

The Influence of Customer Experience, Personalized Marketing, and Brand Trust on Fashion Purchase Decisions on Shopee among Consumers in Medan City

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Abstract

The rapid development of e-commerce in Indonesia has significantly transformed consumer purchasing behavior, particularly in online fashion shopping via Shopee, one of the country's most dominant e-commerce platforms. This study aims to analyze the influence of customer experience, personalized marketing, and brand trust on fashion product purchase decisions on Shopee among consumers in Medan City. This research employed a quantitative approach with a cross-sectional design. A total of 300 respondents were selected using non-probability sampling, defined as active Shopee users who had purchased fashion products within the last six months. Data were collected through a Likert-scale questionnaire, and data analysis was conducted using multiple linear regression with SPSS version 25. The results indicate that customer experience, personalized marketing, and brand trust each have a positive and significant effect on purchase decisions. Brand trust emerged as the most dominant variable, with the highest regression coefficient, suggesting that trust in the platform and sellers plays a crucial role in reducing perceived risk and enhancing consumer confidence in purchasing decisions. Simultaneously, the three independent variables significantly influence purchase decisions, with an R-square value of 0.256, indicating that the model explains 25.6% of the variance in consumer purchase decisions. These findings emphasize the importance of enhancing user experience, implementing personalized marketing strategies, and strengthening brand trust to stimulate purchase decisions on e-commerce platforms. This study contributes both theoretically and practically to the development of digital marketing strategies, particularly in the fashion sector within the Shopee marketplace.

Keywords: Customer Experience, Personalized Marketing, Brand Trust, Purchase Decision, Shopee

1. Introduction

Technological advancements have fundamentally transformed modern consumption patterns. Activities that were previously conducted through direct physical interaction have increasingly shifted to digital environments, including shopping activities. This transformation offers greater

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convenience, time efficiency, and unrestricted geographical access, marking a transition toward a digital economy in which consumers increasingly rely on fast and accessible marketplace systems ([Pratiwi & Ananda, 2024](#)). These changes present both opportunities and challenges for businesses amid intensifying competition among e-commerce platforms.

Indonesia stands out as one of Southeast Asia's most rapidly expanding e-commerce sectors, fueled largely by the broadening reach of internet connectivity, widespread smartphone usage, and evolving consumer lifestyles have become the primary drivers of this growth. The fashion category dominates online transactions, with a survey conducted by [GoodStats \(2024\)](#) revealing that 88% of Indonesian consumers most frequently purchase clothing through Shopee. This achievement reinforces Shopee's position as a leading platform for fashion product purchases in Indonesia. However, not all consumer visits result in transactions. [Silalahi and Chaniago \(2021\)](#) indicates that consumer buying patterns on Shopee are shaped by several key variables, specifically pricing strategies, the caliber of products, user convenience, and the standard of customer service. These results underscore how both psychological triggers and the overall user experience are fundamental in determining consumer buying choices. In this context, customer experience, personalized marketing, and brand trust serves as a pivotal determinant in the consumer decision-making process.

Medan City, as one of the major economic centers outside Java Island, exhibits characteristics of urban consumers with high levels of digital literacy. Consumption patterns in this city tend to follow national trends while maintaining distinctive local characteristics, such as trust in sellers and visual preferences when selecting products on Shopee. In digital consumer behavior research, [Klaus \(2023\)](#) defines customer experience as consumers' subjective perceptions derived from their overall interactions with a platform. Meanwhile, [Kotler and Keller \(2016\)](#) describe personalized marketing as the adjustment of promotional messages based on individual needs and preferences to enhance marketing relevance.

Previous studies have reinforced the importance of these variables. [Ayesha and Muchtar \(2025\)](#) found that customer experience and brand trust significantly influence customer loyalty. Similarly, [Arifin et al. \(2025\)](#) reported that user loyalty is affected by a combination of brand experience, brand trust, and customer satisfaction. However, studies that specifically integrate customer experience, personalized marketing, and brand trust in the context of fashion purchases on Shopee remain limited. This is noteworthy, as the fashion category is highly dependent on visual perception, user experience, and the relevance of product recommendations generated by platform algorithms. Therefore, The objective of this research is to investigate the degree to which customer experience, personalized marketing, and brand trust influence fashion purchase decisions on Shopee among consumers in Medan City and to identify the most dominant influencing variable.

