

The Impact of Customer Journey and Trust on Purchasing Decisions for Quality Furniture in the Digital Era: A Serial Mediation Analysis



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ABSTRACT: This study examines the factors influencing low purchasing decisions for furniture products in the digital era, specifically focusing on Web Atmospheric Cues, Customer Journey, Customer Trust, Product Quality, and Social Media Marketing. The research population consists of online furniture consumers in Banda Aceh, with a sample size of 155 individuals determined through indicator multiplication. Structural Equation Modeling (SEM) using IBM SPSS-AMOS software version 22 is employed for data analysis. The findings reveal that customer trust plays a significant role in Purchase Intention, with the highest coefficient of influence (0.296), followed by Product Quality (0.283) and Web Atmosphere Cues (0.256). Conversely, the impact of social media marketing on purchase intention is relatively lower (0.152). Notably, customer trust acts as a critical moderating variable in the relationship between product quality, web atmospheric cues, social media marketing, and purchase intention. These findings emphasize the importance of businesses prioritizing customer trust through exceptional customer service, transparent practices, and reliable product information.

KEYWORDS: Purchasing Decisions, Web Atmospheric Cues, Customer Journey, Customer Trust. Product Quality and Social Media Marketing.

BACKGROUND

Globally Residential furniture orders continued to fall, down 30% in October 2022 from the month in 2021, according to Smith Leonard's latest Furniture Insights survey (<https://www.smith-leonard.com/may-2022-furniture-insights>). From year to year (year over year-YOY), orders for furniture fell 29%. This decline was seen in almost all survey respondents. 88% reported a decrease in orders for the month, while 91% reported a decrease for the year. Shipments in October were up 2% compared to 2021, with 64% of total respondents reporting an increase, but this increase in shipping was disproportionate to the increase in sales at the retail level which resulted in an increase in inventory in hand by 47% compared to last year. Accordingly, the Backlog in October 2022 also fell by 8% from September, and in November 2022 fell again by 47% from October last year. The receivables rate increased by 6% compared to last year, largely in line with a 5% increase in year-to-date (January – November 2022) shipments. Ken Smith of Smith Leonard wrote that he was concerned about the level of sales, as many dealers experienced a large decline in sales of furniture at the retail level. (<https://www.smith-leonard.com/may-2022-furniture-insights>).

Almost the same thing happened in the retail furniture market in Banda Aceh. From the results of interviews with furniture store owners in Banda Aceh, a decrease in sales will also occur in 2022 compared to the same period in 2021 by 5%, even though they have anticipated opening an online store to complement the physical store outlets they have had since 2020 which Then. The above problems certainly occur as a result of a decrease in purchasing decisions. Therefore, efforts should be made to overcome the problems that are the cause of the decline in purchasing decisions for this furniture product. The purchase decision itself is the process by which consumers decide to buy a product or service. This usually involves several steps, including recognizing a need or want, gathering information, evaluating options, making decisions, and taking action (Hong, IB, & Cha, HS 2013). Making the wrong choice of furniture can be costly and time-consuming. Consumers may hesitate to purchase if they are unsure whether the product will meet their needs or if they will regret their decision later. Overall, the decision to purchase furniture can be challenging for consumers due to the size, cost, and complexity of the product, as well as the variety of choices available. As a result, they may need more information, guidance, and support to make the right decisions. Consumers may hesitate to purchase if they are unsure whether the product will meet their needs or if they will regret their decision later. Overall, the decision to purchase furniture can be challenging for consumers due to the size, cost, and complexity of the product, as well as the variety of choices available. As a result, they may need more information, guidance, and support to make the right decisions.

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Consumers may hesitate to purchase if they are unsure whether the product will meet their needs or if they will regret their decision later. Overall, the decision to purchase furniture can be challenging for consumers due to the size, cost, and complexity of the product, as well as the variety of choices available. As a result, they may need more information, guidance, and support to make the right decisions.

