with resources, abilities, and opportunities increasing an individual's PBC and intentions (Ajzen and Masteed 2005; Pavlou and Chai 2002). According to Lim and Dubinsky (2005), PBC manifests itself in the context of online purchasing through an individual's assessment of their abilities, resources, and chances to make online purchases. Both think that while self-efficacy and confidence are considered internal elements, money, time, and technology are considered external factors in PBC (Lim and Dubinsky 2005).

## **2.7 Online Trust in Brand (in Store) (OTIS)**

Trust is a critical component in deciding how brands and customers interact in the online marketplace since it helps lower customer perceived risk (Han et al. 2015). When customers choose a product, they also assess their general trust in the company to alleviate uncertainty and worry (Fang et al. 2014). Consumers incur increased risk in the online environment due to the lack of personal interaction between sellers and consumers (Pavlou et al. 2007; O'Cass and Carlson 2012), resulting in lower levels of perceived trust.

Trust is inextricably linked to the committed relationship, and increasing trust strengthens the commitment relationship (Mukherjee and Nath 2003). According to Alam and Yasin (2010), understanding customer views of online brand trust is a difficult endeavor that has always been a challenge for many online retailers. Online merchants must build efficient plans and strategies that take a variety of elements into account. Online merchants must have a firm grasp on the elements affecting consumer perceptions of online brand trust. According to Khan et al. (2020), brand engagement and experience directly influence brand trust and commitment and indirectly impact brand commitment (through brand trust) and service brand loyalty (through brand commitment). Nosi et al. (2021) demonstrate that trust in all examined touchpoints significantly affects online brand trust. Brand trust, both offline and online, beneficially impacts purchase intention. Additionally, the presence of trust transfer affects diverse online information sources and outlet retailers. Apart from personal characteristics and habits, brand trust is the consequence of interactions between consumers and many touchpoints across the customer's journey (Barwitz and Maas 2018).

## **2.8 Purchase Intention (PI)**

Fishbein and Ajzen (2010) describe behavioral intention in terms of preparedness to engage in actual action or activity. Miller (2017) adds that behavioral intention refers to an individual's intent on doing something, which is typically assessed in terms of whether the individual will really conduct the desired behavior in the future. Shirin and Kambiz (2011) argue that purchasing intention is a significant factor influencing the purchase decision. According to Kotler and Keller (2012), from the five steps in consumer decision-making process, there are at least three processes that precede a purchase decision, including knowledge of the existence of a problem (problem recognition), the search for information (information search), and the evaluation of alternatives. Interestingly, Lakhani et al. (2021) note that the purchase phase includes purchasing intention. Purchase intention is critical for product marketers because it serves as the foundation for analyzing and forecasting consumer behavior (Raza et al. 2014).

Purchase intention is described as a customer's preference for or desire to make a purchase following product evaluation (Raza et al. 2014; Younus et al. 2015; Athapathuthu and Kulatunga 2018). According to Raza et al. (2014), the interplay between a product's demand, behavior, and perception and its manufacturer is what drives the event of a purchase, as prospective buyers evaluate their information about a product, examine alternatives, and ask questions in their environment to get information and then make a purchase after conducting an examination of available alternatives. Several factors influence purchase intention, ranging from internal elements

such as customer knowledge and perception, product packaging or design, and celebrity endorsements to external factors such as demographics and geography (Younus et al. 2015; Athapaththu and Kulatunga 2018). Due to the proliferation of online platforms, researchers are now defining purchase intention as a desire to purchase products or services online, such as through online stores or websites (Pavlou and Fygenon 2006; Athapaththu and Kulatunga 2018).

## **2.9 Attitude & Purchase Intention**

According to the theory of planned behavior (TPB), attitude toward behavior is one of three drivers of developing intention, together with subjective norms and perceived behavioral control (Ajzen 1991). Tornikoski and Maalaoui (2019) demonstrated in their publication on critical reflection from TPB that attitudes have a causal effect on intentions and, via intentions, on behavior. Additionally, Ajzen (1991) proposes that a more favorable or positive attitude results in a greater individual's intention to act. This is backed by Tornikoski and Maalaoui (2019)'s proposition that if someone has a positive attitude, they will also have positive intentions. According to the context of this study, previous research has also examined product purchase intentions using TPB. Yadav and Pathak (2017) discovered that in several studies on purchasing eco-friendly products, all three parts of TPB, including attitude, have a substantial effect on customer purchase intentions. Additionally, in their second study on purchasing green items, they discovered that all variables in TPB influence purchase intentions (Yadav and Pathak 2017).

Hypothesis 1: Attitude towards behavior positively influences purchase intention of the fresh food product in online stores at e-marketplace

## **2.10 Online Review & Online Trust in Brand (in Store)**

Individuals generate opinions on information based on the source's credibility, which is determined by trust and the reviewers' competency (Chaiken 1980). Consumer-generated content is more credible and trustworthy than content from recognized sources. Moriuchi (2016) and Alam and Yasin (2010) state that security/privacy, WOM, online experience, quality information, and brand reputation all appear to be a substantial and positive influence on online brand trust. According to Shih et al. (2013), consumer trust and willingness to purchase are influenced by having more online reviews. Customers will repurchase items and services based on previous online customer feedback, which includes trust, perceived ease of use, perceived usefulness, and satisfaction (Chiu et al. 2009). Considering the explanation above, the researchers developed the second hypothesis: online reviews positively affect online trust in brands.

