

conveyed quickly and capture customers' attention so that they become more acquainted with the products offered. This study's findings corroborate previous findings that viral marketing significantly impacts online trust (Ho & Dempsey, 2010; Liyanapathirana, 2021; Madjid *et al.*, 2022).

The findings indicate that online customer reviews have a positive and statistically significant impact on online trust in e-commerce Shopee. This demonstrates that customers frequently read and value the opinions of their peers. Customers can gain confidence in a product by reading positive reviews. This research confirms previous findings that online customer reviews positively and significantly influence online trust (Rahayu and Oktafani, 2021; Tahir and Khan, 2020).

The findings indicate that online trust has a positive and statistically significant effect on Shopee purchase decisions. This explains that buyers' most important factor when shopping online is whether they trust the sites that offer online store services and the sellers on these sites to foster and develop long-term relationships (Rousseau *et al.*, 1998). This study confirms the findings of previous research indicating that online trust significantly impacts purchasing decisions (Ramadhan *et al.*, 2021; Chin, Wafa and Ooi, 2009; Prasetyo, 2018).

The study results show that viral marketing positively and significantly affects purchase decisions in e-commerce Shopee. If the message gets a positive effect through viral marketing and gains customer trust, this can lead to customer buying action. This study's results align with previous studies that state that viral marketing significantly influences purchase decisions (Agesti *et al.*, 2021; Zahra and Idris, 2019; Furqon, 2020; Hamed, 2018; Sharma & Sharma, 2015).

The findings of the study indicate that online customer reviews have a positive and statistically significant impact on purchasing decisions at Shopee. This demonstrates that online customer reviews are very important for potential customers, as they can assist them in making purchasing decisions. This study confirms the findings of previous studies that online customer reviews have a positive and significant impact on purchase decisions (Widuri *et al.*, 2022; Latief *et al.*, 2020; Agesti *et al.*, 2021).

CONCLUSIONS

It is necessary for entrepreneurs, particularly those who engage in e-commerce, to continue increasing customer confidence where trust becomes one of customers' most important purchasing factors. Then, for future research, variables other than those used in this study can be added to obtain diverse results consistent with technological advancements.

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