Many variables are indicated as the cause of problems associated with this purchase decision, especially at the initiation of digital-based marketing communications. These variables are Web atmospheric cues (Disaster, GM, Suryawardani, B., & Swastika, W. 2019). Web atmospheric cues refer to all the information cues used to create an online store atmosphere including product descriptions, prices, terms of sale, colors, icons, music, and so on (Eroglu et al., 2003). Web atmospheric cues refer to various elements on a website that contribute to the overall feeling or atmosphere it evokes in users. As mentioned by Sarah, FH, Goi, CL, Chieng, F., & Taufique, KMR (2021). These elements can include things like color schemes, typography, images, layouts, and the language used on the site. These cues play an important role in website design and help create a certain feeling or atmosphere that can make users feel more engaged and connected to the site and can also contribute to the site's overall credibility and trustworthiness. Another factor that has the potential to reduce perceptions of delaying the purchase of furniture products is product quality (Limpo, L., Rahim, A., & Hamzah, H. 2018). Quality is the extent to which an object or entity (for example, a process, product, or service) fulfills a particular set of attributes or requirements. The quality of something can be determined by comparing a set of inherent characteristics with a set of requirements. Several scholars have defined product quality that focuses on cost and price aspects. According to this view, a quality product is a product that provides performance under an acceptable price or cost that is acceptable to consumers. In this context, Social Media Marketing variables are also an important factor. Social Media Marketing is the process of creating content intended for social media platforms to promote products and/or services, build communities with a target audience, and drive user traffic to businesses. With the development of new features and platforms that are constantly emerging, social media marketing continues to grow as an important part of marketing strategy. In addition, the variable Customer Journey also has an important role in understanding consumer behavior. Customer experience (CX) refers to the overall perception and attitude of customers towards a company or brand, based on their interaction and involvement with the company or brand. It covers all aspects of the customer's interaction with the company, including pre-purchase research, purchasing, and post-purchase support and engagement. Another variable is Customer Trust (Comegys, C., Hannula, M., & Váisänen, J. 2009).

Many previous studies have analyzed the determinant factors of purchasing decisions as has been done by Kiran, V., Majumdar, M., & Kishore, K. (2012); Mappesona, H., Ikhsani, K., & Ali, H. (2020) and Hudson, S., & Thal, K. (2013) who analyze Web atmospheric cues, Product Quality and Social Media Marketing as independent variables from purchase decisions. Then Handi, H., Hendratono, T., Purwanto, E., & Ihalauw, JJ (2018) and Thomas, MR, & Monica, M. (2018) also place customer trust as a mediating variable in purchasing decisions. However, to the best of the author's knowledge, there has been no research using the customer journey and customer trust as a mediation series that mediates the independent variable towards purchasing decisions as the dependent variable. This is important in implementing digital marketing in marketing furniture products. When talking about digital marketing, we will talk about funnels (Venermo, A., Rantala, J., & Holopainen, T. (2020, July) which can control the customer journey along the way. Only good handling of the customer journey can produce customers. trust (Brun, I., Rajaobelina, L., Ricard, L., & Amiot, T. (2020). Therefore, these two factors are very crucial in determining purchasing decisions in the digital era, including for furniture products. More specifically this study aims to analyze the factors that cause low purchasing decisions for furniture products, which consist of Web atmospheric cues, Customer Journey, and Customer Trust. Product Quality and Social Media Marketing.

2. LITERATURE REVIEW

2.1 Web atmospheric cues

The influence of Web atmospheric cues is comparable to that of a brick-and-mortar atmosphere and can be defined as any web interface component within an individual's perceptual field that stimulates one's senses. V. 2020). The better the positive impression consumers can get when surfing the official web, the more enjoyable the experience consumers will get in carrying out their customer journey (Gao, L., & Bai, X. 2014). According to Chang, HH, & Chen, SW (2008) A good atmospheric Web will not only increase the pleasant experience when interacting with brands online, but more importantly, it will also improve customer trust in the brand. A similar opinion was expressed by Karimov, FP, Brengman, M., & Van Hove, L. (2011) who stated that a good web atmosphere can increase customer trust. This can be achieved through a professional website design, easy navigation, quality content, and adequate security features. In addition, good and responsive customer interactions can also increase customer trust in the website.

