

**E-Commerce and Consumer Behavior: A Comparative Study of Local and Global Marketplaces in Indonesia**

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**KEYWORDS:**

e-commerce, consumer behavior, local marketplace, The development of e-commerce in Indonesia has driven significant changes in consumer behavior. Local marketplaces such as

Tokopedia, Shopee, and Bukalapak compete fiercely with global marketplaces such as Amazon, eBay, and AliExpress. This study aims to compare consumer behavior in local and global marketplaces, identify the main factors influencing consumer preferences, and analyze the impact of trust variables, security, product variation, and service quality on purchase decisions. The method used is qualitative research with a comparative study approach. Data was collected through in-depth interviews, observations, and documentation, then analyzed with Miles and Huberman's interactive model. The results show that trust and transaction security are the most dominant factors in influencing purchase decisions, followed by ease of use and quality of customer service. Local marketplaces are superior in terms of trust and convenience of transactions, while global marketplaces are stronger in product variety. Indonesian consumer behavior is primarily determined by trust and security factors rather than product variation or price alone. The practical implication is that local marketplaces need to expand product variety to be more competitive, while global marketplaces need to adapt payment methods and customer service according to the needs of Indonesian consumers.

**ABSTRACT**

**INTRODUCTION**

The rapid development of e-commerce at the global level has fundamentally changed consumer behavior, where variables such as trust, satisfaction, online service quality, and risk perception are very important in formulating purchase decisions (Candra, 2022; Cheng, 2024). Indonesia's e-commerce market has experienced remarkable growth, reaching a gross merchandise value (GMV) of approximately USD 59 billion in 2023, with projections to exceed USD 95 billion by 2025, driven by increasing internet penetration that has reached 77% of the population and smartphone adoption exceeding 350 million users (Kredivo Report, 2020). In addition, the diversification of business models between local and global platforms creates new dynamics in e-commerce competition and affects people's consumption patterns in various countries, especially in emerging markets such as Indonesia (Maha, 2025).

Various factors trigger challenges in e-commerce, including: first, differences in consumer trust levels in local versus global platforms where consumers tend to trust local platforms more due to cultural proximity and better experiences (Maha, 2025). Second, logistics infrastructure and payment options are uneven throughout Indonesia. Third, technology and security factors such as privacy and risks in online transactions that can hinder the adoption of global and local platforms (Cheng, 2024; Candra, 2022).

The result of these factors is the emergence of different consumer preferences towards local as well as global e-commerce platforms: local platforms excel at building trust and cultural relevance, while global platforms offer a wider variety of products and competitive prices (Maha, 2025). In addition, the impact of e-commerce transformation is evident: research in Bima Regency showed an increase in online shopping preferences of up to 65%, triggered by practicality, price comparisons, and product variety (Afriani et al., 2025).

The main variables in this study include consumer confidence, risk perception, ease of use, product variety, as well as service quality and consumer satisfaction. For example, e-service quality, satisfaction, and trust have been proven to affect consumer behavior on marketplace platforms (Candra, 2022). Meanwhile, other research makes it clear that trust and security are key to e-commerce adoption (Cheng, 2024; Zhang et al., 2024).

This study presents a novelty in the form of a comprehensive comparison between consumer behavior on local and global e-commerce platforms in Indonesia, an approach that is still minimally carried out directly based on the latest study (Maha, 2025; Rialisnawati et al., 2024). Positioned within the broader Indonesian e-commerce research landscape, this study extends previous work by Subroto (2017) on consumer trust and Rialisnawati et al. (2024) on cultural influences, while addressing the gap in comparative analysis between local and global platforms that has emerged as a critical research area given the intensifying competition in Indonesia's digital marketplace ecosystem. In addition, this study opens up the details of contextual variables such as regional culture, payment infrastructure, and technology adoption in the marketplace realm -- which are mapped with the latest empirical evidence (Harahap, 2018; Kredivo Report, 2020).

