JURNAL LOCUS: Penelitian & Pengabdian
Volume 5 No. 11 November 2026, pp 9642-9651
E-ISSN 2829-7334
DOI: 10.58344/locus.v5i11.6327

The Effect of Product Information Quality, Last-Mile Service Quality, and Shipment Trackability on The Decision Not to Return Furniture in E-Commerce Purchases Through Customer Trust

Artha Nugraha Jonar*, Agus Purnomo, Erna Mulyati
Universitas Logistik dan Bisnis Internasional, Indonesia
Email: me@arthanugraha.com*

Keywords:
Quality of Product Information; Last-Mile Service Quality; Delivery Visibility; Customer Trust; Decision Not to Return Furniture.

This is an open access article under the CC BY-SA license.

Copyright © 2026 by Author. Published by Riviera Publishing

Abstract

The growth of e-commerce has made furniture purchasing more convenient for customers; however, it has also introduced risks associated with discrepancies in product information, shipping damage, unclear delivery status, and product returns. This study aims to examine the effects of Product Information Quality, Last-Mile Service Quality, and Shipment Trackability on the Decision Not to Return Furniture, both directly and indirectly through Customer Trust as a mediating variable. The study employed a quantitative approach with a cross-sectional design. Primary data were collected through a questionnaire comprising 46 indicators administered to 301 customers who had purchased furniture through e-commerce platforms within the preceding 12 months. Respondents were selected using purposive sampling, and the data were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS software. The results indicate that Last-Mile Service Quality and Shipment Trackability have significant effects on Customer Trust, whereas Product Information Quality does not. Product Information Quality, Shipment Trackability, and Customer Trust significantly influence the Decision Not to Return Furniture, while Last-Mile Service Quality has no significant direct effect. Furthermore, Customer Trust mediates the relationships between Last-Mile Service Quality and the Decision Not to Return Furniture and between Shipment Trackability and the Decision Not to Return Furniture, but does not mediate the relationship between Product Information Quality and the Decision Not to Return Furniture. The model explains 55.4% of the variance in Customer Trust and 60.8% of the variance in the Decision Not to Return Furniture. These findings highlight the importance of high-quality last-mile delivery services, shipment tracking transparency, and customer trust in minimizing preventable furniture returns in e-commerce transactions.

INTRODUCTION

The development of e-commerce in Indonesia has transformed furniture purchasing patterns from transactions that previously relied heavily on visits to physical stores to digital transactions. Customers can now search for information, compare products, make payments, and track shipments online. However, the characteristics of furniture, including its relatively high value, large dimensions, low purchase frequency, and frequent assembly requirements,

make online purchasing decisions more complex. Customers cannot directly inspect, touch, test, or measure products and therefore rely heavily on sellers' descriptions of dimensions, materials, colors, functions, product visualizations, assembly instructions, and return policies (Akıl & Ungan, 2022; Kim & Tadisina, 2007; Lee et al., 2022; Lin et al., 2023; Pasaribu et al., 2022).

Furniture returns have significant operational and financial consequences because the reverse logistics process involves the movement of products from customers back to companies, along with various activities such as product pickup, return transportation, inspection, sorting, repair, repackaging, resale, recycling, and disposal (Dowlatshahi, 2000; Fleischmann et al., 1997). According to IKEA Indonesia's 2025 product return data analyzed in this study, 2,036 returns were recorded among 40,387 online furniture orders, representing a return rate of 5.04%. The reasons for these returns included discrepancies in product descriptions, dimensions, colors, or materials; damage during delivery; delivery delays and unclear shipment tracking; incorrect shipments or missing components; and incompatibility with customers' spatial requirements, functional needs, or assembly expectations (Data processed by researchers, 2026). The total costs associated with these returns amounted to approximately IDR 1.79 billion, encompassing product pickup from customer locations, return transportation, inspection, handling, repair, repackaging, reductions in resale value, and disposal (Data processed by researchers, 2026).

