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## EXPLORING THE ROLE OF ETHICS IN DIGITAL MARKETING TO ENHANCE TRUST, COMMITMENT, AND REPURCHASE INTENTION IN E-COMMERCE IN INDONESIA



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### Abstract

This study aims to analyze the impact of ethical practices in digital marketing, consumer trust, and consumer commitment on repurchase intention in e-commerce platforms in Indonesia. In the rapidly evolving digital landscape, the application of ethics in digital marketing plays a crucial role in shaping consumer behavior. The research adopts a quantitative approach, involving 450 respondents selected through convenience sampling. Data was collected using an online questionnaire distributed via Google Forms. To analyze the data, this study employs Structural Equation Modeling (SEM) with the assistance of AMOS version 24.0. The results indicate that all tested hypotheses have a significant effect. Specifically, the findings suggest that ethical practices in digital marketing positively influence consumer trust, which in turn contributes to increased consumer commitment and repurchase intention. These findings provide important insights for e-commerce practitioners in Indonesia, highlighting the need to incorporate ethical elements into their digital marketing strategies, given their significant impact on enhancing trust, fostering commitment, and driving repurchase intentions among consumers.

**Keywords:** Ethical Practices in Digital Marketing, Consumer Trust, Consumer Commitment, Repurchase Intention, E-Commerce in Indonesia

## INTRODUCTION

The development of technology and digitalization has brought significant changes in various aspects of life, particularly in consumer behavior. In today's digital era, consumers increasingly rely on technology in every aspect of their lives, including shopping. This transformation not only includes changes in how consumers purchase goods but also how they interact with e-commerce platforms. In the past, consumers typically preferred shopping in physical stores. However, with the advancement of information and communication technology, consumer behavior has increasingly shifted to online shopping through digital platforms such as e-commerce.

According to data collected by Statista (2024), the number of e-commerce users in Indonesia in 2020 was recorded at 38.72 million, with a market penetration rate of 19.23%. This number continues to increase each year, with the number of users reaching 44.43 million in 2021, and market penetration rising to 20.39%. In 2022, the number of e-commerce users in Indonesia reached 50.89 million, with a market penetration rate of 20.81%. In 2023, the number of e-commerce users was recorded at 58.63 million, with a market penetration rate of 21.56%, and it is projected that by 2024, the number of users will reach 65.65 million, with a market penetration rate of 23.94%. A graph illustrating this data shows a very positive trend, with a continuous increase in the number of e-commerce users, which is a clear indicator of the digital transformation taking place in Indonesia (Statista, 2024).

The e-commerce sector in Indonesia has shown remarkable growth, driven by several underlying factors. One of the main factors is the ease of access to e-commerce platforms, which are increasingly accessible to almost all segments of society, both in urban and rural areas. The increasing use of mobile devices, coupled with the improvement in digital infrastructure and the wider internet penetration, has made e-commerce more accessible to consumers. Along with this, e-commerce platforms have also expanded, offering various conveniences and attractive promotions for consumers.

However, despite the continuous growth of the e-commerce sector in Indonesia, there are challenges that must be faced, particularly concerning consumer trust and privacy. As a sector relying on digital transactions, e-commerce must be able to build and maintain consumer trust, especially regarding the management of personal data. Consumer trust is an essential element that plays a role in reducing the uncertainty and risks often associated with online transactions. In this regard, data security and privacy are of utmost importance. Without adequate protection for consumer data, e-commerce platforms risk losing consumer trust and customers.

A real-world example of how privacy issues can damage the reputation and relationship between e-commerce platforms and consumers is the data breach experienced by Tokopedia in 2020. In this case, sensitive customer data such as passwords, email addresses, and credit card information was successfully leaked, causing significant concern among e-commerce users. This incident illustrates that while e-commerce platforms have the potential to provide convenience and ease of shopping, they must also have robust data protection systems to prevent exposing consumers' personal data to unauthorized parties (CNN Indonesia, 2020).

In this context, regulations and policies governing personal data protection are crucial. In Indonesia, Law No. 27 of 2022 on Personal Data Protection has been enacted to safeguard consumer rights and promote more ethical marketing practices in the management

of personal data. This law mandates transparency and consent in data collection, aiming to build trust between businesses and consumers. Through this regulation, it is hoped that companies can become more accountable in managing consumer data and ensure that the information collected is used in a lawful and secure manner (kominfo.go.id).

High consumer trust in e-commerce platforms is highly dependent on the implementation of ethical digital marketing practices, which include aspects such as transparency in data management, information security, and honesty in marketing communication. This study aims to analyze the relationship between ethical digital marketing practices in building consumer trust and commitment, and how both affect repurchase intention on e-commerce platforms in Indonesia. Repurchase intention refers to the tendency of consumers to repurchase from the same company based on their previous purchasing experience, which is an important indicator in maintaining customer loyalty and sustaining long-term relationships with consumers (Putri & Suasana, 2022).

This study adopts the Commitment-Trust Theory developed by Morgan & Hunt (1994), which focuses on the importance of trust and commitment in building strong and sustainable business relationships. This theory states that trust and commitment are crucial factors in reducing uncertainty and strengthening the relationship between businesses and consumers, thus influencing future purchasing decisions. Using this theory, this research aims to explore how e-commerce companies in Indonesia can enhance consumer trust and commitment through ethical digital marketing practices, which will ultimately influence consumers repurchase intentions.

The novelty of this research lies in the replacement of several relevant variables from previous studies, such as replacing the variable of purchase intention with repurchase intention, and focusing on the variable of ethical digital marketing practices, which includes transparency, privacy, honesty, and responsibility in managing customer data. This study also introduces the context of Indonesia as the object of research, which has different socio-economic characteristics and consumer behavior compared to previous studies. This contextual difference contributes significantly to examining the application of findings from earlier studies in the Indonesian market.

Through this study, it is expected that a better understanding of the factors influencing consumer trust and commitment in the context of e-commerce can be gained, providing valuable insights for e-commerce companies in Indonesia to develop more effective, ethical marketing strategies that can build long-term customer loyalty.