Hypothesis 2: Online review positively influences online trust in store (in brand)

## **2.11 Online Review & Purchase Intention**

Tran (2020) found that online reviews had a positive effect on purchase intention via the perceived usefulness of social media platforms. Consumers who believe online reviews are valuable are more likely to agree that these reviews are critical for their purchasing decisions (Klaus and Changchit 2017). Consumers favor sellers with a high number of mixed ratings since the quantity of online reviews has been demonstrated to have a positive correlation with seller trust (Duan et al. 2008). Only when the price is high does the number of reviews influence customer purchasing decisions. When the price level is high, openness greatly predicts purchase decisions, and when the price level is low, neuroticism significantly predicts purchase decisions (Shih et al. 2013). Based on the, the researcher developed the third hypothesis: internet reviews have a positive effect on purchase intention.

Hypothesis 3: Online review positively influences purchase intention of the fresh food product in online store at e-marketplace

## **2.12 Peer Communication & Online Trust in Brand (in Store)**

Hajli (2015)'s research on the effect of social commerce constructs, specifically forums, communities, reviews, referrals, and recommendations on trust and purchase intention, demonstrates that customers use social networking sites to share knowledge, information, and experiences about products and services with peers or peers, where interactions are facilitated by existing social constructs. As a result, all these structures have been demonstrated to boost both purchase intention and trust. Another study by Hajli (2014) showed that consumers use social media to exchange knowledge and experiences with colleagues in a group or community about products or services, which results in the formation of social support, which improves loyalty and trust in the business. Furthermore, Lu et al. (2010) discovered that the existence of a learning process in which experienced virtual community members share their expertise and experiences with inexperienced members regarding product information enables the creation of trust in vendors and websites. As stated above, the researchers developed the

fourth hypothesis: peer communication (communication between individuals/colleagues) has a positive effect on online trust in stores.

Hypothesis 4: Peer communication positively influences online trust in store (in brand)

### 2.13 Peer Communication & Purchase Intention

Pandey et al. (2018) demonstrated that peer communication had a significant effect on millennials' purchase intentions. Ly et al. (2017) also discovered that information sharing by colleagues or friends, in the form of sharing information about items, quality, and recommendations on social networking sites, had a significant effect on purchase intention. Lu et al. (2010) similarly found that communication between members of a virtual community about product information enabled people to make purchasing decisions since individuals prefer to trust the virtual community more. Parvin et al. (2021) further suggest that users had an intention to purchase cigarettes online based on online interactions with information and cigarette advertisements on social media. Considering the above discussion, the researchers developed the fifth hypothesis, namely that peer communication (conversation between individuals/colleagues) has a positive effect on purchase intention.

Hypothesis 5: Peer communication positively influences purchase intention of the fresh food product in online stores at the e-marketplace

### 2.14 Perceived Behavioral Control & Purchase Intention

Maichum et al. (2016) feel that developing perceived behavioral control (PBC) prior to the establishment of intention is crucial. Ajzen (1991) revealed that increased perceived behavioral control (PBC) leads to the development of a strong purpose. Tornikoski and Maalaoui (2019) contend that PBC moderates the influence of attitude and subjective norms on intention. Notably, Maichum et al. (2016) claims that PBC has frequently related to the purchase of green items, including organic foods. In terms of purchasing intention, Ruangkanjanases et al. (2020) discovered that a client who obtains additional knowledge about green products will have a high PBC and subsequently a high level of intention to acquire the green product. Wong et al. (2018) demonstrate in their literature that a shift in PBC toward food purchases results in an increase in purchase intention. As a result, their research demonstrates a considerable effect on purchase intention when an individual perceives ease of purchase (PBC).

Hypothesis 6: Perceived behavioral control positively influences purchase intention of the fresh food product in online store at e-marketplace

### 2.15 Online Trust in Store & Purchase Intention

The primary factor of purchase intent is trust (Hsu et al. 2013; Ashraf et al. 2014). Trust is a critical aspect in determining online purchase behavior (Kim and Benbasat 2003). Brand trust is critical in boosting online sales (Quelch and Klein 1996; Corbitt et al. 2003). Nosi et al. (2021) discovered that trust across all non-brand touchpoints significantly affects online brand trust. Brand trust, both offline and online, has a positive effect on purchase intention. Between diverse online information sources and offline outlets, there is a trust transfer effect. Thus, the researchers developed the seventh hypothesis: online trust in a brand has a positive effect on purchase intention.

Hypothesis 7: Online trust in stores positively influences purchase intention of the fresh food product in online stores at e-marketplace.