2. Literature Review

2.1 Customer Experience

Customer experience is defined as the internal, subjective response of a user to their overall engagement with a specific brand or digital interface. [Meyer and Schwager \(2007\)](#) define customer experience is characterized by the internal, personal reactions of consumers resulting from any form of engagement with a firm. Within the digital retail sphere, this concept integrates explicitly

the efficiency of platform navigation, the timeliness of logistics, the robustness of payment safety, and the effectiveness of support channels. According to [Lemon and Verhoef \(2016\)](#), customer experience is a multidimensional construct that emerges from various touchpoints throughout the buyer's journey. These interactions elicit cognitive, emotional, social, and sensory responses; when favorable, they serve as catalysts for heightened satisfaction, brand loyalty, and a greater likelihood of repeat purchases. On e-commerce platforms such as Shopee, factors including visual presentation, ease of checkout features, user reviews, and seller responsiveness represent critical touchpoints that shape customer experience perceptions and ultimately influence purchase decisions.

2.2 Personalized Marketing

Personalized marketing is a marketing strategy that tailors content, messages, or recommendations based on individual consumer data and characteristics. [Kotler and Keller \(2016\)](#) explain that personalization enhances message relevance and communication effectiveness, as consumers receive information aligned with their specific needs and preferences. In e-commerce environments, personalization is implemented through the use of behavioral data, transaction histories, and predictive algorithms. [Kumar and Reinartz \(2016\)](#) highlight that digital companies employ techniques such as leveraging advanced computational techniques such as machine learning and large-scale data analytics to produce more targeted recommendations and promotional offers, thereby increasing conversion rates and customer loyalty. Consistent with this perspective, [Bleier and Eisenbeiss \(2015\)](#) demonstrate that content personalization significantly enhances consumer engagement and purchase probability.

2.3 Brand Trust

Brand trust is characterized by the consumer's conviction that a company is dependable and possesses the integrity to meet its stated commitments. [Morgan and Hunt \(1994\)](#) argue that trust serves as a cornerstone for cultivating enduring connections between a brand and its clientele. In e-commerce contexts, trust becomes particularly critical because consumers cannot physically inspect products prior to purchase, resulting in higher perceived risk. According to [Kim, Ferrin, and Rao \(2008\)](#), brand trust serves as a critical mitigator of perceived risk, thereby exerting a positive influence on a consumer's intention to buy within online environments. Trust in e-commerce platforms such as Shopee—including seller reputation, payment security, and service quality—plays a vital role in encouraging purchase decisions, especially for fashion products that require assurance of quality and authenticity.

2.4 Purchase Decision

The act of purchasing is the culmination of a systematic assessment where consumers choose a specific item or brand from a range of available options. According to the framework provided by [Kotler and Armstrong \(2018\)](#), this journey consists of five distinct phases: identifying a need, seeking out information, weighing different options, finalizing the purchase, and reacting to the product after the sale. In e-commerce settings, this process occurs more rapidly due to instant access to information, user reviews, product comparison features, and algorithm-based recommendations. Research by McKinsey ([Court et al., 2009](#)) suggests that modern purchase

decision processes are no longer strictly linear but instead follow a dynamic consumer decision journey influenced by emotional factors such as trust, positive experience, and personalization.