## **REVIEW OF LITERATURE**

### **Commitment-Trust Theory**

The Commitment-Trust Theory proposed by Morgan & Hunt (1994) explains that trust and commitment are two key elements that determine the quality and sustainability of the relationship between a company and its customers, particularly in the context of e-commerce, which has minimal physical interaction, thereby increasing the perceived risk for consumers. Trust is reflected in the belief that the seller will act in a beneficial manner and not cause harm, and it has been shown to significantly influence repurchase intention through customer learning and shopping value, which strengthens trust in online retailers (Masri et al., 2021). Commitment, on the other hand, serves to reinforce the relationship between customer satisfaction and beneficial behavioral intentions, including repurchase intention

(Tonder, 2017), and in some findings, acts as a mediator between trust and purchase intention (Wistedt, 2024). This study adapts the Commitment-Trust Theory by linking ethical digital marketing practices to repurchase intention through trust and commitment, in line with Sharma et al. (2024), who emphasize that issues of security and ethics in online shopping can influence consumer behavior and engagement. Moreover, the initial purchase decision is closely related to the likelihood of future repurchase, where positive purchase experiences enhance the chances of repurchase and customer loyalty (Yang et al., 2020). Therefore, the implementation of ethical and transparent digital marketing practices becomes crucial to building consumer trust and commitment, which ultimately drives repurchase intention within the e-commerce ecosystem.

### **Repurchase Intention**

Repurchase intention is defined as the consumer's behavior to repurchase products or services from the same company based on their previous purchase experience. It reflects an individual's decision to repurchase after evaluating their prior purchase (Anggraeni & Albari, 2024; Paradita & Ekawati, 2024). Understanding repurchase intention is crucial for online retailers aiming to enhance customer loyalty and maintain a competitive advantage. In the context of the e-commerce industry, repurchase intention refers to the likelihood or willingness of consumers to purchase products or services again from the same online retailer. This concept is vital for e-commerce businesses as it directly impacts customer retention and long-term profitability (Kim et al., 2021). Various factors influence repurchase intention, including customer satisfaction, perceived value, convenience, trust, and emotional responses (Trung et al., 2018). This concept is of significant importance in marketing research because understanding these factors can help e-commerce businesses develop strategies to improve customer loyalty and increase repeat purchases. Repurchase intention refers to the consumer's commitment to purchasing a product in the future that they have previously bought (Putri & Suasana, 2022). The indicators in this study are derived from a synthesis of (Ghali-Zinoubi, 2023; Ventre & Kolbe, 2020). Based on this, repurchase intention can be influenced by various variables, including consumer trust (Wistedt, 2024; Yang et al., 2020), commitment (Wistedt, 2024; Yang et al., 2020), and ethical digital marketing practices (Sharma et al., 2024; Yang et al., 2020). In the following section, the author will provide a more detailed explanation of the implications of each of these variables.

### **Ethics of Digital Marketing**

Ethical digital marketing involves transparency, honesty, and respect for consumer privacy, which are crucial in building trust (Sharma et al., 2024). Ethics in digital marketing practices has become increasingly important with the development of technology and new media. In the digital age, companies face the challenge of maintaining integrity and consumer trust. Unethical marketing practices, such as fraud, data manipulation, and the spread of misleading information, can damage a company's reputation and reduce consumer trust (Ming & Jiao, 2018). When companies engage in ethical marketing, they are more likely to gain consumer trust, which is a significant predictor of repurchase intention (AlQodry & Kuswanto, 2024). As digital marketing continues to evolve, ethical practices are essential in maintaining consumer trust and ensuring fair market practices. Digital marketing often involves the collection and analysis of large amounts of consumer data, raising significant privacy concerns. Ethical issues arise when data is collected without explicit consent or used in ways that consumers did not anticipate (Sharma et al., 2024).

Compliance with regulations such as GDPR and CCPA is crucial for e-commerce platforms to ensure data protection and privacy (Yang et al., 2020). Adhering to these regulations helps build consumer trust and avoid legal repercussions (Kishnani & Das, 2024). Organizational practices, including employee training, incident response planning, and access control policies, are essential for maintaining a strong cybersecurity posture (Gupta, 2024). With the transformation of digital marketing, artificial intelligence is used to devise marketing strategies. Digital consumers, who lack personal interaction, seek assurances about the ethical behavior of businesses online. Research shows that retailer reliability, fraud, data security, internet security, and product quality are major concerns for online shoppers. Four fundamental aspects of online ethics are security, privacy, honesty, and customer satisfaction (Dwivedi et al., 2021).

Therefore, to address these challenges, companies must develop strategies focused on reconstructing marketing ethics. This includes training employees on ethical marketing practices, developing clear policies regarding the use of consumer data, and implementing transparency in marketing communications. By applying these strategies, companies can build trust with consumers and create stronger relationships (Ming & Jiao, 2018). The indicators in this study are derived from a synthesis of research (Dwivedi et al., 2021; Sharma et al., 2024; Yang et al., 2020).

Research conducted by Bhattacharya & Sharma (2023) found that privacy practices implemented by online sellers positively influenced consumer trust levels. The presence of privacy policy statements on websites helps reduce perceived risk and psychological distance when consumers are asked to share personal information. In the absence of clear privacy regulations, privacy policies on websites become an important factor in fostering consumer trust. Further, research by Alam (2020) found that security and privacy aspects in digital services had a significant positive impact on consumer trust. Protection of personal data and assurance of secure transactions are key factors that strengthen consumer confidence in service providers. Additionally, a study by Yang et al. (2020) explained that security, privacy, non-deception, and fulfillment significantly influenced trust and commitment. These results reaffirm the importance of the role of trust and commitment. This indicates that in the e-commerce realm, consumer trust and satisfaction are crucial. Another study by Chang & Guo (2021) revealed that the ethics of e-retailer transactions significantly influenced consumer trust and commitment. Consumers view transaction ethics as a protective measure that enhances security and promotes retailer accountability. This aligns with social exchange and commitment-trust theory, suggesting that ethical retail practices foster consumer trust by fulfilling expectations fairly. Trust nurtures commitment, driving long-term consumer-retailer relationships. This shows that privacy and security are critical for trust and commitment, with fulfillment and service recovery also enhancing loyalty. Therefore, strong transaction ethics reduce negative behavior while strengthening trust and commitment in the relationship between online retailers and consumers.