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According to Disastra, GM, Suryawardani, B., & Sastika, W. (2019, May) A good web atmosphere will increase customer desire to make purchases. This can be achieved by presenting a website that is professional, easy to use, and provides clear and complete product information. An attractive website design and easy navigation will make customers feel comfortable and confident when shopping. In addition, features such as customer reviews, product galleries, and easy-to-use buy buttons will also increase the desire of customers to make purchases. According to Kiran, V., Majumdar, M., & Kishore, K. (2012), Examples of features that can increase customer desire to make purchases on a website are customer reviews, namely the ability of customers to provide reviews and ratings of the products they have purchased. This will make other customers feel more confident in making purchases because they can see the opinions of other customers. Next is the product gallery which provides a visual display of the product to be purchased, including clear photographs and complete product information. This will make customers feel more confident in making purchasing decisions. User-friendly buy buttons: make the buying process easy and fast by providing clear and accessible buy buttons on product pages. This will prevent customers from losing interest in purchasing due to a complicated process.

H1. Effect of Web atmospheric cues on Customer Journey

H2. Effect of Web atmospheric cues on Customer Trust

H3. Effect of Web atmospheric cues on Purchasing Decision

2.2. Customer Journeys

According to Koufaris, M., & Hampton-Sosa, W. (2002) a good customer journey can have a positive influence on customer trust. The trick is to provide good service: providing fast, friendly, and professional service will make customers feel valued and acknowledged. Make the process easy: making the process of buying, returning, or after-sales service easy makes customers feel comfortable and confident. Make good communication: answering customer questions quickly and accurately will make customers feel acknowledged and valued. Provide good support: providing good support and prompt and professional assistance will make customers feel valued and acknowledged.

A good experience will make customers feel trust and satisfied with the brand, which can increase loyalty and increase the opportunity to recommend the brand to others. (Brun, I., Rajaobelina, L., Ricard, L., & Amiot, T. 2020).

A good Customer Journey can have a positive influence on customer purchase intentions. (Kandampully, J., & Zhang, TC (2016). According to Mani, L., Ganisasmara, NS, & Larisu, Z. (2022), several ways that can increase customer purchase intentions through good customer experience are to provide personal services, providing services tailored to customer needs will make customers feel recognized and valued, so they are more likely to make purchases. It can also make the buying process easy, fast, and safe will make customers feel comfortable and confident in making purchases. Providing good support and prompt and professional assistance will leave a customer feeling trusted and satisfied, and thus more likely to purchase in the future. A good experience can also create positive emotions such as happiness, satisfaction, or a sense of security that will make customers more likely to make a purchase. In addition, a good experience can also make customers feel trusted and satisfied with the brand, which can increase loyalty and increase the opportunity to recommend the brand to others.

H4. The Effect of Customer Journey on Customer Trust

H5. Effect of Customer Journey on Purchasing Decision

2.3. Customer Trust.

Comegys, C., Hannula, M., & Váisänen, J. (2009) states that customer trust can have a positive influence on purchase intentions. The trick is to maintain transparency: providing clear and accurate information about the products or services offered will make customers feel confident and believe in the brand, so they are more likely to make purchases. Providing quality products: providing products that are of high quality and match the description will make customers feel confident and believe in the brand, so they are more likely to make a purchase. Providing good after-sales service: providing good and satisfying after-sales service will make customers feel confident and believe in the brand, so they are more likely to make purchases (Handi, H., Hendratono, T., Purwanto, E.,

H6. The Influence of Customer Trust on Purchasing Decision

2.4. Product Quality

According to Eisingerich, AB, & Bell, SJ (2008), Good product quality can increase customer trust in several ways, for example by providing products that match the descriptions and specifications provided on the website. This will make customers feel confident that they will receive the product that they expected. Providing high-quality products. This will make customers feel confident that the products they buy will be durable and satisfying. Provide adequate product warranties and warranties. This will make

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customers feel confident that if there is a problem with the product purchased, they will be able to return or exchange the product. Suhaily, L., & Darmoyo, S. (2017) added that increasing trust can be done by providing good after-sales service. In addition, if customers are satisfied with the quality of the product received, they are more likely to return to make future purchases and recommend the product to others. This will increase reputation and trust in the desired brand.