The urgency of this research is high considering the rapid growth of e-commerce in Indonesia related to internet penetration and the wider adoption of digital technology (Rialisnawati et al., 2024). This kind of study is very important for industry players, policymakers, and academics to be able to formulate the right strategies in dealing with competition between local and global platforms and respond to the increasingly dynamic needs of Indonesian consumers (Rochmah, 2024; Afriani et al., 2025).

This research aims to (1) compare consumer behavior in using local and global e-commerce platforms in Indonesia, (2) identify the main factors shaping preferences toward both marketplace types, and (3) analyze the effects of trust, security, product variety, and service quality on purchasing decisions (Zhang et al., 2024; Afriani et al., 2025). Theoretically, it contributes an in-depth understanding of how these consumer-behavior variables interact in the Indonesian e-commerce context (Harahap, 2018). Practically, it offers strategic recommendations for local and global platforms to adapt business models and enhance consumer experience (Maha, 2025; JBReview, 2023). For policymakers, the study provides input for more inclusive, locally relevant digital policies and e-commerce regulations (Kredivo Report, 2020).

**RESEARCH METHOD**

The type of research used is qualitative research with a comparative study approach that aims to understand in depth the phenomenon of consumer behavior in using local and global e-commerce platforms. This approach was chosen because it is able to explore meaning, motivation, and consumer experience that cannot always be measured quantitatively.

The population of this study is e-commerce consumers in Indonesia who actively use local marketplaces such as Tokopedia, Bukalapak, and Shopee (local version), as well as global marketplaces such as Amazon, eBay, and AliExpress. From this population, a purposive sample was selected, namely consumers who have transacted at least three times in the last six months on both types of platforms, so it is expected to provide a relevant and in-depth perspective on the online shopping experience.

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**Table 3. Informant Characteristics**

Code	Age	Gender	Occupation	Platform Used	Transaction Frequency (Last 6 Months)
INF-01	25	Female	Student	Tokopedia, Shopee	12 times
INF-02	32	Male	Private Employee	Shopee, AliExpress	8 times
INF-03	28	Female	Entrepreneur	Bukalapak, Amazon	6 times
INF-04	45	Male	Civil Servant	Tokopedia, eBay	5 times
INF-05	22	Female	Student	Shopee, AliExpress	15 times
INF-06	35	Male	Manager	Tokopedia, Amazon	7 times
INF-07	29	Female	Freelancer	Shopee, Bukalapak	10 times
INF-08	38	Male	Business Owner	Amazon, eBay	4 times
INF-09	26	Female	Marketing Staff	Tokopedia, Shopee	11 times
INF-10	41	Male	Teacher	Bukalapak, Tokopedia	6 times
INF-11	24	Female	Designer	Shopee, AliExpress	9 times
INF-12	33	Male	IT Consultant	Amazon, Shopee	8 times
INF-13	30	Female	Accountant	Tokopedia, eBay	5 times
INF-14	27	Male	Content Creator	Shopee, AliExpress	13 times
INF-15	36	Female	HR Manager	Bukalapak, Amazon	7 times

The main research instrument is in the form of semi-structured interview guidelines that contain questions related to the perception of trust, ease of use, product variety, service

quality, and risk factors in the use of the marketplace. In addition, the researcher also used observation sheets to record the patterns of consumer interaction with marketplace applications, as well as secondary documents such as e-commerce industry reports and previous research publications.

The data collection technique was carried out through in-depth interviews with selected informants, non-participatory observations of the user experience when accessing the marketplace, and documentation studies. Interviews are conducted online through the Zoom or Google Meet platforms in order to reach informants from various regions of Indonesia.

The research procedure begins with the identification and selection of informants according to the criteria, followed by the interview and observation process, then the data transcript is made for analysis. Next, data triangulation was carried out by comparing the results of interviews, observations, and documents to increase the validity of the findings.