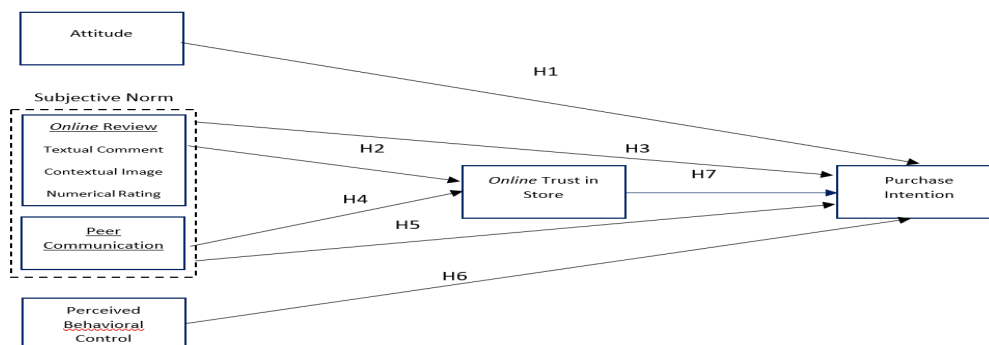


Figure 1. Theoretical Framework



### **3. Methods**

#### **3.1 Research Design**

This quantitative study employed a survey approach, specifically the distribution of questionnaires. According to Robson and McCartan (2016), surveys are a sort of fixed design in the social research design category. They are characterized by quantitative measurements, are utilized for large sample sizes, and can generalize the findings from a particular community. Given that this study involved the collection of 200 to 300 representative samples to represent a population, this research employed a sample survey - a small-scale survey (Robson and McCartan 2016). This descriptive correlational investigation was conducted in a natural situation (i.e., not a laboratory) with little intervention. Rahi (2017) demonstrated that, in contrast to artificial situations, researchers who use minimal intervention choose to conduct research in natural settings. Sekaran and Bougie (2016) describe non-contrived settings as those in which research is conducted in a natural context in which all activities occur regularly. Speer (2002) argues that in the context of research, data collected from natural research settings, or what are referred to as non-contrived materials, are preferable to contrived materials, assuming that bias or contamination can be avoided by the researchers. In keeping with this, the subjects in this study continued to carry out their normal daily activities while completing the survey, and the researchers simply distributed the survey without intervening. Individuals who have worked or run their own business (have income) and are residents of Indonesia were eligible to participate in the poll. Individuals who have purchased products/services online and saved for fresh food products (fruits and vegetables), on e-marketplaces such as Shopee, Blibli, Tokopedia, and so on, were the next respondent category. The survey was administered only once, and each response should be completed by a single respondent to be valid.

#### **3.2 Sampling Method, Procedures & Sample Size**

In terms of sampling technique, the researchers employed a non-probability sampling technique, namely convenience sampling. The convenience sampling method was chosen to shorten the data collection procedure, make it more economical and efficient, and simplify the process of gathering the required data. Additionally, researchers used convenience sampling in circumstances where additional information was not necessary for the focus of the study. The sample can include any component of the population that meets the inclusion criteria. In terms of research locations, the respondents for this study were from all around Indonesia, except for the regions of Papua and West Papua, due to the researchers' limited communication lines and access. The research object is limited to Indonesia to provide academics with a broader viewpoint, reflecting the Indonesian people. Additionally, no comparable research has been conducted in Indonesia on the purchase intention of fresh food products (fruits and vegetables) in the online marketplace.

Additionally, the researchers separate the relevant target group by gender: Male/female, 18-30, 31-40, 41-50, >50, Jabodetabek, Java and Bali, Sumatra, Kalimantan, and Sulawesi; education level: SMP (Middle School), SMA (High School), S1 (Bachelor's), S2 (Master's), and S3 (Doctoral Degrees). Non-routine expenses are classified as follows: low (less than \$1 million), medium to low (between \$1 million and \$3 million), moderate to high (between \$3 million and \$10 million), and high (more than \$10 million). The researchers modified several of these traits from (Corbitt et al. 2003). More precisely, the researcher seeks respondents who have never purchased fresh food goods in the form of fruits and vegetables from online stores or e-marketplaces.

Regarding the suitable sample size, based on statistics from the State Central Statistics Agency (BPS 2022), the total population of Indonesia is 270,203,917 as of the 2020 population census. Additionally, it is known from BPS data that the total population of productive age (15-64 years) accounts for 70.72% of the population. According to Wong (2013), the minimum required sample size can be estimated using the Marcoulides & Saunders (2006)'s criteria, which are dependent on the maximum number of arrows pointing to the latent variable as obtained in the SEM, where the minimum sample size for 10 arrows is 91 samples. Previous research has shown that a good starting point for path modeling is with a sample size of 100 to 200 (Hoyle 1995), which is five to ten times the predicted number of parameters (Ferdinand 2002). Thus, the researchers selected a sample size of at least 200 participants.

#### **3.3 Statistical Analysis**

The PLS approach, a component-based SEM technique for assessing path modeling with latent variables, was used to test the study model (Mateos-Aparicio 2011; Sarstedt et al. 2017). The analysis phase is where the inner and outer models are validated, as well as the research hypotheses. This is an effective and adaptable technique for theoretical investigation (Tran 2020; Harrigan et al. 2021; Fang et al. 2014) and it is the focus of current research. The inner model was further analyzed to ascertain the effect of the independent and dependent latent variables, while the outer model was utilized to determine the link between the latent variables and the observed indicators. The current study used the PLS method to determine the path significance. The research model was

evaluated to determine its acceptability based on the inner and outer models. The inner model is validated using a variety of metrics, including Loading Factors, Composite Reliability, and validity via Average Variance Extracted (AVE), with a total sample size of 228 respondents utilizing the SmartPLS tool (Wong 2013; Ramayah et al. 2016).