H1: Ethical digital marketing practices have a positive influence on consumer trust.

The relationship between ethical digital marketing practices and consumer commitment in the context of e-commerce is strong and interconnected. Research by Yang et al. (2020) emphasizes that digital transaction ethics, including privacy, security, honesty of information (non-deception), and fulfillment of promises, play a crucial role in building consumer commitment. When consumers feel that online retailers safeguard their data,

provide honest information, and fulfill service promises, they develop a sense of security and comfort, which ultimately drives them to commit to maintaining long-term relationships with these retailers. This aligns with the findings of Chang & Guo (2021), which show that ethical transaction practices such as honesty, transparency, and fairness in service recovery can strengthen consumer commitment while reducing negative behaviors like fraudulent product returns.

Meanwhile, Alzoubi et al. (2025) highlight the role of ethical practices in technology-based digital marketing, particularly the use of artificial intelligence (AI). Ethical practices in content personalization and data protection through AI help create a sense of appreciation among consumers, thereby enhancing trust and engagement, which leads to the formation of long-term commitment. The study by Ghali-Zinoubi (2023) reinforces this by demonstrating that the ethics perceived by consumers in digital communication—such as honesty, fairness, shared values, and social responsibility—significantly influence consumer commitment to remain loyal to e-retailers. Consistent and well-maintained ethical digital marketing practices create positive perceptions, build trust, and foster loyalty, which ultimately strengthens consumer commitment in the long term. These findings consistently reinforce that ethical digital marketing practices are a critical foundation in building and sustaining consumer commitment in the e-commerce domain.

H2: Ethical digital marketing practices have a positive influence on consumer commitment.

Meanwhile, Rezaeian & Asgari (2021) explain that ethical marketing practices in the context of digital marketing have a positive and significant influence on repurchase intention, both directly and through the mediating role of brand identity and brand equity. Additionally, Yuniarti et al. (2022) state that consumers' perceptions of online retailer ethics positively influence repurchase intention. This study measures ethics through dimensions such as security, privacy, non-deception, and service reliability, which are fundamentally aligned with several aspects in this research, such as transparency & honesty, respect for privacy, and security. Although there are variations in the terminology and the inclusion of additional dimensions, the core of both studies emphasizes the importance of transparency, honesty, and consumer protection in online marketing practices.

H3: Ethical digital marketing practices have a positive influence on repurchase intention.

### **Consumer Trust**

Consumer trust is a multifaceted concept that plays a crucial role in consumer behavior, especially in the context of e-commerce and online transactions (Yang et al., 2020). Consumer trust in e-commerce refers to the trust in the reliability of online merchants. This trust is shaped by internal factors such as consumer characteristics and website features, in addition to external influences like policies and technology (Chang & Guo, 2021). Trust is critical for purchase decisions and is built through a cycle of trust, purchase, feedback, and improved conditions to foster greater trust (Chen & Zhang, 2014).

Consumer trust essentially involves the confidence that consumers place in a business to meet their expectations and act in their best interest. It encompasses thoughts, feelings, and behaviors that arise when consumers believe that the provider can be relied upon and trusted (Anggraeni & Albari, 2024; Baharin & Md Nayan, 2020). In the context of e-commerce, trust is especially significant due to the lack of physical interaction, which makes it harder to establish reliability. Factors such as website security, transparency, and customer service are essential in building this trust (KHAN, 2024). Trust plays a critical role in

mediating the influence of online reviews on repurchase intention, as increased consumer trust significantly enhances their willingness to make future purchases (Anggraeni & Albari, 2024). Furthermore, trust significantly affects consumers' willingness to continue using e-commerce platforms. In regions with weak regulatory frameworks, such as Sub-Saharan Africa, trust is vital in fostering continuation intentions. Factors like information quality and perceived usefulness enhance trust, which in turn increases repurchase intention (Odusanya et al., 2022). The indicators in this study are derived from a synthesis of research (Wistedt, 2024; Yang et al., 2020).

Overall, the relationship between trust and commitment in the context of e-commerce plays a crucial role in the long-term success of a business. Trust, built through transparency, transaction security, and consistent service, can strengthen consumer commitment to remain loyal and repurchase (Yang et al., 2020). In the highly competitive e-commerce industry, companies that can create a trusted shopping experience not only gain customer loyalty but also increase retention rates and recommendations from satisfied customers (Kim et al., 2021). Therefore, it is important for e-commerce companies to continuously build and maintain consumer trust, as high levels of trust will result in stronger commitment, which in turn drives growth and sustainability in their business. As previously explained, trust consists of four key indicators used in this study: Consumers trust that the seller is honest and responsible, consumers trust that the seller has the necessary capability, consumers trust that the seller has good intentions toward them, and consumers trust that the seller fulfills their promises according to consumer expectations.

The relationship between consumer trust and consumer commitment in the context of e-commerce is strong and interconnected. Previous research examining the impact of trust on consumer commitment, such as that by Cui et al. (2020) in the context of cross-border mobile commerce (CBMC), found that consumer trust positively and significantly influences relationship commitment. A high level of trust encourages consumers to become more committed to maintaining long-term relationships with CBMC service providers. Similarly, Wistedt (2024), in the context of cross-border e-commerce (CBEC) showed that trust has a positive and significant effect on consumer commitment. This finding strengthens the principles of the Commitment-Trust Theory (CTT), which asserts that the level of consumer trust in the retailer is a primary factor driving the formation of long-term relationship commitment. Furthermore, Ghali-Zinoubi (2023) also found that trust positively influences commitment. In this study, the higher the level of consumer trust in the integrity and reliability of e-retailer services, the greater the tendency to remain committed and continue the relationship with the service provider.