H7. Effect of Product Quality on Customer Trust

2.8.5 Effect of Product Quality on Purchasing Decision

Limpo, L., Rahim, A., & Hamzah, H. (2018) explains that good product quality can help improve customer purchasing decisions more quickly. When customers feel confident that the product to be purchased will meet their expectations and meet their needs, they tend to make purchasing decisions more quickly. According to Mappesona, H., Ikhsani, K., & Ali, H. (2020). Some of the factors that can influence a customer's quick purchase decision are good quality: when customers feel confident that the product they are going to buy will be of high quality, they tend to make a purchase more quickly. Clear and complete product information: when customers can find the information they need about the product to be purchased, they are more likely to make a buying decision more quickly. Features such as customer reviews, product galleries, and easy-to-use buy buttons: when customers can easily find additional information about a product and make a purchase, they are more likely to make a purchase decision more quickly. In addition, good product quality can also influence the overall customer experience, thereby making them more likely to return and recommend the product to others.

H7. Effect of Product Quality on Customer Trust

H8. Effect of Product Quality on Purchasing Decision

2.5 Social Media Marketing

According to Veríssimo, M., & Menezes, N. (2015). A good marketing campaign on social media can create an enjoyable customer journey. Social media provides a broad platform for interacting with customers and creating positive impressions about brands. According to Waqas, M., Hamzah, ZL, & Salleh, NAM (2021) several ways that can be used to create an enjoyable customer journey through marketing campaigns on social media are creating interesting and quality content: presenting content that is interesting, informative, and quality will attract the attention of customers and make them feel interested in continuing to follow brand activities. Interacting with customers: answering questions, providing support, and making good communication with customers will make them feel valued and acknowledged. Provide valuable content: providing useful content, such as tips and tricks, will make customers feel that the brand cares about their needs. Create fun campaigns: creating fun campaigns and providing giveaways or competitions will make customers feel happy to engage and increase loyalty to the brand. Apart from that, carrying out a good marketing campaign on social media can also create a positive buzz and increase brand awareness.

A good campaign in social media marketing can increase customer trust in the brand (Baig, SA, Hashim, M., & Sami, A. 2020). Several ways that can be done to increase customer trust through social media marketing campaigns are to maintain transparency by providing clear and accurate information about the products or services offered which will make customers feel confident and believe in the brand. Creating quality content: presenting quality, informative, and interesting content will increase customer confidence in the brand and products offered. Furthermore, increasing interaction with customers by making good communication and answering customer questions quickly and professionally will increase customer trust in the brand. Showing social proof evidence by showing positive reviews from customers or collaborating with recognized influencers will increase customer trust in the brand. Maintaining consistency in messages and showing a strong commitment to customers will increase customer trust in the brand. (Manzoor, U., Lou, C., & Yuan, S. 2019).

According to Hanaysha, JR (2022). A good campaign on social media marketing can influence the buying decision of customers. Creating interesting, informative, and quality content will make customers interested in the products or services offered. Showing the product in an appropriate context such as a daily use situation or testimonials from a customer will make it easier for customers to imagine themselves using the product. Making good communication and answering customer questions quickly and professionally will increase customer trust in the brand and make them more likely to buy the product. Then offering attractive promotions or discounts on the products offered can increase the customer's desire to make a purchase. Besides that, creating fun and engaging campaigns, making interactions easy, and providing enough information will make customers feel more comfortable in the buying process. (Hudson, S., & Thal, K. 2013).