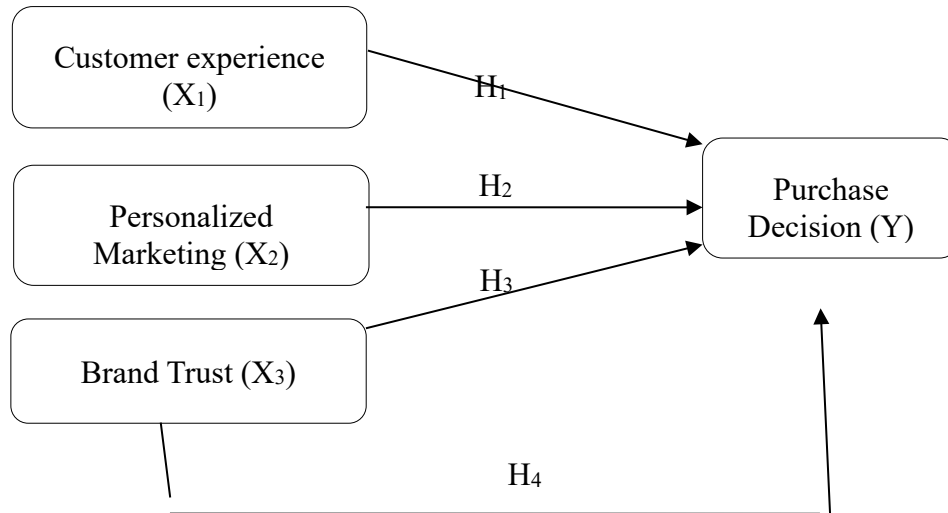


Figure 1. Conceptual Framework

2.5 Research Hypotheses

- **H1:** Customer experience has a positive and significant effect on fashion product purchase decisions on Shopee among consumers in Medan City.
- **H2:** Personalized marketing has a positive and significant effect on fashion product purchase decisions on Shopee among consumers in Medan City.
- **H3:** Brand trust has a positive and significant effect on fashion product purchase decisions on Shopee among consumers in Medan City.
- **H4:** Customer experience, personalized marketing, and brand trust simultaneously have a positive and significant effect on fashion product purchase decisions on Shopee among consumers in Medan City.

3. Research Methodology

3.1 Type and Research Approach

This research follows an associative quantitative model to statistically measure the influence between variables ([Sugiyono, 2022](#)). By employing a cross-sectional design, the study gathers data at a single point in time, providing a clear description of how the variables relate to one another within the current e-commerce environment.

3.2 Research Location and Period

Medan City was selected as the research location because it is one of the largest metropolitan cities in Sumatra Island with a high level of e-commerce penetration. The research project took place

between July and September 2025, spanning the sequential phases of designing the survey instruments, gathering primary data, and performing the subsequent statistical analysis.

3.3 Population and Sample

The population of this study consists of all residents of Medan City who use the Shopee application and have made online purchases of fashion products. Due to the indeterminate size of the total population, a non-probability sampling method was utilized. To ensure the relevance of the data, participants were selected based on the following specific eligibility criteria: (a) domiciled in Medan City, (b) having an active Shopee account, and (c) having purchased fashion products at least once within the last six months.

The determination of the sample size follows the guidelines set by [Roscoe \(1975\)](#), who posits that a range between 30 and 500 participants is suitable for most social science investigations. Additionally, according to [Hair et al. \(2019\)](#), a robust regression analysis requires a sample size at least ten times the number of indicators being measured. Given that this research involves 17 indicators, a minimum threshold of 170 respondents was established to ensure statistical validity. Based on these considerations, a total of 300 respondents were selected, which is considered sufficient for statistical analysis and in accordance with methodological standards.

3.4 Types and Sources of Data

Primary information was gathered by administering structured questionnaires to participants who satisfied the predetermined eligibility requirements. Complementing this, secondary data was synthesized from a review of academic literature, prior empirical studies, and formal institutional publications, such as [GoodStats \(2024\)](#) and national e-commerce research reports.

3.5 Data Collection Technique

According to [Sekaran and Bougie \(2016\)](#), individual attitudes or perceptions toward specific constructs, particularly in consumer behavior research, can be measured using a Likert scale. Information was gathered using a structured, closed-ended survey instrument, with responses quantified via a five-point Likert scale to ensure standardized measurement, where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

3.6 Research Variables and Operational Definitions

Table 1. Operational Definitions and Measurement Indicators of Research Variables

Variable	Operational Definition	Indicators	Sources
Customer Experience (X_1)	Consumers' subjective perceptions of all interactions with the Shopee platform, ranging from product search and transaction processes to post-purchase services.	(1) Ease of application use, (2) Service quality, (3) Attractive visual appearance, (4) Delivery speed, (5) Satisfaction during the transaction process.	Meyer & Schwager (2007) ; Lemon & Verhoef (2016)

Personalized Marketing (X ₂)	A marketing strategy that customizes content, offers, and recommendations according to individual consumers' needs and preferences based on user behavioral data.	(1) Relevant product recommendations, (2) Preference-based special offers, (3) Personalized communication through notifications, (4) Advertising tailored to user interests.	Kotler & Keller (2016) ; Arora et al. (2008)
Brand Trust (X ₃)	Consumers' confidence that Shopee as a platform and the sellers within it are reliable in fulfilling promises, delivering products as described, and ensuring transaction security.	(1) Brand reliability, (2) Seller honesty, (3) Positive platform reputation, (4) Transaction security assurance.	Chaudhuri & Holbrook (2001) ; Gefen (2000)
Purchase Decision (Y)	A stage in the consumer behavior process in which individuals decide to purchase a particular product from various available alternatives.	(1) Need recognition, (2) Confidence in product choice, (3) Purchase intention, (4) Actual purchase realization	Kotler & Armstrong (2018)

Each indicator was measured using several statement items on a five-point Likert scale, where 1 = strongly disagree and 5 = strongly agree.