Product Information Quality is essential because digital product information shapes customer expectations before a transaction occurs. Accurate, complete, relevant, credible, and easily understandable information, accompanied by clear return policies and realistic product visualizations, can help customers evaluate whether furniture meets their needs. (Hafiani & Abbadi, 2023; Mandavia, 2024; Nistor & Zadobrischi, 2024), emphasize the role of information quality in reducing uncertainty in online transactions. In the context of furniture purchases, even minor inaccuracies in product dimensions, differences in materials or colors, and unrepresentative product visualizations can create discrepancies between customer expectations and the actual products received (Aljohani, 2024; Rosillo-Díaz et al., 2024; Vrhovac et al., 2023).

In addition to product information, the last-mile delivery experience represents a critical physical touchpoint in the customer journey. Last-Mile Service Quality encompasses delivery timeliness, reliability, product condition upon arrival, delivery personnel professionalism, responsiveness, and problem-resolution capabilities. (Ma et al., 2021) and (Le & Le, 2023) demonstrate that the quality of the final delivery experience plays an important role in customer evaluations. In furniture transactions, last-mile delivery involves additional complexities because product dimensions and weight increase the risk of damage, necessitate careful handling, and often require coordination of delivery schedules and receiving arrangements (Kumala Dewi et al., 2023; Peña-García et al., 2024).

Shipment Trackability is another important element of online furniture transactions. Customers require accurate and consistent updates regarding shipment status, location, schedule changes, delivery stages, and estimated arrival times. (Hrouga, 2023) explains that shipment visibility supports transparency and the management of disruptions in logistics processes. Easily accessible shipment tracking information enables customers to make appropriate arrangements regarding delivery times, available space, access to delivery

locations, and the presence of designated recipients, thereby reducing uncertainty throughout the order fulfillment process.

Customer Trust serves as a mediating mechanism linking product information and service experiences to post-purchase behavior. Trust reflects customers' confidence in the competence, integrity, benevolence, and reliability of the parties involved in a transaction. When customers believe that sellers, e-commerce platforms, and logistics providers can fulfill their commitments and address problems responsibly, they may be more willing to retain purchased products or accept corrective measures before requesting a return and refund.

Most previous studies have primarily examined purchase decisions, customer satisfaction, loyalty, and repurchase intentions as outcome variables. Research on information quality has generally focused on the prepurchase stage, whereas studies of last-mile service quality have predominantly emphasized customer satisfaction and delivery performance. Research on shipment visibility has largely concentrated on supply chain transparency and operational efficiency, while reverse logistics studies have primarily investigated the management of products after their return. Consequently, research integrating Product Information Quality, Last-Mile Service Quality, Shipment Trackability, Customer Trust, and the Decision Not to Return Furniture within a unified conceptual framework remains limited.

The novelty of this study lies in integrating Product Information Quality, Last-Mile Service Quality, and Shipment Trackability into a single conceptual model to explain the Decision Not to Return Furniture through the mediating role of Customer Trust in e-commerce furniture purchases in Indonesia. This study conceptualizes the decision not to return furniture as a post-purchase behavior shaped by a sequence of customer experiences, beginning with the evaluation of product information, continuing through shipment tracking and last-mile delivery, and culminating in the assessment of the furniture's actual condition upon receipt. Accordingly, this study aims to examine the direct effects of the three exogenous variables on Customer Trust and the Decision Not to Return Furniture, as well as the mediating role of Customer Trust in these relationships.

METHOD

Research Design

This study employed a quantitative approach with an explanatory, cross-sectional research design to examine the relationships among Product Information Quality (X1), Last-Mile Service Quality (X2), Shipment Trackability (X3), Customer Trust (Z) as the mediating variable, and the Decision Not to Return Furniture (Y) as the primary endogenous variable.