Additionally, research by You et al. (2022) in the context of online shopping platforms in China examined the relationship between online trust and consumer commitment based on the Commitment-Trust Theory. Structural analysis results showed that online trust has a significant positive influence on commitment. This study also expands the application of the Commitment-Trust Theory in the e-commerce context by demonstrating that trust is a key factor in building and maintaining commitment between consumers and online retailers.

H4: Trust has a positive influence on commitment.

Meanwhile, in addition to the influence of trust on commitment, trust has also been found in several previous studies to impact repurchase intention. Oppong & Ansah (2025)

conducted a study in the context of the herbal product market in Ghana to examine the relationship between brand trust and repurchase intention. The analysis using Structural Equation Modeling (SEM) revealed that trust has a significant positive effect on consumer repurchase intention. Consumers with high levels of trust in a brand tend to demonstrate commitment to repurchase. Subsequently, Antwi (2021) studied the impact of relationship quality on repurchase intention in the context of e-commerce in Ghana. The research findings indicated that trust has a significant positive effect on consumer repurchase intention. Consumers with high levels of trust in e-retailers are more likely to repurchase. Furthermore, a study by Aurelia & Nawawi (2021) examined the effect of trust on online repurchase intention among fashion product consumers on Instagram in Jakarta. Based on the findings, trust was shown to have a positive and significant impact on online repurchase intention. The higher the level of trust consumers have in an online store, the greater their tendency to repurchase. Additionally, research by (Ghali-Zinoubi (2023) investigated the effect of e-trust on repetitive purchase intention in the context of e-commerce in Saudi Arabia. The findings of this study showed that trust has a significant positive effect on consumer repurchase intention. The research also revealed that the impact of trust on repurchase intention becomes stronger when the reputation of the online retailer is perceived as high by consumers.

H5: Trust has a positive influence on repurchase intention.

### **Consumer Commitment**

Consumer commitment is defined as a psychological state generated by perceptions, beliefs, and emotions of individuals, which triggers the willingness or intention to develop and maintain a stable and long-term relationship with a retailer (Iniesta & Sánchez, 2002). Commitment in marketing is a multifaceted concept that plays a crucial role in building and maintaining long-term relationships between businesses and their customers. It is often seen as a psychological state reflecting the desire of customers to maintain a valuable relationship with a business, product, or service (Brown et al., 2019).

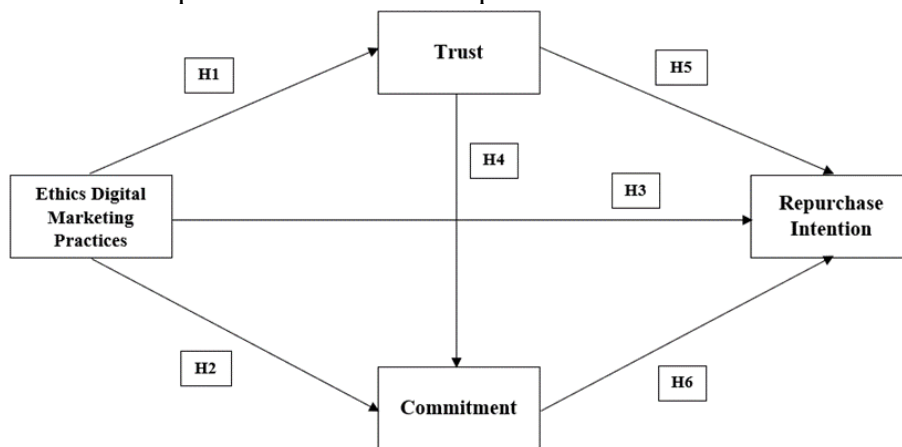
From a broader perspective, commitment is a critical factor in marketing, and it is important to recognize that it is not the sole determinant of customer behavior (Wistedt, 2024). Other factors, such as market dynamics, competitive offerings, and individual customer preferences, also play a significant role. Additionally, the interaction between various types of commitment can vary across industries and cultural contexts, requiring tailored strategies for different markets (Coronil et al., 2017). Furthermore, the Commitment-Trust Theory, introduced by Morgan & Hunt (1994), posits that commitment and trust are key drivers in building and maintaining sustainable relationships. The Commitment-Trust Theory is a significant concept in relationship management, marketing, and organizational behavior. This theory emphasizes the importance of two key elements—commitment and trust—in building and maintaining successful long-term relationships, both in business and organizational contexts (Mamusung & Rasjid, 2020). The development of the Commitment-Trust Theory occurred during a period when marketing experts began to focus more on relational aspects of marketing rather than transactional approaches. This shift was part of a broader movement in marketing theory and practice toward understanding long-term relationships and customer retention. The indicators in this study are derived from a synthesis of research (Wistedt, 2024; Yang et al., 2020).

Overall, the relationship between commitment and repurchase intention in the context of e-commerce is closely intertwined and mutually reinforcing. When customers feel

committed and emotionally attached to a brand or e-commerce platform, they are more likely to repurchase in the future. Commitment, formed through positive shopping experiences, satisfying customer service, and relevant offers, can enhance customer loyalty, which in turn strengthens their intention to repurchase. Therefore, e-commerce companies should focus on creating experiences that foster customer commitment, as high levels of commitment will drive stronger repurchase intentions and contribute to the long-term sustainability and growth of the business. As previously explained, commitment consists of three main indicators used in this study: emotional attachment, liking the brand or seller, willingness to continue the relationship due to perceived benefits, and the willingness to continue using the same online store.

Several previous studies examining the impact of commitment on repurchase intention have shown significant positive results. Cahyani et al. (2025) conducted a study on the impact of customer commitment on repurchase intention in the context of Bingke Cakes, a traditional food product in West Kalimantan. Based on data analysis, the study found that customer commitment positively and significantly influences repurchase intention. The higher the level of customer commitment to the brand, the greater the likelihood of repurchasing. This finding affirms that emotional commitment and customer attachment to the product are key factors in driving loyalty and repurchase decisions, particularly in the local food industry. Furthermore, research by Hamdan et al. (2023) investigated the relationship between e-commitment and e-repurchase intention in the context of online shopping behavior in Indonesia. The results indicated that e-commitment positively and significantly influences e-repurchase intention. Consumers with high levels of commitment to an online shopping platform tend to demonstrate a stronger desire to repurchase. This finding suggests that commitment is an important factor in driving consumers to remain loyal and continue shopping on the same platform, especially in the competitive e-commerce environment. In addition, research by Masri et al. (2021) found that customer calculation commitment positively influences repurchase intention in the context of e-commerce. This commitment becomes part of the trust-commitment mechanism, encouraging customers to repurchase digital products or services. These findings affirm that commitment is a critical factor in shaping customer repurchase intentions in e-commerce.