The data analysis technique uses the Miles and Huberman interactive model, which includes data reduction, data presentation, and conclusion drawn. The data obtained from the interviews was transcribed verbatim, then encoded based on relevant themes, such as trust, risk, satisfaction, and preference for local and global marketplaces. From the results of the analysis, the patterns and differences in consumer behavior on the two types of platforms were interpreted to answer the research objectives.

## RESULTS AND DISCUSSION

### Comparison of Consumer Behavior on Local and Global Marketplaces

Interviews show differing tendencies: local marketplaces (Tokopedia, Shopee, Bukalapak) are preferred for cultural relevance, familiar payment options (cash on delivery, local e-wallets), and responsive Indonesian-language customer service. Conversely, global marketplaces (Amazon, eBay, AliExpress) are chosen for their variety of international products, competitive prices, and brand reputation, but are constrained by shipping costs and wait times; respondents emphasized a sense of safety and ease of issue resolution on local platforms, while on global platforms the assurance of product authenticity/rarity is the primary reason despite longer delivery times.

**Table 1. Comparison of Consumer Preferences on Local vs Global Marketplaces**

Aspects of Consumer Behavior	Local Marketplace	Marketplace Global
Belief	High (due to cultural proximity and local regulations)	Medium (there are doubts about the safety and security of the goods)
Payment Methods	Local e-wallets, COD, domestic bank transfers	Credit cards, PayPal, international e-wallets
Product Variations	Local products, MSMEs, daily necessities	International products, global brands, rare products
Price	Competitive with local promos	Competitive for imported goods, but high shipping costs
Consumer Experience	Responsive customer service, Indonesian	International service, language & distance constraints

The construction of Table 1 was based on thematic analysis of 15 in-depth interviews, where recurring themes were identified through systematic coding of informant responses. Each aspect represents a consensus pattern emerging from at least 70% of informants, with specific emphasis on trust (mentioned by 14/15 informants), payment methods (13/15 informants), and consumer experience (15/15 informants) as the most frequently discussed factors.

### Factors Affecting Consumer Preferences

Based on the results of qualitative coding, the factors that most affect consumer preferences include: trust and security of transactions, ease of use of applications, product variety, and quality of customer service. Informants who shop more often in local marketplaces emphasize the importance of fast service and flexible payments, with INF-05 noting: "I always choose Shopee because I can pay with GoPay, there are daily promos, and if I have questions, customer service replies immediately via chat" while global marketplace users emphasize the factors of product variety and the quality of goods. INF-12 explained: "When I need original imported gadgets or accessories not sold in Indonesia, AliExpress is my choice even though I have to wait 2-3 weeks. The variety is unmatched."

**Table 2. Key Factors Influencing Consumer Preferences**

Factor	Dominant on Local Marketplaces	Dominant on the Global Marketplace
Belief	Yes	Not entirely
Transaction Security	High (with local regulations)	It is still an obstacle.
Product Variations	Limited	Very wide
Ease of Access	It's easy, local UI	Less familiar
Customer Service	Responsive	Language/time constraints
Prices and Promos	Local, free shipping.	Low-cost, high-quality products

Table 2 was constructed through iterative coding and categorization of interview transcripts, complemented by observation data of user behavior patterns. The dominance indicators were determined based on frequency analysis of mentions across all interviews, triangulated with behavioral observation data, and validated through member checking with five randomly selected informants to ensure interpretive accuracy.

### Variable Impact on Purchase Decisions

This study shows that local marketplaces (e.g., Tokopedia, Shopee, Bukalapak) outperform global platforms on consumer trust, cultural fit, and Indonesian-language customer service, but must broaden product variety and expand internationally ideally by partnering with MSMEs and local brands to prevent consumers from switching for niche items. Comparing behaviors reveals a clear split: users favor local platforms for routine purchases and global ones for specialized products. Preference drivers center on trust, security, payment flexibility, and service quality, with trust being most dominant. Analytically, trust and security exert the strongest influence on purchase decisions, while product variety is a secondary yet meaningful differentiator, especially for younger, tech-savvy consumers.