Population, Sample, and Data Collection

The research population is e-commerce customers in Indonesia who have experience buying furniture online. Respondents were selected using purposive sampling with the criteria of being at least 17 years old, domiciled in Indonesia, having purchased furniture through e-commerce in the last 12 months, receiving products through delivery services, and being able to remember their purchase and delivery experiences. A total of 302 answers were collected and one answer was issued at the screening stage, so that 301 respondents were used in the analysis. Data were collected through an online questionnaire with a Likert scale of 1–5.

Table 1. Variable Operationalization

Variables	Key dimensions	Number of indicators
Product Information Quality (X1)	Accuracy, completeness, relevance, credibility, clarity of return policy, quality of visualization	12
Last Mile Service Quality (X2)	Timeliness, delivery reliability, condition of goods, personnel interaction, responsiveness and issue resolution	10
Delivery Visibility (X3)	Currency, accuracy, transparency, accessibility, and consistency of information	8
Customer Trust (Z)	Competence, integrity, care, reliability	8
Decision Not to Return Furniture (Y)	Consideration, information search/intention, preference/willingness, decision realization	8

The total instrument consists of 46 indicators. Product Information Quality is mainly adapted from Nistor and Zadobrischi (2024), Last Mile Service Quality from Ma et al. (2021), Delivery Visibility from Hrouga (2023), Customer Trust from (Wang, 2024), and construct post-purchase decisions adjusted to the context of furniture returns.

Conceptual Framework and Hypothesis

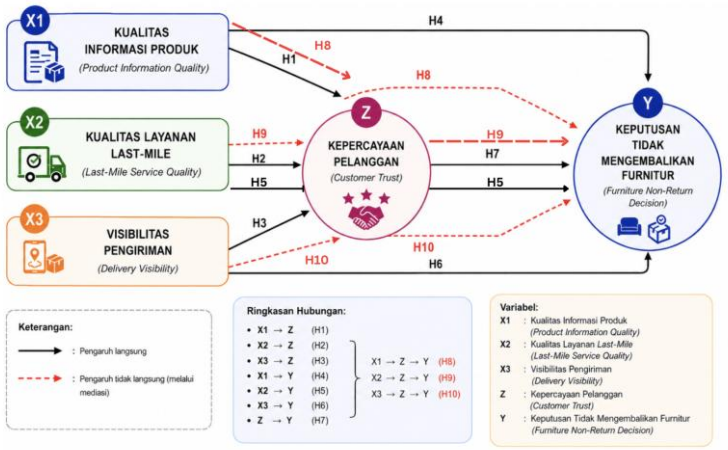


Figure 1. Research Model

The conceptual framework places X1, X2, and X3 as predictors of Customer Trust and Decisions Not to Return Furniture. Customer Trust is also positioned as a mediator. Direct influence was tested on seven tracks, while the other three tracks tested indirect effects through Customer Trust.

H1: Product Information Quality has a significant effect on Customer Trust.

H2: Last Mile Service Quality has a significant effect on Customer Trust.

H3: Delivery Visibility has a significant effect on Customer Trust.

H4: Product Information Quality has a significant effect on the Decision not to return furniture.

H5: Last Mile Service Quality has a significant effect on the decision not to return furniture.

H6: Delivery Visibility has a significant effect on the Decision not to return furniture.

H7: Customer Trust has a significant effect on the Decision not to return furniture.

H8: Customer Trust mediates the influence of Product Information Quality on the Decision not to return furniture.

H9: Customer Trust mediates the influence of Last Mile Service Quality on the Decision not to return furniture.
H10: Customer Trust mediates the influence of Delivery Visibility on the Decision not to return furniture.

Data Analysis Techniques

The analysis was carried out using PLS-SEM with SmartPLS. External model evaluations include outer loading, Average Variance Extracted (AVE), Fornell–Larcker Criterion, Heterotrait-Monotrait Ratio (HTMT), Cronbach's Alpha, rho_A, and Composite Reliability. The inner evaluation of the model includes R-square, f-square, Q-square, path coefficient, t-statistic, and p-value. Hypothesis testing was carried out through bootstrapping at a significance level of 5% with t-statistical criteria of > 1.96 and p-value < 0.05.