H6: Commitment has a positive influence on repurchase intention.



**Figure 1.**  
**Research Framework**

## RESEARCH METHOD

### Sample Design

The research method used in this study is quantitative. The population for this study consists of all individuals who have made a purchase on one of the e-commerce platforms in Indonesia, including Shopee, Tokopedia, or Tiktok Shop. The sample obtained from the population must be truly representative, meaning it must be collected from individuals who have made purchases or transactions through one of the e-commerce platforms that are officially accessible in Indonesia. The sampling technique used in this study is non-probability sampling, specifically convenience sampling. This technique was chosen to select respondents based on ease and availability (Hair et al., 2018). This was selected to facilitate the collection of questionnaire data via Google Forms. The sample for this study consists of e-commerce users aged at least 17 years old who have made at least one online purchase within the last three months on Shopee, Tokopedia, or Tiktok Shop. When collecting sample data, respondent criteria are included at the beginning of the Google Form to validate the predetermined criteria. This study aims to ensure that the data collected comes from a sample aligned with the research parameters. A large sample size is crucial in data analysis, as this study will use Structural Equation Modeling (SEM). SEM is a multivariate quantitative methodology used to explain the relationships between observed variables (Hair et al., 2018). To ensure the required sample size, the researcher determined the sample size based on the number of parameters included in the research model (Hair et al., 2018). This study uses a sample size of 450 respondents, selected with consideration for the representativeness of the population and the statistical analysis needs that can provide valid and reliable results. This sample size was chosen to ensure sufficient statistical power in identifying significant relationships or differences between the variables being studied.

### Data Collection and Research Instrument

The research model in this study includes three independent variables: ethical digital marketing practices, consumer trust, and consumer commitment; and one dependent variable: repurchase intention. To analyze this model, primary data is required, which is obtained through the collection of a structured questionnaire, with items adapted from previous studies to measure each relevant construct. Each variable is measured using several indicators, with a minimum of three items for each construct, as recommended by Hair et al. (2018). Respondents provide answers based on a Likert scale consisting of five options: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. Further details regarding this questionnaire can be found in Table 1. Operational Definitions of Variables. Before distribution, the questionnaire was tested for validity and reliability. The results of the instrument test showed that all items had significant total correction values above the critical value of  $T\text{-table} = 0.36$ . Additionally, the reliability test results showed Cronbach's Alpha values above 0.70, ranging from 0.790 to 0.927, indicating a high level of reliability for each variable. Therefore, the research instrument is deemed valid and reliable, and can be used for data collection in further analysis. The collected data will subsequently be analyzed using SEM-AMOS 24.0 software to confirm the established research model based on empirical data.

**Table 1.**  
**Operational Definitions of Variables**

Variables	Sources	Statement items
Ethics Digital Marketing Practices	(Dwivedi et al., 2021; Sharma et al., 2024; Yang et al., 2020)	<ul style="list-style-type: none"> <li>• I am confident that my personal information is well protected by the e-commerce platform when shopping online.</li> <li>• I feel that the information provided by the e-commerce platform is always honest and not misleading.</li> <li>• I believe that this e-commerce platform does not use deceptive tactics in its promotions.</li> <li>• I feel that I am treated fairly as a customer in this online transaction.</li> <li>• I feel that the e-commerce platform responds quickly and resolves complaints effectively.</li> </ul>
Consumer Trust	(Wistedt, 2024; Yang et al., 2020)	<ul style="list-style-type: none"> <li>• I believe that this e-commerce platform is honest in all of its information provided to customers.</li> <li>• I believe that this e-commerce platform is capable of handling issues and providing effective solutions.</li> <li>• I believe that this e-commerce platform cares about customer satisfaction, not just profit.</li> <li>• The product I received is consistent with the description and my expectations.</li> </ul>
Consumer Commitment	(Wistedt, 2024; Yang et al., 2020)	<ul style="list-style-type: none"> <li>• I feel comfortable and pleased shopping on this e-commerce platform.</li> <li>• I continue to use this e-commerce platform because it provides convenience and practical benefits.</li> </ul>

Repurchase Intention	(Ghali-Zinoubi, 2023; Ventre & Kolbe, 2020)	<ul style="list-style-type: none"> <li>I am willing to use this e-commerce platform in the long term.</li> </ul>
		<ul style="list-style-type: none"> <li>I intend to repurchase a product from this e-commerce platform.</li> <li>If there is a product I wish to repurchase, I would prefer to use this e-commerce platform.</li> <li>I plan to make a repurchase through this e-commerce platform in the near future.</li> </ul>

**RESULTS AND DISCUSSION**

**Respondents Characteristics**

This study involves 450 respondents, with a summary of respondent characteristics presented in Table 2. The majority of the respondents in this study are female (64.7%), and the largest age group falls within the 17-24 years range (37.1%), followed by the 25-34 years group (29.1%), indicating a high level of engagement from the younger generation in e-commerce. A significant proportion of respondents have a higher education background, with 50.2% holding a Diploma or Bachelor's degree (S1), and the majority are employed as employees (20.9%) or civil servants/military/police (25.6%), while 32.7% are students. Regarding purchasing frequency, 41.3% of respondents make 3-5 purchases per month, and 26.7% make more than six purchases per month, reflecting considerable engagement in e-commerce platforms. Overall, the respondents are predominantly female, of working age, with higher education, and most are either employed full-time or students, indicating their active participation in online shopping via e-commerce platforms.