#### **4. Data Collection**

This study used observation and questionnaires to collect data. (Table 1). According to Walse et al. (2011), observation is a way of gathering data in research that occurs in a natural (non-contrived) context and can explain a phenomenon or social process, more precisely how humans behave and interact in given situations. The purpose of this study is to observe individuals who are potential consumers, specifically to determine whether their purchase intentions are influenced by online review checking activities and peer communication, which increases trust in a brand (online store), resulting in a purchase intention. Additionally, the researchers utilized TPB as an umbrella theory to examine the effect the variables have on purchase intentions, and those variables include attitude toward behavior, perceived behavioral control, and subjective norms, which are represented in this study through online review and peer communication. In terms of the questionnaire, Robson and Mc Cartan (2016) argues that it may be utilized in surveys and is an almost universally used instrument that includes questions with fixed choices. According to Sekaran and Bougie (2016), questionnaires are one of the most often used primary data collecting tools in business-related research since they enable the collection of a variety of data types from intended respondents. The questionnaire utilized in this study is an online questionnaire, in which the researcher created a survey with closed questions using Google Forms to be distributed within 2 weeks. According to Zikmund et al. (2013) and Sekaran and Bougie (2016), an online questionnaire is more convenient, quick, and inexpensive. The internet's capacity also enables researchers to reach respondents from many geographies and excels at assisting researchers in gaining a deeper understanding of respondents' responses (Sekaran and Bougie 2016). A five-point Likert scale with the following divisions is used to quantify each indicator on the existing variables: 1 (Strongly Disagree); 2 (Disagree); 3 (Neutral); 4 (Agree); and 5 (Strongly Agree).

The researchers consulted numerous journals to establish the indicators to be measured. The indicator for the attitude toward behavior variable was composed of six questions from Christina and Yasa (2021)'s study, while the indicator for the perceived behavioral control variable was composed of four questions adapted from the same source. Additionally, the researchers employed the following sources for the three-component online review variable: textual comments (Zhao et al. 2019; cited by Tran 2020); contextual images (Maier & Dost, 2018; Ostinelli & Bockenholt, 2017 cited by Tran 2020); and numerical ratings (Tsekouras, 2017; Xie et al, 2016; cited by Tran 2020). Meanwhile, the researcher uses five indicators from Wang et al. 2012; as cited by Harrigan et al. (2021) to assess the peer communication variable. The online trust in brand variable was used as a proxy for online brand trust and is quantified using the indicators presented by Fang et al, 2014; cited in Tran 2020. Finally, the researcher referred to the four question indicators developed by Javed et al. (2019); quoted by Harrigan et al. (2021). Furthermore, the researcher did not use a sampling frame since, under simple random sampling conditions, all units inside the sampling frame had an equal probability of being chosen and included in the sample. The researchers consulted numerous journals to establish the indicators to be measured. The indicator for the attitude toward behavior variable was composed of six questions from Christina and Yasa (2021)'s study, while the indicator for the perceived behavioral control variable was composed of four questions adapted from the same source. Additionally, the researchers employed the following sources for the three-component online review variable: textual comments (Zhao et al. 2019; cited by Tran 2020); contextual images (Maier & Dost, 2018; Ostinelli & Bockenholt, 2017 cited by Tran 2020); and numerical ratings (Tsekouras, 2017; Xie et al, 2016; cited by Tran 2020). Meanwhile, the researcher uses five indicators from Wang et al. 2012; as cited by Harrigan et al. (2021) to assess the peer communication variable. The online trust in brand variable was used as a proxy for online brand trust and is quantified using the indicators presented by Fang et al, 2014; cited in Tran 2020. Finally, the researcher referred to the four question indicators developed by Javed et al. (2019); quoted by Harrigan et al. (2021). Furthermore, the researcher did not use a sampling frame since, under simple random sampling conditions, all units inside the sampling frame had an equal probability of being chosen and included in the sample.

Table 1. Variable Operationalization

No.	Indicator
<b>Attitude Towards Behavior (Christina &amp; Yasa 2021)</b>	
1	I feel happy buying fresh food products in online stores on e-marketplaces.
2	The information on fresh food products that I get is clear.