RESULTS AND DISCUSSION

Respondent Characteristics

Of the 301 respondents, 55.1% were women and 44.9% were men. Respondents came from various regions of Indonesia; 63.8% came from Java Island and 36.2% from outside Java. The most widely used platform for furniture purchases is Shopee (25.6%), followed by IKEA Online (14.6%), TikTok Shop (13.0%), Tokopedia (12.6%), and other platforms. The most purchased types of furniture are shelves (17.3%), cabinets (15.3%), chairs (14.0%), and sofas (12.3%). As many as 57.8% of respondents made transactions in the range of IDR 1,000,000 to IDR 4,999,999, showing that the purchase of furniture is a transaction of considerable value for most respondents.

Evaluation of Measurement Models

Table 2. Convergent Validity Assessment: Outer Loadings and Average Variance Extracted (AVE)

Variables	Indicator	Outer Loading	AVE	Information
Product Information Quality (X1)	12	0,928–0,951	0,879	Valid
Last Mile Service Quality (X2)	10	0,932–0,948	0,887	Valid
Delivery Visibility (X3)	8	0,915–0,937	0,857	Valid
Customer Trust (Z)	8	0,911–0,929	0,849	Valid
Decision Not to Return Furniture (Y)	8	0,895–0,912	0,815	Valid

All indicators have an outer loading above 0.70 and AVE above 0.50. The lowest outer loading is 0.895, while the highest is 0.951. Thus, the entire construct satisfies the convergent validity.

Table 3. Discriminant Validity Assessment Using the Heterotrait-Monotrait Ratio (HTMT)

Connection	HTMT	Information
Z–X3	0,114	Fulfil
Z –Y	0,668	Fulfil
Z–X2	0,744	Fulfil
Z– X1	0,562	Fulfil
DV–Y	0,369	Fulfil
DV– X2	0,027	Fulfil
DV– X1	0,026	Fulfil
Y– X2	0,586	Fulfil
Y–X1	0,613	Fulfil
X2– X1	0,690	Fulfil

The overall HTMT value was below 0.90 with a high value of 0.744 in the relationship between Customer Trust and Last Mile Service Quality. The Fornell–Larcker criterion is also met because the square root of each construct is higher than its correlation with other constructs. These results show adequate discriminant validity.

Table 4. Construct Reliability Assessment Using Cronbach's Alpha, rho_A, and Composite Reliability

Variables	Cronbach's Alpha	rho_A	Composite Reliability
Product Information Quality (X1)	0,988	0,988	0,989
Last Mile Service Quality (X2)	0,986	0,986	0,987
Delivery Visibility (X3)	0,976	0,978	0,979
Customer Trust (Z)	0,974	0,975	0,978
Decision Not to Return Furniture (Y)	0,968	0,968	0,972

The entire construct meets the reliability criteria as Cronbach's Alpha, rho_A, and Composite Reliability are above 0.70. However, Composite Reliability that exceeds 0.95 on all constructs needs to be observed because it can indicate similarity or redundancy between items. This is one of the limitations of the instrument that needs to be considered in further research.

Structural Model Evaluation

Table 5. Structural Model Evaluation: Coefficient of Determination (R^2), Adjusted R^2, and Predictive Relevance (Q^2)

Endogenous variables	R^2	R^2 adjusted	Q^2	Interpretation
Customer Trust (Z)	0,554	0,549	0,464	Moderate explanatory power; high predictive relevance
Decision Not to Return Furniture (Y)	0,608	0,603	0,488	Moderate explanatory power; high predictive relevance

Product Information Quality, Last Mile Service Quality, and Delivery Visibility are able to explain 55.4% of Customer Trust variations. Meanwhile, these three variables together with Customer Trust were able to explain 60.8% variation in the Decision not to return furniture. The Q^2 values of 0.464 and 0.488, respectively, indicate great predictive relevance.