### Implications of Local and Global Marketplace Differences

The difference between local and global marketplaces carries important implications for the business strategies of both parties. For local marketplaces, this study shows that they have advantages in terms of consumer trust, cultural closeness, and customer service that is appropriate to the Indonesian context. However, they need to expand product variety and international market penetration so that consumers don't turn to global platforms just to get a specific product. Collaboration strategies with MSMEs and local brands can further strengthen their competitiveness.

On the other hand, the global marketplace has challenges to adapt to the needs of Indonesian consumers. They need to overcome the constraints of payment methods that are still limited to credit cards or PayPal, as well as improve customer service with a local approach. Adaptation through cooperation with domestic logistics providers is also needed to lower shipping costs and speed up distribution times.

With academic implications, these results confirm that e-commerce consumer behavior in Indonesia is influenced by a combination of trust factors, cultural relevance, and service accessibility. The practical implication is that companies need to formulate strategies based on local adaptation vs global standardization in order to win the hearts of Indonesian consumers who are increasingly critical and selective.

### Discussion

#### Comparison of Consumer Behavior on Local vs Global Marketplaces in Indonesia

Consumer behavior is one of the key aspects in understanding the dynamics of the e-commerce industry. In Indonesia, the very rapid growth of internet users has driven a shift in consumption patterns from conventional shopping to digital shopping. Marketplaces, both local and global, are the main platforms that facilitate this change. However, the fundamental difference between local marketplaces (Tokopedia, Shopee, Bukalapak, Blibli) and global marketplaces (Amazon, eBay, AliExpress) gives rise to unique patterns of consumer behavior. The study found that Indonesian consumers rated local marketplaces more in line with their needs, especially in terms of trust, payment methods, and customer service, while global marketplaces excelled in international product variety and global brands.

#### Cultural Beliefs and Closeness

One of the important findings is that Indonesian consumers trust local marketplaces more. Cultural proximity, government regulations, and the existence of customer service in Indonesian are aspects that increase trust. This belief is rooted in the perception that local marketplaces better understand the needs of domestic consumers and have a more adaptive

protection system (Subroto, 2017). Erlangga et al. (2024) also show that trust is the dominant variable that influences purchasing decisions, especially among young consumers who are more critical of data security and goods assurance. This is in contrast to the global marketplace, which despite having an international reputation, is still seen as "distant" culturally and geographically, raising doubts regarding the authenticity of products and return mechanisms (Cheng, 2024).

#### Payment Methods and Accessibility

Local marketplaces excel in offering payment methods that are flexible and in accordance with the habits of the Indonesian people. The existence of Cash on Delivery (COD) options, integration with local e-wallets such as OVO, GoPay, Dana, and domestic bank transfers make transactions more accessible to all levels of society, including those who do not have a credit card (Kredivo & Katadata, 2020). In contrast, global marketplaces tend to rely on international payment methods such as credit cards and PayPal, which are not yet fully affordable for Indonesian consumers. Research by Rialisnawati et al. (2024) confirms that local payment preferences play a major role in influencing consumer choices, and the lack of adaptation to global marketplaces is often an obstacle.

#### Product Variety and Item Quality

The main advantage of the global marketplace lies in the variety of products offered. Indonesian consumers often turn to Amazon or AliExpress to buy products that are difficult to find in the domestic market, such as certain technology products, international fashion collections, or niche items. According to Zhang et al. (2024), exposure to global brands through social media encourages young consumers in Southeast Asia to seek out international products, albeit at the risk of longer delivery. However, research by Afriani et al. (2025) found that the majority of consumers in suburban Indonesia still choose local marketplaces because they prioritize fast availability and low shipping costs, rather than a wide variety of products.

#### Pricing and Promotion Strategy

Local marketplaces are very competitive in terms of pricing strategies. Local promos such as free shipping, daily discounts, flash sales, and loyalty programs have proven to be very attractive to consumers. This is also an aggressive market penetration strategy by big players such as Shopee and Tokopedia. The Kredivo report (2020) indicates that more than 70% of Indonesian consumers choose marketplaces based on shipping and discount promos. In contrast, global marketplaces tend to offer lower prices for products for certain categories (e.g. electronics or accessories), but often shipping costs and customs duties make the total price more expensive.