3.3 Data Analysis Technique

The systematic processing of the data involved several distinct phases to ensure the accuracy and reliability of the findings:

3.3.1 Descriptive Statistics

To provide an overview of the data set, descriptive statistics were calculated for every variable. This involved determining the range through minimum and maximum values, as well as calculating the arithmetic mean and standard deviation to assess the central tendency and variability of the responses. This analysis provides an overall overview of respondents' response tendencies toward the variables examined in the study.

3.3.2 Validity and Reliability Tests

Validity testing was conducted using corrected item-total correlation, where an item is considered valid if the item-total correlation value exceeds 0.30. Meanwhile, reliability testing was performed using Cronbach's Alpha, with an instrument deemed reliable if the alpha value is greater than 0.70 ([Nunnally & Bernstein, 1994](#)).

3.3.3 Residual Normality Test

The residual normality test was carried out by examining the histogram and Normal P–P Plot. The regression model is considered to meet the normality assumption if the residual distribution approximates a normal distribution and the points on the P–P Plot follow the diagonal line.

3.3.4 Multicollinearity Test

To ensure the independence of the predictors, a multicollinearity test was performed to identify any excessive correlations between the independent variables. This was assessed using Tolerance and Variance Inflation Factor (VIF) metrics; multicollinearity is ruled out provided that Tolerance levels exceed 0.10 and VIF values remain below the threshold of 10.

3.3.5 Heteroscedasticity Test

The heteroscedasticity test was performed by observing the distribution pattern of residuals on a scatterplot between predicted values and standardized residuals. The model is considered free from heteroscedasticity if the data points are randomly distributed and do not form a specific pattern (such as a funnel or cone shape).

3.3.6 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine how customer experience (X1), personalized marketing (X2), and brand trust (X3) collectively influence purchase decisions (Y). As noted by [Hair et al. \(2019\)](#), this statistical technique is ideal for examining the degree of influence that multiple independent predictors have on a single, continuous dependent variable. The mathematical framework for this study's regression model is defined as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description: Y = Purchase Decision, a = Constant, b_1 , b_2 , b_3 = Regression Coefficients, X_1 = Customer Experience, X_2 = Personalized Marketing, X_3 = Brand Trust, e = Error Term.

3.3.7 t-Test (Partial Test)

The t-test was utilized to determine the individual impact of each predictor on the dependent variable. Statistical significance is established if the p-value (Sig.) falls below the 0.05 threshold, indicating a meaningful partial effect.

3.7.8 F-Test (Simultaneous Test)

The F-test was employed to assess the collective impact of the three independent variables on the purchase decision. The model is deemed statistically significant if the resulting significance value (Sig.) is below the 0.05 alpha level, indicating that the predictors, when considered together, reliably influence the outcome.

3.3.9 Coefficient of Determination (R^2 Test)

To assess the strength of the relationship, the study used the coefficient of determination R^2 . Following the logic of [Hair et al. \(2019\)](#), values closer to 1 indicate that the independent variables customer experience, personalized marketing, and brand trust provide a robust explanation for the dependent variable.

4. Research Results and Discussion

The results of quantitative data are presented in tabular form and explained as follows:

4.1 Descriptive Statistical Analysis

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer experience	300	2,60	5,00	3,6040	,46552
Personalized marketing	300	2,20	4,80	3,4280	,47183
Brand trust	300	2,20	5,00	3,6640	,45024
Purchase Decision	300	1,00	5,00	2,8197	,73928
Valid N (listwise)	300				

The descriptive statistical results indicate that customer experience (X1) (Mean = 3.60; SD = 0.46), personalized marketing (X2) (Mean = 3.43; SD = 0.47), and brand trust (X3) (Mean = 3.66; SD = 0.45) are at relatively high levels. Meanwhile, purchase decision (Y) (Mean = 2.82; SD = 0.74) is at a moderate level with greater response variability, indicating differences in purchasing behavior among respondents.