**Table 2.**

**Respondents Characteristics**

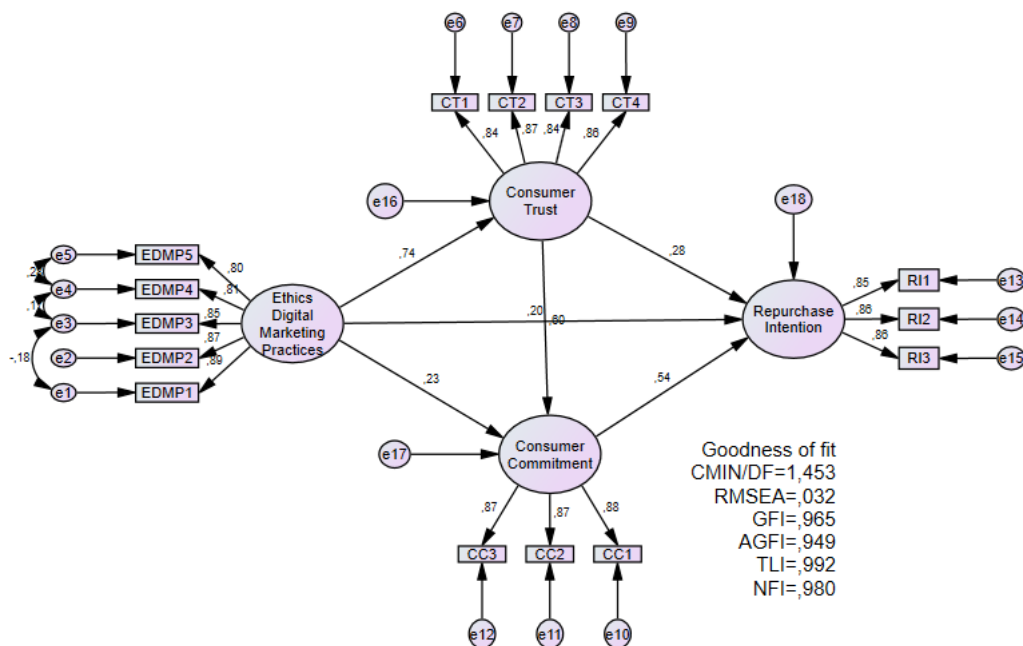
Category	Number	Percentage	Total
Gender			100%
Male	159	35.3%	
Female	291	64.7%	
Age			100%
17-24 Years	167	37.1%	
25-34 Years	131	29.1%	
35-44 Years	67	14.9%	
≥ 45 Years	85	18.9%	
Education			100%
Elementary/Junior High/High School Equivalent	171	38%	
Diploma/Bachelor's Degree (S1)	226	50.2%	
Master's Degree (S2)	52	11.6%	
Doctoral Degree (S3)	1	0.2%	
Occupation			100%

Student	148	32.9%	
Employee	94	20.9%	
Entrepreneur	40	8.9%	
Civil Servant/Military/Police	115	25.6%	
Housewife	53	11.7%	
Purchase Frequency			100%
1-2 Times	144	32%	
3-5 Times	186	41.3%	
≥ 6 Times	120	26.7%	

Source: Primary Data, 2025

### Constructing the Path Diagram and Structural Equations

In the following section, the structural model is developed using Structural Equation Modeling (SEM) to analyze and evaluate the relationships between the relevant variables in this study. The objective of constructing this model is to identify how the defined variables interact with and influence each other, as well as to test the proposed hypotheses. The results of the SEM model construction are presented in Figure 2, which illustrates the path diagram and structural equations that depict the relationships between the variables under investigation.



**Figure 2.**  
**Path Diagram and Structural Equations**

Next, validity and reliability tests are conducted for the entire structural model involving all variables. The purpose of this testing is to ensure that the model meets the criteria for validity and reliability, thus providing accurate data. The detailed results of the validity and reliability tests for the structural model are presented in Table 3, which illustrates the performance of each variable in this study. The obtained validity and reliability serve as

an essential foundation for proceeding with further analysis using the SEM model. The results of these validity and reliability tests can be found in Table 3.

**Validity and Reliability Test**

According to Hair et al. (2018), data can be considered valid if the loading factor value is  $\geq 0.50$ . Meanwhile, in the reliability test using construct reliability (CR), data is considered reliable if the CR is  $\geq 0.70$ . This test is conducted to ensure the validity and reliability of the data in this study. A total of 15 statements were designed to represent the variables in the research. Based on Table 3, the results of the validity test for the indicators of the variables in the study show loading factor values between 0.799 and 0.891 for the ethics digital marketing practices variable, between 0.839 and 0.866 for the consumer trust variable, and between 0.871 and 0.875 for the consumer commitment variable. Meanwhile, the loading factor values for the repurchase intention variable range from 0.845 to 0.863. These values are greater than the minimum threshold of 0.5 required by Hair et al. (2018), indicating that all the research indicators are valid and can be used to measure the reliability of the variables.

Furthermore, the calculations for the four research variables show Construct Reliability values between 0.892 and 0.925, well above the minimum recommended value of 0.70, thus concluding that all variables are reliable. Therefore, the indicators and variables in this study can be used for the next structural model analysis process. In addition to indicating the validity of the indicators, the factor loading also reflects the dominant contribution of an indicator that can influence the value of the variable. Therefore, the calculation results show that the item EDMP1 “I am confident that my personal information is well protected by the e-commerce platform when shopping online” has a factor loading value of 0.804, indicating that this item has the greatest influence in shaping the ethics digital marketing practices variable. Meanwhile, the item with the greatest influence on the consumer trust variable is CT2 “I believe that this e-commerce platform is capable of handling issues and providing solutions effectively,” with a value of 0.866. Next, for the consumer commitment variable, the item with the highest value is CC1 “I feel comfortable and pleased shopping on this e-commerce platform,” with a value of 0.875. Lastly, for the repurchase intention variable, the item with the highest value is RI3 “I plan to repurchase through this e-commerce platform in the near future” with a value of 0.863.