Table 6. Effect Size (f^2) Assessment of Relationships Between Constructs

Connection	f^2	Category
X1 → Z	0,013	Very small
X2 → Z	0,527	Large
X3 → Z	0,035	Small
X1 → Y	0,169	Medium
X2 → Y	0,005	Very small
X3 → Y	0,261	Medium
Z → Y	0,152	Medium

The effect size shows that Last Mile Service Quality is the strongest predictor of Customer Trust with f^2 0.527. On the Decision not to return furniture, Delivery Visibility had the largest moderate effect (0.261), followed by Product Information Quality (0.169) and Customer Trust (0.152).

Testing the Direct Influence Hypothesis

Table 7. Direct Effect Hypothesis Testing Results Using PLS-SEM Bootstrapping

Hip.	Connection	Coeficin	t-statistic	p-value	Decision
H1	X1 → Z	0,102	1,737	0,083	Rejected
H2	X2 → Z	0,662	13,538	0,001	Accepted
H3	X3 → Z	0,126	3,212	0,001	Accepted
H4	X1→ Y	0,354	7,034	0,001	Accepted
H5	X2 → Y	0,072	1,253	0,211	Rejected
H6	X3→ Y	0,326	8,968	0,001	Accepted
H7	Z → Y	0,365	7,549	0,001	Accepted

The bootstrapping results show that H2, H3, H4, H6, and H7 are accepted, while H1 and H5 are rejected. Last Mile Service Quality has the greatest influence on Customer Trust with a coefficient of 0.662. Regarding the decision not to return furniture, Customer Trust has a coefficient of 0.365, Product Information Quality 0.354, and Delivery Visibility 0.326.

Mediation Effect Testing

Table 8. Indirect Effect and Mediation Hypothesis Testing Results Through Customer Trust

Hip.	Mediation Connection	Indirect Effect	t-statistic	p-value	Decision
H8	X1 → Z → Y	0,037	1,702	0,089	Rejected
H9	X2 → Z → Y	0,242	6,622	0,001	Accepted
H10	X3 → Z → Y	0,046	3,045	0,002	Accepted

Customer Trust does not mediate the influence of Product Information Quality on the decision not to return furniture. In contrast, Customer Trust mediates the influence of Last Mile Service Quality and Delivery Visibility. In Connection Last Mile Service Quality on the decision not to return, the direct influence is not significant while the indirect influence is significant so that Customer Trust plays the role of indirect-only mediation. In Connection Delivery Visibility, the direct and indirect influences are equally significant so that Customer Trust plays a complementary mediation.

Discussion

The results of the study show that Product Information Quality has not been proven to have a significant effect on Customer Trust. A coefficient of 0.102 with a p-value of 0.083 indicates that the quality of product information has not been the main factor in forming trust in the research sample. This finding is different from the arguments of Nistor and Zadobrischi (2024) and (Arlan & Hayadi, 2025) who place information quality as an important element in the formation of evaluation and trust. In furniture purchases, customers are more likely to form trust based on actual experiences when orders are fulfilled, items are shipped, and issues are resolved. This is consistent with the f^2 PIQ to Customer Trust which is only 0.013.

Last Mile Service Quality had a positive and significant effect on Customer Trust with a coefficient of 0.662 and f^2 0.527. These results show that the timeliness, accuracy of goods and addresses, furniture conditions, professionalism of personnel, and problem solving are tangible evidence of the service provider's ability to meet transaction commitments. These findings reinforce the views of Ma et al. (2021) and Le and Le (2023) regarding the importance of the last mile experience in customer evaluation. In furniture products, the physical experience at the handover stage is very important because the risk of damage and the complexity of handling are relatively high.

Delivery Visibility has a significant effect on Customer Trust. Although the coefficient is 0.126 and the effect size is relatively small, these results show that accurate, transparent, accessible, and consistent status updates can provide certainty while customers wait for furniture. These findings support Hrouga (2023) who places visibility as a means of transparency and control of the logistics process. In the context of furniture, visibility helps customers prepare for acceptance and reduce uncertainty due to schedule changes.