4.2 Uji validitas dan reliabilitas

Instrument validity was assessed by examining corrected item–total correlation coefficients. Individual items within the survey were deemed valid if their correlation coefficients exceeded 0.30, ensuring that each question effectively measured its intended construct. The results indicate that all items for variables X1, X2, X3, and Y have corrected item–total correlation values ranging from 0.642 to 0.711 for X1, 0.691 to 0.721 for X2, 0.671 to 0.730 for X3, and 0.875 to 0.901 for Y. The correlation values for variable Y are categorized as very high (>0.85), indicating that each item strongly and consistently represents the construct. Therefore, all items across the variables are declared valid and demonstrate very good discriminant power.

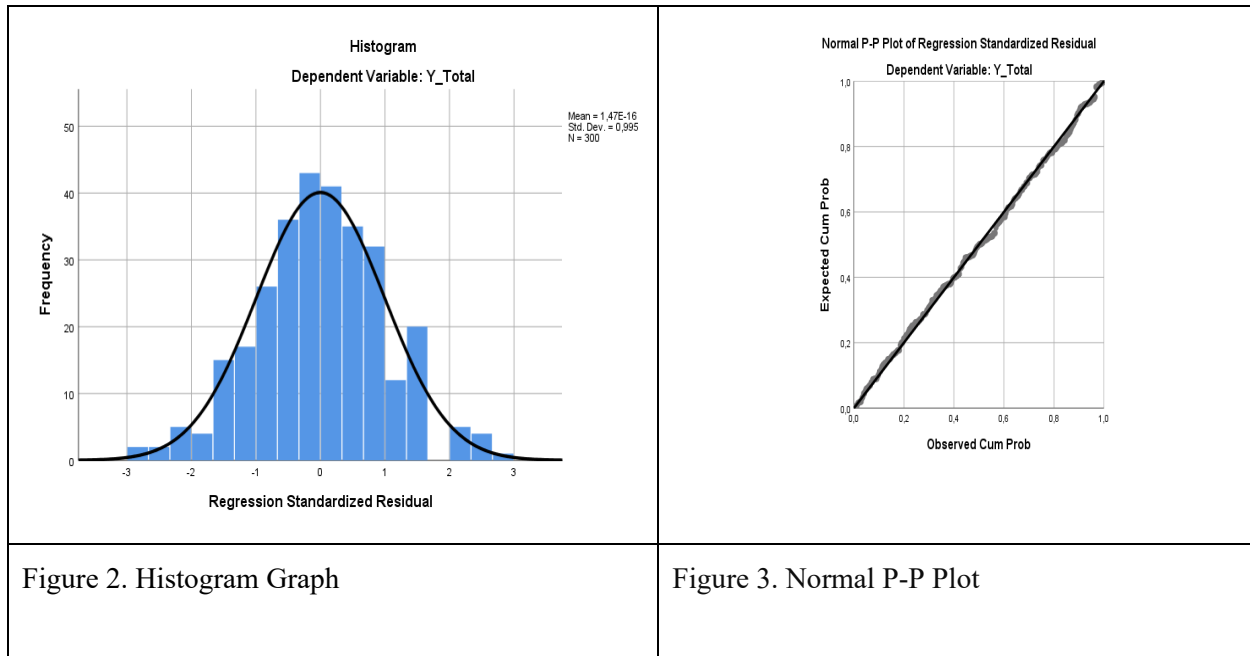
Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Customer Experience (X ₁)	0,861	Reliable
Personalized Marketing (X ₂)	0,877	Reliable
Brand Trust (X ₃)	0,874	Reliable
Purchase Decision (Y)	0,977	Highly Reliable

The reliability analysis demonstrates that all constructs achieved Cronbach's Alpha coefficients above the required 0.70 benchmark. These results confirm the internal consistency of the measurement scales, ensuring that the research instrument yields stable and dependable data. Specifically, customer experience (X₁), personalized marketing (X₂), and brand trust (X₃) demonstrate good internal consistency, while purchase decision (Y) shows a very high reliability value, indicating excellent consistency among its measurement items. Therefore, all variables are considered reliable and suitable for further analysis.

4.3 Normality Test

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Assessments of the normality assumption using histograms and Normal P–P plots indicate that the distribution of residuals is approximately normal. The alignment of data points along the diagonal in the P–P Plot further supports the conclusion that the residuals are normally distributed. Consequently, the regression model fulfills the requirement for normality.