**Table 3.**  
**Results of Validity and Reliability Testing**

Code	Variable/Indicator	Factor Loading	CR	AVE
<b>EDMP</b>	<b>Ethics Digital Marketing Practices</b>		0.925	0.711
<b>EDMP1</b>	I am confident that my personal information is well-protected by the e-commerce platform when shopping online.	0.891		
<b>EDMP2</b>	I feel that the information provided by the e-commerce platform is always honest and not misleading.	0.871		
<b>EDMP3</b>	I feel that this e-commerce platform does not use deceptive tactics in its promotions.	0.846		

<b>EDMP4</b>	I am treated fairly as a customer in this online transaction.	0.806		
<b>EDMP5</b>	I feel that the e-commerce platform responds quickly and resolves complaints effectively.	0.799		
<b>CT</b>	<b>Consumer Trust</b>		0.914	0.726
<b>CT1</b>	I believe that this e-commerce platform is honest in all of its information provided to customers.	0.839		
<b>CT2</b>	I believe that this e-commerce platform is capable of handling issues and providing solutions effectively.	0.866		
<b>CT3</b>	I believe that this e-commerce platform cares about customer satisfaction, not just profit.	0.839		
<b>CT4</b>	The product I received is consistent with the description and my expectations.	0.863		
<b>CC</b>	<b>Consumer Commitment</b>		0.906	0.763
<b>CC1</b>	I feel comfortable and pleased shopping on this e-commerce platform.	0.875		
<b>CC2</b>	I continue to use this e-commerce platform because it provides convenience and practical benefits.	0.874		
<b>CC3</b>	I am willing to use this e-commerce platform in the long term.	0.871		
<b>RI</b>	<b>Repurchase Intention</b>		0.892	0.735
<b>RI1</b>	I intend to repurchase a product from this e-commerce platform.	0.845		
<b>RI2</b>	If there is a product I wish to repurchase, I would prefer to use this e-commerce platform.	0.863		
<b>RI3</b>	I plan to repurchase through this e-commerce platform in the near future.	0.863		

Source: Output SEM AMOS, 2025

### Assessing Goodness of Fit Criteria

The model fit test is conducted using the Goodness of Fit Index (GOFI). Table 4 details the results of the model fit evaluation. Based on the data, the test results show that the GOFI values meet the established criteria. The CMIN/DF value of 1.453 indicates a good fit, as it meets the criterion of  $\leq 2.0$ . The RMSEA value of 0.032 is well below the maximum threshold of 0.08. Additionally, the GFI (0.965), AGFI (0.949), TLI (0.992), and NFI (0.980) values are all greater than 0.90, indicating an excellent model fit. All the goodness-of-fit index (GOFI) criteria confirm that this structural model is appropriate. In conclusion, this model can effectively explain the relationships between the research variables. This provides greater confidence in the validity of the analysis results and supports the recommendations generated from this study.

**Table 4.**  
**Goodness of Fit Test Results**

<b>Goodness of Fit</b>	<b>Criteria</b>	<b>Cut-off Value</b>	<b>Description</b>
<b>CMIN/DF</b>	$\leq 2,00$	1,453	Fit

<b>RMSEA</b>	≤ 0,08	0,032	Fit
<b>GFI</b>	≥ 0,90	0,965	Fit
<b>AGFI</b>	≥ 0,90	0,949	Fit
<b>TLI</b>	≥ 0,90	0,992	Fit
<b>NFI</b>	≥ 0,90	0,980	Fit

Source: Output SEM AMOS, 2025

### Hypothesis Test

The results of the hypothesis test can be observed from the Critical Ratio (CR) value and the probability (P) value obtained from the data processing. The direction of the relationship between variables is determined by the estimate value; if the estimate is positive, the relationship between the variables is positive, while a negative estimate indicates a negative relationship. Additionally, if the CR value is greater than 1.96 and the probability value (P) is below 0.05 (5%), the relationship between the exogenous and endogenous variables is considered significant. The detailed results of the hypothesis test can be seen in Table 5. Table 5 shows that of the 6 research hypotheses proposed, the results of all hypotheses are empirically supported. This is demonstrated by the fulfillment of the two conditions for the supported hypotheses: a positive estimate value and a probability level (p) below 5%.

**Table 5.**  
**Result of Hypothesis Test**

No.	Hypotesis	Estimate	S.E	C.R	P	Description
<b>H1</b>	Ethics digital marketing practices → Consumer trust	0,666	0,042	15,769	0,000	Significant
<b>H2</b>	Ethics digital marketing practices → Consumer commitment	0,219	0,057	3,860	0,000	Significant
<b>H3</b>	Consumer trust → Consumer commitment	0,640	0,067	9,538	0,000	Significant
<b>H4</b>	Ethics digital marketing practices → Repurchase intention	0,187	0,042	4,461	0,000	Significant
<b>H5</b>	Consumer trust → Repurchase intention	0,298	0,057	5,215	0,000	Significant
<b>H6</b>	Consumer commitment → Repurchase intention	0,523	0,050	10,417	0,000	Significant

Source: Output SEM AMOS, 2025

### The Effect of Ethics Digital Marketing Practices on Consumer Trust

Ethics digital marketing practices have a positive and significant effect on consumer trust. This is consistent with the research conducted by Bhattacharya & Sharma, (2023), Chang & Guo, (2021), Yang et al. (2020). It indicates that consumers tend to trust companies that are transparent and responsible in their marketing practices, such as providing accurate and non-deceptive information, as well as safeguarding customer privacy and personal data.

**The Effect of Ethics Digital Marketing Practices on Consumer Commitment**

Ethics digital marketing practices have a positive and significant effect on consumer commitment. This is consistent with the research conducted by Alzoubi et al. (2025), Ghali-Zinoubi (2023), Yang et al. (2020). It indicates that consumers are more likely to commit to companies that are transparent and responsible in their marketing practices, such as providing accurate and non-deceptive information, as well as protecting customer privacy and personal data.

**The Effect of Ethics Digital Marketing Practices on Repurchase Intention**

Ethics digital marketing practices have a positive and significant effect on repurchase intention. This is consistent with the research conducted by Rezaeian & Asgari (2021), Yuniarti et al. (2022). It suggests that when e-commerce companies implement transparent and ethical marketing practices, such as providing clear product information, avoiding deceptive promotions, and safeguarding consumer personal data, consumers are more likely to feel valued and trust the company.