3	I feel safe when buying fresh food products in online stores.
4	I feel that buying fresh food at the online store is more efficient.
5	I feel that the process of buying fresh food products at online stores is simpler.
6	I feel that buying fresh food products at online stores is more economical.
<b>Perceived Behavioral Control (Christina &amp; Yasa 2021)</b>	
7	I don't feel a significant obstacle to buying fresh food online.
8	The online store feature in the e-marketplace is easy to use for purchasing fresh food products.
9	I can make the decision to buy fresh food products.
10	I feel that in the future it will be easier to buy fresh food online.
<b>Peer Communication (Wang et al. 2012, cited by Harrigan et al. 2020)</b>	
11	I discussed with partners/colleagues about fresh food products sold in online stores.
12	I discussed with partners/colleagues regarding the purchase of fresh food products at online stores.
13	I asked my partner/colleagues for advice on fresh food products.
14	I get information on fresh food products from partners/colleagues.
15	My partner/colleagues encourage me to buy fresh food products at online stores.
<b>Textual Comments (Zhao et al. 2019; cited by Tran 2020)</b>	
16	There are various words used to describe the positive character of the product.
17	Reviews/comments contain detailed sentences that describe the character of the product.
18	Reviews/comments contain detailed sentences to compare the positive and negative aspects of the product.
19	Reviews/comments increase my confidence when making purchasing decisions.
<b>Contextual Images (Maier &amp; Dost 2018; Ostinelli and Bockenholt 2017; cited by Tran 2020)</b>	
20	Pictures or photos provide a shadow of the product being sold.
21	Pictures or photos build my perception of the shape of the product.
22	Pictures or photos clarify my understanding of the product which can be confusing.
<b>Numerical Rating (Tsekouras 2017; Xie et al. 2016; cited by Tran 2020)</b>	
23	The rating figures provide an overview of the characteristics of the fresh food products being sold.
24	A high rating number reflects a better fresh food product.
25	The rating figures influence my evaluation of product quality.
<b>Online Trust in Store (Fang et al. 2014; cited by Tran 2020)</b>	
26	The seller provides consistent quality fresh food products.
27	The seller provides consistent quality service.
28	Honest/integrity seller.
29	The seller keeps his promise and has a commitment.
30	The seller can be trusted.
31	The seller is reliable.
<b>Purchase Intention (Javed et al. 2019; cited by Harrigan et al. 2020)</b>	

32	I might choose fresh food products that are sold in online stores rather than in traditional markets.
33	I prefer fresh food products in online stores than in traditional markets.
34	I will consider consuming fresh food products purchased from online sellers.
35	There is a high tendency that I will buy fresh food products in online stores.

## 5. Results and Discussion

### 5.1 Numerical Results

The researchers began this investigation by doing pre-research using a small-scale questionnaire. The questionnaire was also completed following recommendations and input from numerous individuals during the pre-research phase. Additionally, the questionnaire was sent to a broader audience online via the Google Forms platform. The researcher discovered that 268 respondents completed the distributed questionnaire, but also discovered that 10 respondents did not meet the criteria, specifically individuals who purchased fresh food products online through e-marketplaces, and 30 responses were excluded from data analysis due to indicated data extremes/outliers. Finally, the researchers discovered that between February 10, 2022, and February 18, 2022, there were 228 valid questionnaire responses received.

Table 2. Sample Demographic

Characteristic	Description	Freq.	Percentage (%)
Gender	Male	96	42,11%
	Female	132	57,89%
Age	18-30 years	108	47,37%
	31-40 years	69	30,26%
	41-50 years	36	15,79%
	>50 years	15	6,58%
Domicile	Jabodetabek	63	27,63%
	Java & Bali	18	7,89%
	Sumatera	1	0,44%
	Kalimantan	143	62,72%
	Sulawesi	3	1,32%
Education Level	Elementary and Secondary school	0	0,00%
	Senior / Vocational high school	26	11,40%
	Bachelor's	188	82,46%
	Master's	14	6,14%
	Doctorate	0	0,00%
Non-routine expenses	Low (< 1 million Rupiah)	35	15,35%
	Middle to low (1 million until < 3 million Rupiah)	105	46,05%
	Middle to high (3 million until < 10 million Rupiah)	77	33,77%
	High (> 10 million Rupiah)	11	4,82%

According to the data above, (Table 2) 57.89% of respondents (n=132) were females, and 42.11% were males (n=96). Most respondents (47.37%) were between the ages of 18 and 30, followed by those between the ages of 31 and 40 (30.26%). Kalimantan had the most respondents (62.72%), followed by Jabodetabek (27.63%). Over 80% (82.46%) of respondents had a bachelor's degree. Meanwhile, non-routine expenditure items with a medium to low value (1 to 3 million) accounted for 46.05% of total spending, while those with a medium to high value (3 to 10 million) accounted for 33.77%.

Table 3. Outer Loading Result

Var.	Ind.	ATT	IMG	OR	OTIB	PBC	PC	PI	RTG	TX_
<i>Attitude Towards Behavior</i>	ATT1	0,849								
	ATT2	0,723								
	ATT3	0,829								
	ATT4	0,831								
	ATT5	0,782								
	ATT6	0,613								
<i>Contextual Image</i>	IMG1		0,892							
	IMG1			0,725						
	IMG2		0,905							
	IMG2			0,793						
	IMG3		0,899							
	IMG3			0,731						
<i>Online Trust in Store</i>	OTIS1				0,873					
	OTIS2				0,879					
	OTIS3				0,925					
	OTIS4				0,915					
	OTIS5				0,907					
	OTIS6				0,919					
<i>Perceived Behavioral Control</i>	PBC1					0,786				
	PBC2					0,741				
	PBC3					0,814				
	PBC4					0,851				
<i>Peer Comm.</i>	PC1						0,903			
	PC2						0,888			
	PC3						0,885			
	PC4						0,887			
	PC5						0,807			
<i>Purchase Intention</i>	PI1							0,91		
	PI2							0,909		