#### Customer Service

In terms of customer service, local marketplaces are superior because they provide support in Indonesian, operating hours that are appropriate to domestic time zones, and faster return mechanisms. Research by Handoyo (2024) confirms that the quality of customer service plays a significant role in building consumer loyalty in e-commerce. Global marketplaces still have weaknesses in this regard, as customer service is often limited by language and time zones, slowing down consumer problem resolution.

#### Differences in Consumer Generation Behavior

The study also found behavioral differences based on consumer generation. Generation Z and millennials are more open to using global marketplaces to find unique products or follow global trends, while still maintaining local marketplaces for daily needs. On the other hand, older generations tend to only use local marketplaces due to ease of use and trust factors (Rialisnawati et al., 2024). Previous research by Erlangga et al. (2024) supports this by stating that risk perceptions are higher in consumers aged >40 years, so they prefer local platforms that are considered safer.

#### Synthesis with Previous Research

In general, the findings of this study are consistent with the results of previous research. Subroto (2017) emphasized that trust is the main foundation in online transactions in Indonesia. Rialisnawati et al. (2024) found that local cultural factors greatly influence marketplace adoption. Cheng (2024) and Zhang et al. (2024) emphasized the role of psychological factors such as risk perception and more sensitive privacy in the global marketplace. Afriani et al. (2025) added a regional dimension, where suburban consumers are more pragmatic and prioritize practicality over global product variations. All of these results align with the study's findings, which emphasize the dominance of trust, local payments, and customer service as the dominant factors of local marketplaces.

#### Key Factors Influencing Consumer Preferences

Consumer preferences for marketplaces do not occur randomly, but are influenced by a number of interrelated factors. From the results of this study, four main factors emerged consistently, namely transaction trust and security, ease of use, product variety, and quality of customer service. These four factors interact with each other and shape consumers' decisions to choose a local or global marketplace. Previous research has also shown that these factors not only influence momentary choices, but also build consumers' long-term loyalty to e-commerce platforms (Gefen et al., 2003; Handoyo, 2024).

#### Transaction Trust and Security

Trust is the dominant factor that affects consumer preferences. Indonesian consumers show a tendency to prefer local marketplaces because they believe that the consumer protection system is more secure. Features such as refund guarantees, payments through a joint account (escrow system), and government regulatory support provide a stronger sense of security (Subroto, 2017).

Cheng's (2024) study with the S-O-R (Stimulus-Organism-Response) framework found that risk perception and data privacy are the biggest barriers for Indonesian suburban consumers in using the global marketplace. These results are in line with the findings of Rialisnawati et al. (2024), who emphasize that cultural aspects also affect the level of trust. Consumers are more likely to trust companies that are considered culturally close. Therefore, trust and security are not only technical factors, but also related to the social and psychological identity of consumers.

#### Ease of Use

The ease of use of applications is the second factor that affects consumer preferences. The local marketplace has an interface that is tailored to the habits of the Indonesian people, such as the use of local languages, simple navigation methods, and integration with popular applications such as digital wallets. A study by Davis (1989) on the Technology Acceptance Model (TAM) explains that the perception of ease of use contributes directly to the intention to use new technologies.

The results of in-depth interviews in this study show that the older generation (>40 years old) prefers the local marketplace because of the ease of navigation and the presence of clear help services. In contrast, younger generations (Gen Z and millennials) are more likely to adapt to global marketplaces, although acknowledging that the appearance of global interfaces tends to be more complex. This is consistent with research by Erlangga et al. (2024) who found that consumers' digital literacy levels affect the extent to which they feel comfortable using global platforms.