**The Effect of Consumer Trust on Consumer Commitment**

Consumer trust has a positive and significant effect on consumer commitment. This is consistent with the research conducted by Cui et al. (2020), Ghali-Zinoubi (2023), Wistedt (2024). These findings indicate that the higher the level of consumer trust in an e-commerce company, the greater the likelihood they will have long-term commitment to the company. Consumer trust can be built through transparent marketing practices, consistent service, and fulfillment of promises made by the company.

**The Effect of Consumer Trust on Repurchase Intention**

Consumer trust has a positive and significant effect on repurchase intention. This is consistent with the research conducted by Antwi (2021), Ghali-Zinoubi (2023). These findings show that when consumers trust an e-commerce company, they are more likely to repurchase in the future. This trust can be built through transparent business practices, satisfying service, and secure management of data and transactions.

**The Effect of Consumer Commitment on Repurchase Intention**

Consumer commitment has a positive and significant effect on repurchase intention. This is consistent with the research conducted by Cahyani et al. (2025), Hamdan et al. (2023), Masri et al. (2021). This indicates that the higher the consumer commitment to an e-commerce company, the greater the likelihood they will repurchase. This commitment is developed through positive consumer experiences, consistent interactions, and fulfillment of their expectations regarding the company’s products and services.

**Mediation Test (Direct and Indirect Effect)**

**Tabel 6.**  
**Effect of Independent Variables**

	Total Effect				Direct Effect				Indirect Effect			
	EDM P	CT	CC	RI	EDM P	CT	CC	RI	EDM P	CT	CC	RI
C	0,736	0,00	0,00	0,00	0,736	0,00	0,00	0,00	0,000	0,00	0,00	0,00
T		0	0	0		0	0	0		0	0	0
C	0,664	0,59	0,00	0,00	0,226	0,59	0,00	0,00	0,438	0,00	0,00	0,00
C		6	0	0		6	0	0		0	0	0

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<b>RI</b>	0,764	0,60	0,53	0,00	0,198	0,28	0,53	0,00	0,566	0,32	0,00	0,00
		5	8	0		5	8	0		0	0	0

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**Note: EDMP: ethics digital marketing practices; CT: consumer trust; CC: consumer commitment; RI: repurchase intention**

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The test of independent variables aims to determine the extent to which the variables influence each other directly and indirectly. Table 6 presents the measurement results of the influence of the variables in this study. Table 6 is the final calculation based on Figure 1 and Table 5. The direct effect reflects the impact of independent variables on the dependent variable, such as the effect of ethical digital marketing practices on repurchase intention. Meanwhile, the indirect effect represents the influence of independent variables on the dependent variable through a mediating variable, such as the effect of ethical digital marketing practices on repurchase intention through consumer trust. The total effect is the sum of the direct and indirect effects, as seen in the examples above. Thus, it can be shown that ethical digital marketing practices have a significant impact on various aspects of consumer behavior, including trust, commitment, and repurchase intention. Overall, the higher the application of ethics in digital marketing, the greater the consumer trust in the brand, which in turn enhances consumer commitment and their intention to repurchase. Furthermore, consumer trust plays an important role as a mediator between ethical digital marketing practices and consumer commitment, ultimately driving repurchase intention. Specifically, the implementation of ethics in digital marketing not only directly influences repurchase intention but also strengthens consumer commitment through an indirect effect. Therefore, companies need to focus on applying strong ethics in their digital marketing practices to build stronger relationships with consumers and enhance their repurchase intentions.

### Implications

The implications of these findings suggest that e-commerce companies in Indonesia need to prioritize ethical digital marketing policies to build long-term relationships with consumers. High levels of trust can enhance loyalty, increase the likelihood of repurchases, and provide a competitive advantage. Therefore, companies must implement high ethical standards in marketing, such as honest advertising practices, consumer data protection, and responsiveness to customer needs. This approach will strengthen consumer commitment, improve retention, and solidify the company's position in the market. Furthermore, by building a good reputation through responsible marketing, companies can increase the likelihood of repurchase and support business sustainability in a competitive market.

### Recommendations

Based on the findings of this study, several important recommendations are made for e-commerce companies and future researchers. For e-commerce companies, it is recommended to enhance ethical digital marketing practices to strengthen consumer trust and commitment, which in turn will increase repurchase intention. Companies should focus on transparency in marketing, ethical management of consumer data, and providing clear product information. Optimizing the user experience through user-friendly interfaces and responsive customer service is also crucial. Additionally, companies should consider more targeted market segmentation to develop more effective marketing strategies. For future researchers, it is recommended to expand the scope of research by involving various e-commerce platforms and analyzing consumer behavior differences across countries or

regions, taking into account cultural, social, and economic factors. Future studies could also deepen the analysis by considering other variables that influence purchase decisions and integrating relevant theories such as the Theory of Planned Behavior or Customer Engagement Theory to provide a more comprehensive understanding of the factors driving repeat purchases on e-commerce platforms.

## CONCLUSION

Based on the results of this study, the variable Ethics Digital Marketing Practices (EDMP), with the statement EDMP1 regarding personal information protection, has the highest loading factor, indicating its dominant role in shaping perceptions of digital marketing ethics. For the variable Consumer Trust (CT), the statement CT2 regarding the platform's ability to address issues has the greatest influence on consumer trust. For the variable Consumer Commitment (CC), the statement CC1, which measures shopping comfort, is the key factor, while for Repurchase Intention (RI), the statement RI2 regarding the ease of repurchasing has the greatest influence on repurchase intention. All hypotheses in this study are accepted, with ethics digital marketing practices and consumer trust positively influencing consumer commitment and repurchase intention. Consumer commitment acts as a mediator between ethics digital marketing practices and consumer trust, which positively influences repurchase intention. Overall, ethics digital marketing practices have the greatest influence on consumer trust, which then affects consumer commitment and repurchase intention, reinforcing the important role of consumer commitment in driving repurchase behavior.

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