	PI3							0,76	
	PI4							0,905	
<i>Numeric Rating</i>	RTG1								0,9
	RTG1			0,804					
	RTG2								0,921
	RTG2			0,749					
	RTG3								0,893
	RTG3			0,734					
<i>Textual Comments</i>	TX1								0,774
	TX1			0,647					
	TX2								0,91
	TX2			0,782					
	TX3								0,865
	TX3			0,758					
	TX4								0,823
	TX4			0,791					

Table 4. Construct Reliability & Validity

<b>Research Variable</b>	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
ATT	0,865	0,872	0,899	0,601
IMG	0,881	0,883	0,926	0,807
OR	0,914	0,916	0,929	0,567
OTIS	0,955	0,955	0,964	0,816
PBC	0,813	0,832	0,876	0,639
PC	0,923	0,928	0,942	0,765
PI	0,894	0,901	0,927	0,763
RTG	0,889	0,891	0,931	0,819
TX	0,865	0,871	0,908	0,713

According to Hair et al. (2019), a loading coefficient greater than 0.708 indicates that the construct accounts for more than 50% of the variance in the indicator under consideration. According to the outer loading Table 3 above, each indicator of the research variable is more than 0.7. However, one measure of behavioral attitude, ATT6 (0.613), and one indication of textual comments, TX1 (0.647), fell short of the criteria. However, these two signs remain permissible. Scholars and experts have expressed differing perspectives on this value. The researchers thus referred to Hair et al. (2006), who recommends that a reasonable standardized loading factor for each latent variable measurement assessed from the manifest variable should be greater than 0.5 and ideally 0.7 or greater. As a result, the two pertinent indications, ATT6 and TX1, remain acceptable. Finally, it is possible to infer that reliability has been attained.

The validity test is also a test method that involves comparing the square root value of the average variance extract (AVE) on each construct to the correlations between other constructs in the model. The validity test revealed that

the construct possessed enough validity (AVE of above 0.5 for all variables). Along with construct validity tests, construct reliability tests were performed by combining reliability and Cronbach's Alpha values from the construct measurement indicator block. If the composite reliability value is greater than 0.70 and Cronbach's alpha is greater than 0.60, the construct is said to be reliable. According to the SmartPLS result above, all constructs had a composite reliability rating greater than 0.70 and a Cronbach's alpha greater than 0.60, indicating reliability. (Table 4)

Table 5. Discriminant validity

	ATT	IMG	OR	OTIS	PBC	PC	PI	RTG	TX
ATT	<b>0,775</b>								
IMG	0,331	<b>0,899</b>							
OR	0,362	0,835	<b>0,753</b>						
OTIS	0,479	0,393	0,4	<b>0,903</b>					
PBC	0,774	0,353	0,391	0,452	<b>0,799</b>				
PC	0,417	0,185	0,251	0,406	0,418	<b>0,875</b>			
PI	0,661	0,306	0,341	0,519	0,575	0,416	<b>0,873</b>		
RTG	0,257	0,563	0,844	0,354	0,294	0,216	0,246	<b>0,905</b>	
TX	0,338	0,606	0,886	0,292	0,354	0,241	0,318	0,624	<b>0,844</b>

According to Hair et al. (2019), one measurement used to establish how different a construct is from others is by using discriminant validity. (Table 5) Thus, if a construct has a high discriminant validity, it is unique and capable of capturing phenomena that cannot be quantified by other measures (Hair et al. 2019). The researchers used the Fornell-PLS-SEM Larcker's discriminant validity assessment criteria, namely by comparing the diagonal AVE value (in bold) to the squared Interco struct correlations, which correspond to non-diagonal numbers. Discriminant validity is established when the AVE value (represented by the diagonal numbers in bold) is greater than the non-diagonal values. According to the data in the table above, while most constructs had a high degree of discriminant validity, there were still lower off-diagonal values than the diagonal AVE values of 0.835; 0.753; 0.844; and 0.866. However, as these three values correspond to three constructs that account for online review variables, namely contextual image (IMG), numerical rating (RTG), and textual comments (TX), it may be inferred that it retained excellent discriminant validity.

Table 6. R-Square

	R Square	R Square Adjusted
IMG	0,698	0,696
OTIS	0,26	0,253
PI	0,504	0,492
RTG	0,713	0,711
TX	0,784	0,783

The value of R Square indicates the magnitude of the independent variable's contribution to the dependent variable, or the magnitude of the independent variable's contribution to the dependent variable simultaneously. The R2 value for purchase intention was 0.504. This demonstrates a wide range of data that can be explained, with 50.4% data in this study described by factors in the research model and 49.6% explained by other factors outside the research model. The model used in this investigation had a high degree of goodness of fit. (Table 6)