H8. Effect of Social Media Marketing on Customer Journey

H9. The Influence of Social Media Marketing on Customer Trust

H10. Effect of Social Media Marketing on Purchasing Decision

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2.6 Purchase Decisions

Purchasing decision is the process by which consumers decide to buy a product or service. This usually involves several steps, including recognizing a need or want, gathering information, evaluating options, making a decision, and taking action. The first stage, recognizing a need or want, is when consumers become aware of a gap or problem in their life that they want to fill. This can be triggered by internal needs, such as hunger, or external factors, such as advertising. The second stage, gathering information, is when consumers actively seek more information about products or services that can satisfy their needs. They may do online research, ask friends or family for recommendations, or visit stores to learn more about their choices. The third stage, evaluating options, is when consumers compare the various products or services they have gathered information about to decide which one is the best fit. their needs. They may consider factors such as price, quality, brand reputation, and personal preference. The fourth stage, decision making, is when consumers choose the product or service they will buy. They may also decide to postpone their purchase or not make a purchase at all. Finally, in the fifth stage, taking action, the consumer completes the purchase by making a payment and receiving the product or service. The purchase decision process may vary depending on the type of product or service being considered and each consumer. Some people may have more impulsive buying behavior and make quick decisions, while others may be more analytical and cautious in their approach. In addition, external factors such as marketing and advertising, social influences, and economic conditions can also play a role in shaping purchasing decisions.

Research concept framework

For Sekaran & Bougie (2003) the theoretical framework is the foundation on which all research projects are based. From the theoretical framework, hypotheses can be developed that can be tested to identify whether the formulated theory is valid or not. Then after that, the next one will be able to be measured with the right statistical analysis. Referring to theory and previous research there is a relationship between the variables that have been described previously. For this reason, the authors developed a research model as described in the following figure:

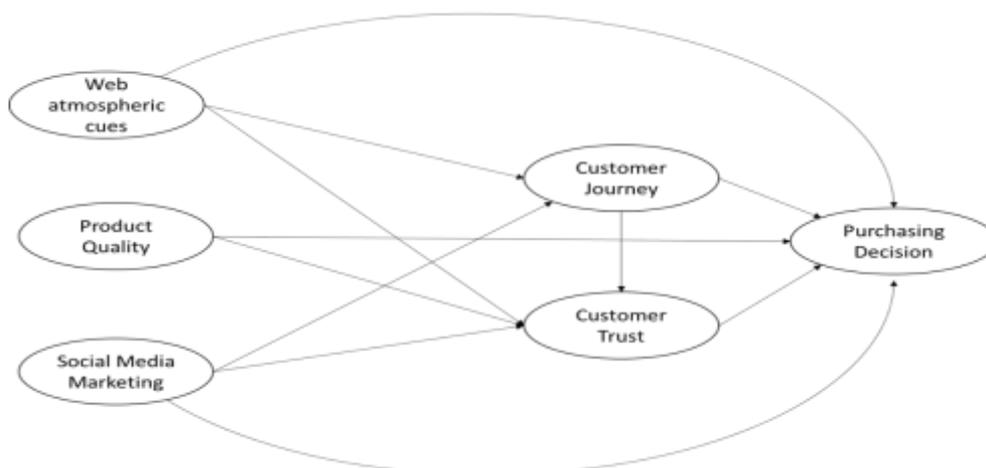


Figure 1. Research Model

3. RESEARCH METHOD

3.1 Research Instruments

All measurement items are taken from previous studies to ensure validity; however, slight changes to the statements were made to suit the current analysis. Six items of the Web atmospheric cues questionnaire were adapted by Sarah, FH et al (2021). Five items were adopted from Wang, Y., Lo, HP, & Hui, YV (2003). used to measure Product Quality, meanwhile, Social Media marketing operationalized using the four indicator items proposed by Marchand, A., Hennig-Thurau, T., & Flemming, J. (2021). Then eight items are used to measure the Customer Journey adopted from Felita, CI (2015). Furthermore, Customer Trust is measured using four indicators from Kotler, P. and Keller, Kevin L. (2016). Finally, the Purchase Decision is measured using six indicators from Kiran, V., Majumdar, M., & Kishore, K. (2012). Questionnaires with a 5-point Likert scale were used to collect data. In addition, this study used in-depth interviews with several sources (informants). This is done to obtain in-depth information related to research variables and to support the results of quantitative analysis.

3.2 Population and Research Sample

The population used in this study were all consumers of furniture or furniture who made online purchases at furniture stores in Banda Aceh. Because the population is infinite, the number of samples is determined using indicator multiplication. The number

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of samples in this study was 155 people which is the multiplication of the number of indicators (33 indicators) with the number 5 (Hair, 2017).