Product Information Quality had a significant effect on the Decision not to return furniture with a coefficient of 0.354 and f^2 0.169. The right information helps customers form more appropriate expectations for product size, material, color, function, assembly needs, and placement. These findings suggest that the function of product information on post-purchase behavior can take place directly, even if the path through Customer Trust is not significant. In other words, good information can help customers make more informed product decisions without having to first increase trust in the seller.

Last Mile Service Quality does not have a significant direct effect on the Decision not to return furniture. However, the indirect influence through Customer Trust was 0.242 significant. This indirect-only mediation pattern shows that last-mile quality works primarily by building customer confidence in the capabilities and reliability of the parties involved. The important implication is that the improvement of delivery services is not enough to judge only from operational results, but also from the ability of that experience to shape customer trust.

Delivery Visibility has a significant effect directly on the decision not to return furniture and indirectly through Customer Trust. Complementary mediation shows that visibility has two functions: it directly helps customers manage expectations and receipt of goods, and it indirectly strengthens trust in the order fulfillment process. Therefore, tracking should not only be treated as a status information feature, but as part of customer experience design and return prevention.

Customer Trust had a significant effect on the Decision not to return furniture with a coefficient of 0.365 and f^2 0.152. Trust in the capabilities, integrity, care, and reliability of vendors, platforms, and logistics providers can encourage customers to maintain products or provide companies with opportunities to perform service recovery. These findings reinforce the importance of trust as a variable of post-purchase behavior and as a mechanism that links the logistics experience to customer decisions.

CONCLUSION

The study concluded that product information quality, logistics service quality, shipment trackability, and customer trust played distinct roles in shaping customers' decisions not to return furniture purchased through e-commerce platforms. Last-Mile Service Quality and Shipment Trackability significantly influenced Customer Trust, whereas Product Information Quality did not demonstrate a statistically significant effect. Product Information Quality, Shipment Trackability, and Customer Trust significantly influenced the Decision Not to Return Furniture, while Last-Mile Service Quality had no significant direct effect. Furthermore, Customer Trust mediated the relationships between Last-Mile Service Quality and the Decision Not to Return Furniture and between Shipment Trackability and the Decision Not to Return Furniture, but did not mediate the relationship between Product

Information Quality and the Decision Not to Return Furniture. Last-Mile Service Quality exhibited indirect-only mediation, whereas Shipment Trackability demonstrated complementary mediation. The model explained 55.4% of the variance in Customer Trust and 60.8% of the variance in the Decision Not to Return Furniture, indicating substantial explanatory power. From a practical perspective, furniture retailers, e-commerce platforms, and logistics service providers should prioritize the reliability and safety of last-mile delivery services, enhance the accuracy and transparency of shipment tracking, improve product information quality, and establish effective service recovery mechanisms to strengthen customer trust. Additionally, return-cause analysis systems should integrate product, order, shipment, complaint, and return data to systematically minimize preventable returns. The study was limited by its purposive sampling technique, cross-sectional design, reliance on self-reported measures, and exceptionally high construct reliability values, which may indicate item redundancy. Future research should incorporate actual return transaction data, adopt longitudinal or mixed-methods designs, expand sample coverage, conduct multigroup analyses, and examine additional variables, including actual product quality, expectation disconfirmation, customer satisfaction, perceived risk, ease of returns, return costs, and complaint-handling quality.

REFERENCES

Akıl, S., & Ungan, M. C. (2022). E-commerce logistics service quality: Customer satisfaction and loyalty. *Journal of Electronic Commerce in Organizations*, *20*(1), 1–19. https://doi.org/10.4018/JECO.292473

Aljohani, K. (2024). The role of last-mile delivery quality and satisfaction in online retail experience: An empirical analysis. *Sustainability*, *16*(11), 4743. https://doi.org/10.3390/su16114743

Arlan, & Hayadi. (2025). *Kajian mengenai kualitas informasi dan kepercayaan dalam transaksi e-commerce*.