Table 7. Path Coefficient

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
ATT -> PI	0,44	0,442	0,086	5,138	0,000
OR -> IMG	0,835	0,836	0,023	35,891	0,000
OR -> OTIS	0,319	0,318	0,06	5,276	0,000
OR -> PI	0,039	0,035	0,068	0,565	0,572
OR -> RTG	0,844	0,842	0,028	30,329	0,000
OR -> TX	0,886	0,885	0,019	47,496	0,000
OTIS -> PI	0,215	0,214	0,065	3,295	0,001
PBC -> PI	0,079	0,085	0,086	0,914	0,361
PC -> OTIS	0,326	0,329	0,062	5,27	0,000
PC -> PI	0,103	0,104	0,06	1,718	0,086

Answers to research hypotheses can be provided based on data processing. Hypothesis testing was performed using both the t and p values. If the p-value is less than 0.05 and the t-value is positive, the hypothesis can be accepted. The following are the findings of the hypothesis testing using the inner model. (Table 7)

Table 8. Hypothesis Testing (Direct Effect)

<b>H.</b>	<b>Description</b>	<b>T-count</b>	<b>P-Value</b>
H1	Attitude towards behavior positively influences purchase intention of the fresh food product in online stores at e-marketplace.	5,138	0,000
H2	Online review positively influences online trust in store (in brand).	5,276	0,000
H3	Online review positively influences purchase intention of the fresh food product in online store at e-marketplace.	0,565	0,572
H4	Peer communication positively influences online trust in store (in brand).	5,270	0,000
H5	Peer communication positively influences purchase intention of fresh food products in online stores at e-marketplaces.	1,718	0,086
H6	Perceived behavioral control positively influences purchase intention of the fresh food product in online stores at the e-marketplace	0,914	0,361
H7	Online trust in stores positively influences purchase intention of the fresh food product in online stores at the e-marketplace	3,295	0,001



According to the Table 8 above, H1 (0.000 <0.05); H2 (0.000 <0.05); H4 (0.000 <0.05); and H7 (0.001 <0.05) were all accepted. As a result, it can be established that, of all predictor variables, only attitude toward behavior positively affects purchase intention according to TPB theory. Meanwhile, both online reviews and peer communication have positive impacts on online trust in stores, and online trust in stores also has a significant effect on purchase intention. However, H3 (0.572 > 0.05), H5 (1.718 > 0.05), and H6 (0.361 > 0.05) were rejected due to their p-values being greater than 0.05. This demonstrates that other variables, such as online review, peer communication, and perceived behavioral control have minimal influence on purchase intention. The perceived behavioral control variable has the greatest p-value, 1.718 > 0.05. Researchers find these results interesting as they seem show great contradiction with TPB, where three predictors should have much influence on purchase intention. In other words, researchers can conclude that within the context of online food purchase intention, not all predictors work towards creating an intention to purchase. Moreover, it can also be discovered that deciphering subjective norm into two different constructs may also impact the research result, as both peer communication and online review have no impact on purchase intention. As seen on several previous research, a conclusion can be drawn that predictors of TBP may not always have a positive influence on purchase intention, depending on the context of the research.

Table 9. Mediating Effect (Specific Indirect Effect)

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
OR -> OTIS -> PI	0,069	0,068	0,025	2,765	0,006
PC -> OTIS -> PI	0,07	0,071	0,027	2,625	0,009

Based on the Table 9 above, online trust in store successfully mediates the two subjective norm variables, online review, and peer communication, with p-values of 0.006 and 0.009, respectively, where both are less than 0.05.

### 5.2 Proposed Improvements

While this research was successful in elucidating the elements that influence customer intentions to purchase fresh food from online stores on e-marketplaces, it does have certain limitations. First, this study focused exclusively on respondents who have never purchased fresh food via e-marketplaces, where e-marketplaces do not include popular fresh food applications and websites such as Sayur Box, Titipku, and others. This might be worth investigating in the future. Second, this study did not analyze any variables other than the three in the TPB to ascertain fresh produce purchase intentions. Several characteristics that can influence purchase intentions that could be investigated further include service quality, media quality, and security, to name a few, or even constructs from other theories. Third, the researchers in this study employed solely online trust in-store as a mediator. Future research can investigate mediators such as product awareness or other moderators that should be incorporated into the theoretical framework to support the research findings. Finally, future researchers can use ready-to-eat foods or other types of products as research objects.

### 5.3 Validation

The study seeks to determine the factors that impact purchase intention for fresh food products sold in online stores on e-marketplaces, using online trust in store as a mediator between the two existing constructs of online review and peer communication. This study was founded on the Theory of Planned Behavior (TPB), as indicated by the researchers' use of several variables as drivers of online purchases, such as attitude toward behavior and perceived behavioral control. Subjective norms are represented in this study by two notions, namely online review, and peer communication. The researchers observed that online retailer trust was effective in mediating the effects of online reviews and peer communication on purchase intentions. Tran (2020), who similarly used three online review indicators, i.e., textual comments, contextual photos, and numerical ratings, observed that online trust in brand mediates only two online review indications, namely textual comments, and contextual images regarding purchase intention. In contrast, using the PLS-SEM approach, this study discovered that online reviews influenced purchase intention, which is mediated by online brand trust (store). This demonstrates the importance of ratings, comments, and images in establishing trust in an online fresh food store, which results in the intention to purchase fresh food from the online store on the e-marketplace.