3.3 Data analysis

The data analysis technique in this research is descriptive and verification. A descriptive analysis was carried out to assess the demographic profile of the respondents and the internal consistency of the construction. While the verification analysis uses SEM (Structural Equation Modeling) to verify the path of the relationship between variables in this study. Additionally, the SEM analysis software is IBM SPSS-AMOS version 22.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Characteristics of Respondents

If we look at gender, the majority of respondents, namely 85.2%, were men, while women only accounted for 14.8% of the sample. This shows that there is a gender imbalance in this group. When looking at the age of the respondents, it was found that most of the respondents were in the young age range. More than 41% of the respondents were under 25 years old, while the 26-30 years and 31-35 years age groups only contributed around 18.1% and 8.4%, respectively. Meanwhile, around 27.1% of respondents were over 40 years old. This shows the dominance of the younger age group in this sample. When looking at marital status, around 46.5% of the respondents were single, while 51.0% were married. The number of respondents who became widows or widowers was only 2.6% of the total sample. In terms of recent education, the majority of respondents have a high school education (43.2%) or a bachelor's degree (34.8%). While diploma three is only owned by 3.9% of respondents, and a postgraduate degree is owned by 18.1% of the sample. This shows the level of education that varies within the group of respondents. Finally, when looking at occupations, around 43.2% of respondents have other jobs that are not included in the categories mentioned earlier. However, civil servants are the largest group in this sample with a percentage of 25.2%, and self-employed (15.5%). Private employee jobs are only owned by 5.8% of respondents. Overall, this table provides a demographic picture of a group of respondents with various characteristics such as gender, age, marital status, last education, and occupation.

4.2 Research Instrument Testing

A. validity

The test results show that all the variables used in this study are declared valid. This can be seen from the significance value (P value) which is less than 0.05 in the statistical test (2-tailed). Therefore, all indicators of research variables, namely Web atmospheric cues, Product Quality, Social Media Marketing, Customer Experience, Customer Trust, and Purchasing Decisions, can be considered valid and appropriate for use in the next research stage. In addition, testing using the Average Variance Extracted (AVE) also shows that all the variables tested have an AVE coefficient greater than 0.60. This indicates that these variables have a fairly high level of variance and can explain variations in the data well. These results also support the results of the previous validity test, which indicates a match between the variables studied and the construct to be measured. Thus, the results of validity and reliability testing indicate that all variables in this study are reliable and valid for use in further research, providing a strong basis for analysis and conclusions that can be drawn from the data collected.

b. Reliability

Reliability testing using the Cronbach Alpha (CA) approach is a method commonly used to measure the reliability of a measurement instrument. In the graph presented it can be seen that the CA values of the Web atmospheric cues, Product Quality, Social Media Marketing, Customer Experience, Customer Trust, and Purchasing Decision variables exceed the required threshold value of 0.60. Therefore, it can be concluded that the six variables meet the CA reliability requirements applied in this test. It is important to note that a CA value above 0.60 indicates a fairly good level of reliability but keep in mind that the higher the CA value, the higher the reliability of the measurement instrument. Therefore,

c. Measurement Model (Measurement Model)

Convergent validity aims to recognize the validity of each bond between the marker and the construct or latent variable. In this research, a loading factor limit of 0.50 will be used. From the measurement calculations, it can be seen that 2 indicators do not meet the requirements because they have a loading factor below that required, namely 0.5. So this indicator must be eliminated. After being eliminated, the new measurement model photo is