4.4 Multicollinearity Test

Table 4. Results of the Multicollinearity Test

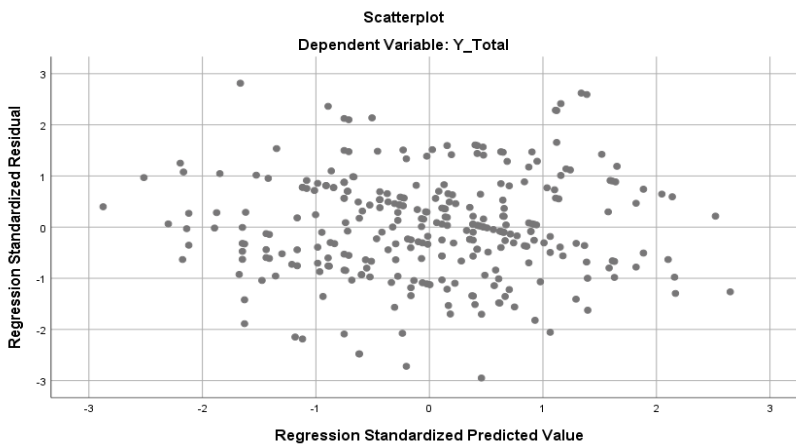
Model	Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
1	(Constant)	-2,161	,498	-4,341	,000	
	Customer experience	,425	,080	5,312	,000	,992
	Personalized marketing	,459	,079	5,808	,000	,988
	Brand trust	,512	,083	6,205	,000	,995

The multicollinearity diagnostics reveal that all independent variables yielded tolerance levels between 0.988 and 0.995, comfortably exceeding the 0.10 threshold. Furthermore, the Variance Inflation Factor (VIF) scores, ranging from 1.005 to 1.012, remain well below the limit of 10. These metrics collectively confirm the absence of multicollinearity, ensuring the independence of the predictors in the regression model. In other words, The diagnostic tests confirm the absence of significant multicollinearity in variables Customer Experience (X_1), Personalized Marketing (X_2), and Brand Trust (X_3), and all variables are appropriate for use in multiple regression analysis.

4.5 Heteroscedasticity Test

Figure 4. Scatterplot Graph

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The scatterplot analysis shows that residuals are distributed randomly without forming any specific geometric pattern. Because no funnel shape is present, the model satisfies the homoscedasticity assumption, indicating that the error variance is consistent across all levels of the independent variables. Therefore, the assumption of homoscedasticity is fulfilled, and the regression model is considered appropriate for further analysis.

4.6 Multiple Linear Regression Analysis (Partial Test)

Table 5. Results of the Regression Equation

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,161	,498		-4,341	,000
	Customer experience	,425	,080	,267	5,312	,000
	Personalized marketing	,459	,079	,293	5,808	,000
	Brand trust	,512	,083	,312	6,205	,000

a. Dependent Variable: Purchase Decision

Multiple linear regression analysis was conducted to examine the effect of Customer Experience (X_1), Personalized Marketing (X_2), and Brand Trust (X_3) on Purchase Decision (Y). Following the statistical analysis of the collected data, the multiple linear regression equation was derived as follows:

$$Y = -2,161 + 0,425X_1 + 0,459X_2 + 0,512X_3$$

The interpretation of the regression equation is as follows:

Customer Experience (X_1) has a positive and significant effect on Purchase Decision (Y), as indicated by an unstandardized coefficient value of $B = 0.425$, a t -value of 5.312, and a significance value of 0.000 (< 0.05). This indicates that an improvement in customer experience leads to an increase in consumers' purchase decisions.

Personalized Marketing (X_2) also shows a positive and significant effect on Purchase Decision (Y), with an unstandardized coefficient value of $B = 0.459$, a t -value of 5.808, and a significance value

of 0.000 (< 0.05). This result suggests that higher levels of marketing personalization enhance consumers' likelihood of making purchase decisions.

Brand Trust (X_3) has the strongest positive and significant effect on Purchase Decision (Y), as reflected by an unstandardized coefficient value of $B = 0.512$, a t-value of 6.205, and a significance value of 0.000 (< 0.05). Furthermore, Brand Trust has the highest standardized beta coefficient ($\beta = 0.312$), indicating that it is the most dominant variable influencing purchase decisions, followed by Personalized Marketing ($\beta = 0.293$) and Customer Experience ($\beta = 0.267$).

Overall, the regression results indicate that Customer Experience, Personalized Marketing, and Brand Trust each have a positive and significant effect on Purchase Decision. These findings confirm that all independent variables play an important role in influencing consumers' purchasing decisions on the Shopee platform.