On the other hand, Harrigan et al. (2021) found that there is a favorable association between peer communication and online trust in brand, which is referred to as online trust in store in this study because an increasing number

of customers discuss a product with their colleagues or friends. The more trusted a brand or store is by colleagues, the greater the level of trust in the brand or store. Additionally, the study discovered that brand trust results in purchase intention (Harrigan et al. 2021). Xiao et al. (2015) added by claiming that for online food transactions, trust in vendors is a crucial predictor of purchase intentions and positively influences purchase intentions, showing that trust has a substantial impact on the formation of intention. This is supported by the study's data analysis findings, which show that online trust in retailers has a favorable influence on purchase intention. Han et al. (2015) suggests that trust in a brand (or, in this case, trust in an online store) genuinely assists customers in reducing uncertainty and risk. Furthermore, all three studies discovered that when customers trust a brand, they feel the products are of high quality, lessening their sense of uncertainty or risk on the sanitation and freshness of the food product.

Furthermore, the hypothesis testing determined that most of the hypotheses were accepted, except for H3 (online review to purchase intention), H6 (perceived behavioral control to purchase intention), and H5 (peer communication to purchase intention), which were all rejected due to their insignificant p-values. Meanwhile, the hypothesis is accepted since the association between the attitude toward conduct variable and purchase intention is significant. This is an intriguing discovery because it appears to contradict Ajzen's suggested Theory of Planned Behavior (TPB) framework (Ajzen 1991). According to the TPB theoretical framework, attitude toward behavior, subjective norm, and perceived behavioral control are all predictors of the emergence of an intention (Ajzen 1991), but when it comes to purchasing fresh food online, the results of this data analysis appear to indicate that not all of these predictors contribute to the occurrence of intention. The rejection of all three hypotheses demonstrates that the presence of subjective norms (online review and peer communication) and perceived behavioral control do not always motivate customers to purchase fresh food products online from the associated online stores. This could be because fresh food products are distinct from other grocery products, which have a longer shelf life, and thus, despite recommendations from colleagues and internet evaluations, people remain hesitant to purchase. The same is true for PBC. While there are no substantial barriers and purchasing fresh food products online is unquestionably easier, not everyone wants to purchase fresh food online through e-marketplaces.

Besides the results of this data analysis which do not support the TPB framework in its entirety, the researchers have also discovered that the TPB framework is not always applicable to all research contexts. Peña-García et al. (2020) used a cross-cultural strategy to study the primary determinants impacting e-commerce adoption, especially linked to online purchase intention and behavior, and concluded that subjective norms had no substantial effect on online purchase intention. Additionally, Ruangkanjanases et al. (2020) discovered that while attitude toward behavior and perceived behavioral control had a positive effect on purchase intention, subjective norms had no positive effect on purchase intention when using TPB to evaluate factors influencing consumers' purchase intention for green products. In contrast, Christina and Yasa (2021) discovered that perceived behavioral control had no substantial impact on online booking intentions in their second investigation, which examined online booking behavior on one of the booking sites, Traveloka. In other words, online booking intention is significantly impacted by behavioral attitudes and subjective norms (Christina and Yasa 2021). Some of these studies demonstrate that applying the TPB framework in a variety of research contexts has the possibility to yield a variety of research results, including in research on the purchase intention of fresh food, as revealed by the researchers' analysis in this current study.

## **6. Conclusion**

The study findings show that only attitude toward behavior, one of the intention predictors presented in the theory of planned behavior (TPB), was shown to contribute to the creation of fresh food purchase intents in online stores and e-marketplaces. Attitude toward a behavior is inextricably linked to how a buyer weighs the benefits or drawbacks of an action prior to deciding to take it. As a result, it is critical for online store sellers on e-marketplaces to assure the simplicity and security of the purchasing procedure and the products being offered to foster an environment of trust in the online shop. This is because, while other predictors, such as subjective norms and peer communication, have no significant relationship with purchase intention, it is worth noting that online trust in stores successfully mediates the relationship between the two, implying that customer trust is the critical factor to develop. There are various concrete steps merchants may take to earn consumer trust, most notably by instilling a sense of security and comfort throughout the purchase experience. To begin, the vendor can develop a tasting/trial program for ordering fresh food, like how merchants of clothing, shoes and other items have done. This trial will almost surely alleviate any concerns individuals may have regarding the safety and freshness of the fresh food products they wish to purchase. Second, retailers should budget for promotional activities such as using social media and other platforms to advertise and promote product freshness, which may include enlisting influencers to evaluate fresh food products. This is deemed prudent, as the effects of promotions or endorsements have a substantial impact on the number of sales. Additionally, advertisements in certain traditional media outlets such as magazines and television may be considered. With this type of awareness-raising, it is hoped that

consumers will at least attempt to purchase and, if they have a positive experience, will spread the word to colleagues or peers. Finally, while other variables other than attitude toward behavior have no significant effect on purchase intention, the researchers recommend that fresh food sellers in online stores continue to pay attention to online review factors such as textual comments, ratings, and images to build consumer trust. Although those variables have no substantial impact on purchase intention, they all contribute significantly to building trust in online stores. The actual action that sellers can take is to promote some positive reviews on social media to increase consumer trust in the store.

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## **Biographies**

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