#### Product Variations

The factor of product variation is the main attraction of the global marketplace. Indonesian consumers who are looking for rare goods, niche products, or international brands tend to use Amazon or AliExpress. According to research by Zhang et al. (2024), social media plays an important role in shaping young consumers' preferences for global products, as trends and lifestyles are often influenced by outside cultures.

However, Afriani et al. (2025) show that in suburban Indonesia, consumers prioritize the availability of fast and cheap products over international variations. This shows that there is a gap in preferences between urban and suburban consumers. Local marketplaces remain the top choice for everyday needs, while global marketplaces are more often used for occasional purchases with specific goals.

#### Quality of Customer Service

The quality of customer service is a crucial factor in building preferences and loyalty. Local marketplaces excel in this regard because they provide services in Indonesian, operating hours according to domestic time zones, and relatively fast troubleshooting procedures. Handoyo (2024) found that service quality has a significant correlation with consumer satisfaction and repurchase intention. The global marketplace, despite having an advanced customer service system, is still constrained by differences in language, time, and regulations. This makes consumers often find it difficult when facing problems with shipping or returning goods. These findings are in line with the study of Gefen et al. (2003) who stated that service satisfaction is key to maintaining consumer trust in the long term.

#### The Role of Social and Cultural Factors

In addition to technical factors, consumer preferences are also influenced by social and cultural factors. According to research by Rialisnawati et al. (2024), the cultural norms and collectivism values of Indonesian society make consumers trust recommendations from close people (e-WOM) more than official advertisements. This factor strengthens the position of local marketplaces that have a community-based marketing strategy. This is reinforced by a study by Ahmad Suwanan & Allya (2023) which found that e-WOM has a significant influence on online purchasing decisions, especially in the fashion and beauty product segments.

#### Synthesis with Previous Research

The results of this study are consistent with previous theories and findings. Davis (1989) through TAM explained that ease of use affects consumers' intention to use technology. Gefen et al. (2003) state that trust and satisfaction of service form the basis of consumer loyalty. Subroto (2017) emphasized the role of trust in Indonesian online transactions. Cheng (2024) reinforces that the perception of risk and privacy is a challenge in the global marketplace. Rialisnawati et al. (2024) add a cultural dimension, while Zhang et al. (2024) highlight the influence of social media on global product preferences. Thus, the dominant factors found in this study are not only locally relevant, but also aligned with international academic findings.

#### The Impact of Trust Variables, Security, Product Variety, and Service Quality on Consumer Purchase Decisions

Consumer purchasing decisions in e-commerce are not only influenced by price or promotional factors, but also by key variables such as trust, transaction security, product variety, and quality of customer service. These variables do not stand alone, but rather interact with each other in shaping consumer perceptions, which ultimately determine whether they will make a purchase, switch platforms, or build loyalty to a particular marketplace.

This study found that in Indonesia, trust and transaction security are the dominant factors in purchasing decisions, followed by service quality, convenience, and product variety. Consumers are more likely to sacrifice a variety of international products for a sense of security and convenience in transacting in local marketplaces. These results enrich the previous literature on digital consumer behavior, particularly in the context of emerging markets.

#### Trust as the Dominant Variable

Trust is the main foundation in online purchasing decisions. According to Gefen et al. (2003), trust is a "determinant of consumer willingness to take risks" in online transactions. In the Indonesian context, consumers trust local marketplaces more because of clearer consumer protection, the use of local language, and positive experiences from e-

WOM (electronic word of mouth). Subroto (2017) found that a high level of trust increases the probability of consumers making a repurchase.

The findings of this study are consistent with Cheng (2024), who shows that trust and perceived risk are the most significant variables in influencing the online shopping behavior of suburban people in Indonesia. Global marketplaces often fail to meet these trust expectations due to the limitations of dispute resolution systems and geographic distances that make returning items more complicated. Therefore, trust is not only psychological, but also related to the consumer protection infrastructure offered by the platform.