4.7 F-Test (Simultaneous Test)

Table 6. Results of the F-Test

Model		Sum Squares	of df	Mean Square	F	Sig.
1	Regression	41,831	3	13,944	33,946	,000 ^b
	Residual	121,583	296	,411		
	Total	163,414	299			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Customer experience, Personalized marketing, Brand trust

The F-test yielded a statistic of 33.946 with a significance level of 0.000, which is well below the 0.05 alpha level. This result demonstrates that Customer Experience (X_1), Personalized Marketing (X_2), and Brand Trust (X_3) collectively exert a statistically significant influence on Purchase Decisions (Y). Consequently, the regression model is confirmed as a robust fit for analyzing the interrelationships between these constructs.

4.8 Coefficient of Determination (R^2)

Table 7. Results of the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	,506 ^a	,256	,248	,64090

a. Predictors: (Constant), Customer experience, Personalized marketing, Brand trust

b. Dependent Variable: Purchase decision

The R value of 0.256 reveals that the combination of Customer Experience (X_1), Personalized Marketing (X_2), and Brand Trust (X_3) accounts for 25.6% of the variance in Purchase Decisions (Y). While 74.4% of the fluctuations are attributed to external factors not captured in this study,

the Adjusted R of 0.248 confirms a stable model fit. This level of explanatory power is considered appropriate and typical for behavioral research in the social sciences.

4.9 The Effect of Customer Experience on Purchase Decision

The regression analysis reveals that Customer Experience (X_1) exerts a positive and statistically significant influence on Purchase Decisions (Y). With a regression coefficient of 0.425 and a significance level of 0.000 ($p < 0.05$), the data confirms that as the quality of the customer experience improves, the likelihood of a purchase decision increases significantly. This finding implies that the better the experience perceived by customers when interacting with products and services, the higher their tendency to make a purchase. This result is further supported by a t-value of 5.312, which demonstrates that customer experience makes a strong partial contribution to purchase decisions. The standardized beta value of 0.267 indicates that although Customer Experience is not the most dominant variable, it still plays a significant role in influencing purchase decisions. Therefore, **H1** is accepted.

This finding is consistent with the perspective of [Lemon and Verhoef \(2016\)](#), who argue that customer experience encompasses all consumer interactions with a brand, including information search, purchasing, and post-purchase services, all of which shape value perceptions and customer satisfaction. In this context, ease of application navigation, attractive visual design, delivery speed, and transaction security are key elements influencing Shopee users' experiences in Medan City. Moreover, this result aligns with the online customer experience model proposed by [Rose et al. \(2012\)](#), which confirms that perceived ease of use, interactivity, and website design significantly affect customer experience and purchase decisions in the e-retailing context.

In addition, the findings of this study are consistent with research conducted by [Arifin et al. \(2025\)](#), which confirms that brand experience and customer trust significantly influence Shopee user loyalty. This further strengthens the evidence that positive customer experiences not only enhance loyalty but also serve as a primary driver of initial purchase decisions. For consumers in Medan City, who are increasingly accustomed to digital transactions, a pleasant and efficient shopping experience becomes a key factor influencing purchasing behavior, particularly in the fashion category, which is highly visual and emotionally driven.

4.10 The Effect of Personalized Marketing on Purchase Decision

The analysis further demonstrates that Personalized Marketing (X_2) has a positive and statistically significant impact on Purchase Decisions (Y). This is evidenced by a regression coefficient of 0.459 and a p-value of 0.000, indicating that tailored marketing strategies are a highly effective driver of consumer behavior in this study. This indicates that the more personalized the marketing messages received by customers—through product recommendations, special offers, or relevant content—the greater the likelihood that customers will make a purchase decision. The t-value of 5.808 and standardized beta of 0.293 demonstrate that Personalized Marketing has a stronger influence than Customer Experience. Therefore, **H2** is accepted.

These findings suggest that personalization enhances the relevance of marketing messages, making customers feel more valued and emotionally connected to the brand. From a theoretical perspective, personalized marketing increases perceived value and customer preference, thereby directly encouraging purchase intention and purchase decisions.

This result supports the theory proposed by [Kotler and Keller \(2016\)](#), which explains that marketing personalization enhances message relevance and strengthens emotional relationships between consumers and brands. In the e-commerce era, this strategy is commonly implemented through interest-based product recommendations, discount reminders, and shopping behavior-based notifications. In Medan City, these findings indicate that consumers are highly responsive to personalized marketing approaches. Urban consumers who are technologically literate tend to appreciate platforms that understand their preferences, making personalization a key competitive advantage for Shopee compared to competitors such as Tokopedia and Lazada.