Dowlatshahi, S. (2000). Developing a theory of reverse logistics. *Interfaces*, *30*, 143–155. https://doi.org/10.1287/inte.30.3.143.11670

Fleischmann, M., Bloemhof-Ruwaard, J., Dekker, R., Laan, E., Nunen, J., & Wassenhove, L. (1997). Quantitative models for reverse logistics: A review. *European Journal of Operational Research*, *103*, 1–17. https://doi.org/10.1016/s0377-2217(97)00230-0

Hafiani, & Abbadi. (2023). *Kajian kualitas informasi dalam transaksi daring*.

Hrouga, M. (2023). *Kajian delivery visibility, transparansi, dan pengelolaan proses pengiriman*.

Kim, E., & Tadisina, S. (2007). A model of customers' trust in e-businesses: Micro-level inter-party trust formation. *Journal of Computer Information Systems*, *48*, 104–188. https://doi.org/10.1080/08874417.2007.11645998

Kumala Dewi, N., Ariffien, A., & Dwi Sparingga, E. (2023). Model logistic service quality terhadap kepuasan pelanggan dan loyalitas pelanggan dengan menggunakan metode structural equation modelling pada Kantor POS Kotabumi. *Jurnal Informasi dan Teknologi*, *5*(4), 204–209. https://doi.org/10.60083/jidt.v5i4.440

Le, N. T. H., & Le, P. M. (2023). Factors affecting the satisfaction of customers buying food with last-mile delivery service on e-commerce platform in Vietnam. *DeReMa (Development Research of Management): Jurnal Manajemen*, *18*(2), 126. https://doi.org/10.19166/derema.v18i2.7257

Lee, C., Kim, H., & Ha, Y. M. (2022). Effect of e-commerce return logistics service quality

on trust relationship formation and customer loyalty. *Korea International Trade Research Institute*, *18*(1), 303–323. https://doi.org/10.16980/jitc.18.1.202202.303

Lin, X., Mamun, A., Yang, Q., & Masukujjaman, M. (2023). Examining the effect of logistics service quality on customer satisfaction and re-use intention. *PLOS ONE*, *18*. https://doi.org/10.1371/journal.pone.0286382

Ma, P., Yao, N., & Yang, X. (2021). *Kajian kualitas pengalaman last-mile delivery sebagaimana digunakan sebagai rujukan utama instrumen tesis*.

Mandavia. (2024). *Kajian kualitas dan kelengkapan informasi produk dalam e-commerce*.

Nistor, & Zadobrischi. (2024). *Kajian kualitas informasi produk, evaluasi pelanggan, dan proses pengembalian pada transaksi daring*.

Pasaribu, F., Sari, W. P., Bulan, T. R. N., & Astuty, W. (2022). The effect of e-commerce service quality on customer satisfaction, trust and loyalty. *International Journal of Data and Network Science*, *6*(4), 1077–1084. https://doi.org/10.5267/j.ijdns.2022.8.001

Peña-García, N., Losada-Otálora, M., Auza, D. P., & Cruz, M. P. (2024). Reviews, trust, and customer experience in online marketplaces: The case of Mercado Libre Colombia. *Frontiers in Communication*, *9*, 1460321. https://doi.org/10.3389/fcomm.2024.1460321

Rosillo-Díaz, E., Muñoz-Rosas, J. F., & Blanco-Encomienda, F. J. (2024). Impact of heuristic–systematic cues on the purchase intention of the electronic commerce consumer through the perception of product quality. *Journal of Retailing and Consumer Services*, *81*, 103980. https://doi.org/10.1016/j.jretconser.2024.103980

Vrhovac, V., Vasić, S., Milisavljević, S., Dudić, B., Štarchoň, P., & Žižakov, M. (2023). Measuring e-commerce user experience in the last-mile delivery. *Mathematics*, *11*(6), 1482. https://doi.org/10.3390/math11061482

Wang, F. (2024). *Kajian Customer Trust berdasarkan kemampuan, integritas, benevolence, dan reliability*.