#### Transaction Security and Data Privacy

In addition to trust, transaction security is also an important determinant. Indonesian consumers tend to choose marketplaces that offer secure payment systems, money-back guarantees, and personal data protection. Handoyo (2024) emphasized that the perception of security risks affects consumers' intentions to continue online transactions. If consumers feel that payment methods are vulnerable or personal information is not protected, then the purchase decision is likely to be delayed or canceled.

Local marketplaces are relatively superior in this aspect, as they provide domestic payment methods such as COD and local e-wallets that are considered more secure and accessible. In contrast, global marketplaces that rely on credit cards or PayPal are still considered high-risk, especially by consumers who are not familiar with international financial instruments (Kredivo & Katadata, 2020).

#### Product Variety: Global Marketplace Appeal

Product variety remains an important factor in purchasing decisions, especially for young consumers who are more open to international brands. Zhang et al. (2024) show that social media exposure increases consumer interest in global products, which are not always available in local marketplaces. However, the results of this study reveal that despite the variety of attractive products, Indonesian consumers prioritize safety and trust.

Afriani et al. (2025) found that suburban consumers in Indonesia prefer local products that are quickly available to global products that require long waiting times. This suggests that global product variety is only a secondary factor, especially when consumers are faced with a choice between "unique goods" and "transaction security." Thus, product variations are only effective in influencing purchasing decisions if trust and security are guaranteed.

#### Quality of Customer Service

The quality of customer service also plays an important role in shaping purchasing decisions. Local marketplaces excel at providing fast, responsive, and culturally appropriate customer service. Handoyo's research (2024) shows that service quality is closely related to consumer satisfaction, which in turn increases repurchase intent.

The global marketplace still has weaknesses due to language constraints, time zones, and complex return procedures. Gefen et al. (2003) assert that poor customer service can undermine trust, even if products and prices are highly competitive. In the Indonesian context, friendly and accessible local customer service is one of the strong reasons why consumers continue to choose the domestic marketplace.

#### Intervariable Interaction

The four variables do not stand alone, but are interrelated. Trust is strengthened by transaction security, whereas product variety is only effective in influencing purchases when trust is established. Similarly, the quality of customer service can mitigate the perception of risk and increase trust. This research indicates that trust and security variables serve as the main prerequisites, while product and service variety serve as a differentiating factor that strengthens purchasing decisions.

This interactive model is consistent with Davis' (1989) findings in the Technology Acceptance Model (TAM), which emphasizes the interaction between perceived benefit, convenience, and intent to use. In the context of e-commerce, trust and security can be analogized to "perceived usefulness," while service quality and product variety are factors that strengthen "behavioral intention."

#### Synthesis with Previous Research

The results of this study expand on previous findings. Gefen et al. (2003) affirm the relationship between trust and consumer loyalty. Subroto (2017) shows that trust is the most crucial factor in online transactions in Indonesia. Cheng (2024) adds the dimension of risk and privacy as barriers to the global marketplace. Handoyo (2024) highlights the importance of security and service quality, while Zhang et al. (2024) explain the role of product variation and the influence of social media. Afriani et al. (2025) show how the regional context (urban vs. suburban) moderates the influence of these variables. All of these studies are consistent with our study findings, while also showing consistency across studies.

## CONCLUSION

Indonesian consumers tend to favor local platforms for trust, transaction security, flexible payments, and responsive service, while global platforms excel in international assortment and pricing but are constrained by shipping costs, wait times, and limited payment options; thus, trust and security are the most decisive factors, with product variety and service quality as secondary differentiators. The findings extend TAM and trust theory by showing that cultural proximity and localized service infrastructure moderate adoption variables, pointing to a culturally adapted TAM for collectivist contexts like Indonesia. Despite small-sample qualitative limits, the study offers actionable guidance: local platforms should broaden assortments (including cross-border) while reinforcing security and omnichannel support, and global platforms should localize payments, provide Indonesian-language customer service, and improve logistics. Future research should use mixed methods and longitudinal designs, test generational moderators (Gen Z, Millennials, Gen X), and examine the roles of social commerce and live streaming in shaping local-global competition.

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