4.11 The Effect of Brand Trust on Purchase Decision

Among the predictors, Brand Trust (X_3) emerged as the most influential factor affecting Purchase Decisions (Y). This dominant relationship is supported by a regression coefficient of 0.512 and a significance level of 0.000, suggesting that consumer confidence in the brand is the strongest motivator for purchasing on Shopee. The t-value of 6.205 and standardized beta of 0.312 demonstrate that customer trust in a brand is the primary determinant driving purchase decisions. Trust allows customers to feel secure and confident that the brand is capable of fulfilling their needs and delivering expected benefits. When brand trust is high, customers tend to be more loyal, perceive lower risk, and make purchase decisions more quickly. These findings are consistent with numerous studies emphasizing that trust is the foundation of long-term relationships between customers and brands. As a mechanism for reducing uncertainty, brand trust plays a crucial role in shaping purchase decisions. Therefore, **H3** is accepted.

This result aligns with the concept proposed by [Chaudhuri and Holbrook \(2001\)](#), who define brand trust as consumers' confidence that a brand is reliable and consistently fulfills its promises. In the e-commerce context, trust also includes perceptions of transaction security, payment system reliability, product quality, and the platform's ability to resolve service issues effectively ([Bilgihan et al., 2016](#)). Consequently, brand trust functions as an essential psychological factor in increasing consumers' purchase intentions and purchase decisions within a highly competitive digital environment.

4.12 The Simultaneous Effect of Customer Experience, Personalized Marketing, and Brand Trust on Purchase Decision

The overall model was validated using an F-test, which yielded a significant result ($F = 33.946$, $p < 0.001$). This confirms that Customer Experience, Personalized Marketing, and Brand Trust collectively exert a meaningful influence on purchase decisions. Furthermore, the coefficient of determination ($R = 0.256$) reveals that these three factors account for 25.6% of the total variance in consumer purchasing behavior. The remaining 74.4% is attributable to factors not examined in this study, such as promotions, pricing, product quality, customer satisfaction, and social influence. This finding suggests that although the variables examined significantly affect purchase decisions, purchasing behavior remains multidimensional, influenced by internal and external factors.

These results reinforce the findings of [Arifin et al. \(2025\)](#), who found that the combination of customer experience, brand trust, and satisfaction significantly affects Shopee user loyalty. Accordingly, this study confirms that consumer purchase decisions are not determined by a single factor but by the interaction between shopping experience, marketing communication relevance,

and trust in the platform. In a digital society such as Medan City, these findings highlight the importance for Shopee to integrate user experience strategies, personalized marketing, and brand trust development comprehensively to enhance competitiveness and customer retention in the increasingly competitive online fashion market. Therefore, **H4** is accepted.

5. Conclusion

The findings of this study lead to several key conclusions. Specifically, Customer Experience (X_1) exerts a positive and statistically significant influence on Purchase Decisions (Y). This suggests that when consumers enjoy a seamless and high-quality experience, it directly bolsters their sense of comfort and trust, ultimately motivating them to complete a transaction. Personalized Marketing also has a positive and significant effect on Purchase Decision, demonstrating that marketing messages tailored to customer needs and preferences increase relevance and purchasing motivation. Brand Trust is the most dominant variable influencing Purchase Decision, as high levels of trust reduce perceived risk and strengthen customer confidence in choosing products. Simultaneously, Customer Experience, Personalized Marketing, and Brand Trust significantly influence Purchase Decision. The regression model explains 25.6% of the variance in purchase decisions, indicating that purchasing behavior results from complex interactions among multiple factors. Therefore, all research hypotheses (H_1 , H_2 , H_3 , and H_4) are accepted. Overall, this study confirms that improving customer experience, implementing personalized marketing strategies, and strengthening brand trust are essential strategies for increasing purchase decisions.

From a practical perspective, the findings of this study provide important implications for Shopee and sellers on the platform to continuously enhance user experience through improved accessibility, transaction security, and interactive application design, while simultaneously strengthening personalized marketing strategies to ensure promotions are more relevant and engaging for users. Maintaining and increasing brand trust is also crucial and can be achieved through system reliability, transparent information, and responsive customer service. For future research, these findings may serve as a foundation for developing more comprehensive models that incorporate additional variables, such as price, brand image, and customer satisfaction, to deepen understanding of online purchasing behavior in the digital era.

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