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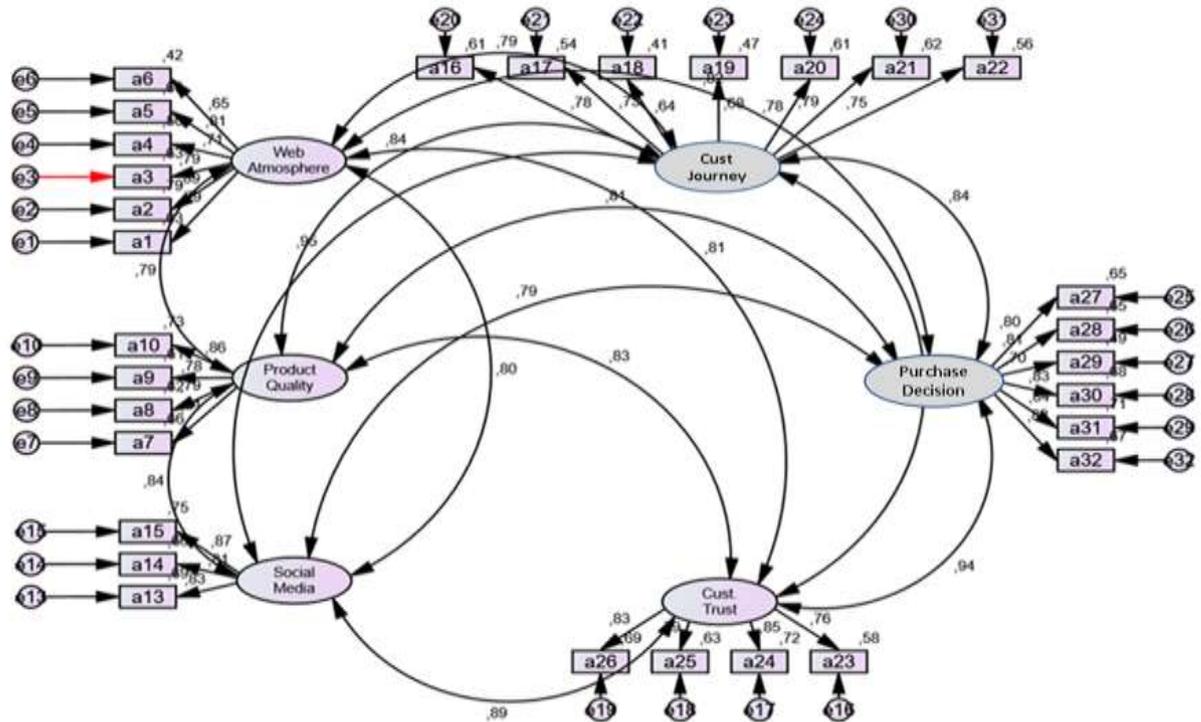


Figure 2. New Measurement Model

The new loading factor can be seen in the table below.

Table 1. New Loading Factor

Indicator	Latent Variable	Estimates
a1	Web_Atmosphere	,795
a2	Web_Atmosphere	,887
a3	Web_Atmosphere	,791
a4	Web_Atmosphere	,707
a5	Web_Atmosphere	,808
a6	Web_Atmosphere	,649
a7	Product_Quality	,811
a8	Product_Quality	,789
a9	Product_Quality	,779
a10	Product_Quality	,857
a13	Social_Media	,829
a14	Social_Media	,811
a15	Social_Media	,867
a23	Cust_Trust	,761
a24	Cust_Trust	,847
a25	Cust_Trust	,794
a26	Cust_Trust	,830
a16	Cust_Journey	,779
a17	Cust_Journey	,735
a18	Cust_Journey	,644
a19	Cust_Journey	,684
a20	Cust_Journey	,782
a27	Purchase_Decision	,805

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			Estimates
a28	<---	Purchase_Decision	,808
a29	<---	Purchase_Decision	,703
a30	<---	Purchase_Decision	,825
a31	<---	Purchase_Decision	,840
a21	<---	Cust._Journey	,788
a22	<---	Cust._Journey	,747
a32	<---	Purchase_Decision	,821

Source: Processed data (2021)

Based on Table 4.2 it can be explained that all the variables used in this study are all declared valid because they have a loading factor > 0.50 so all indicators in this research variable are Web atmospheric cues, Product Quality, Social Media Marketing, Customer Experience, Customer Trust, and the Purchasing Decision is declared valid to be continued at the next research stage

4.3 Verification Hypothesis Testing

4.3.1 Direct Hypothesis Testing

Hypothesis test verification in this research was conducted to test and analyze the influence of Web atmospheric cues, Product Quality, Social Media Marketing, Customer Experience, and Customer Trust on Purchasing Decisions. The verification hypothesis testing consists of testing the direct influence hypothesis and testing the indirect influence hypothesis.

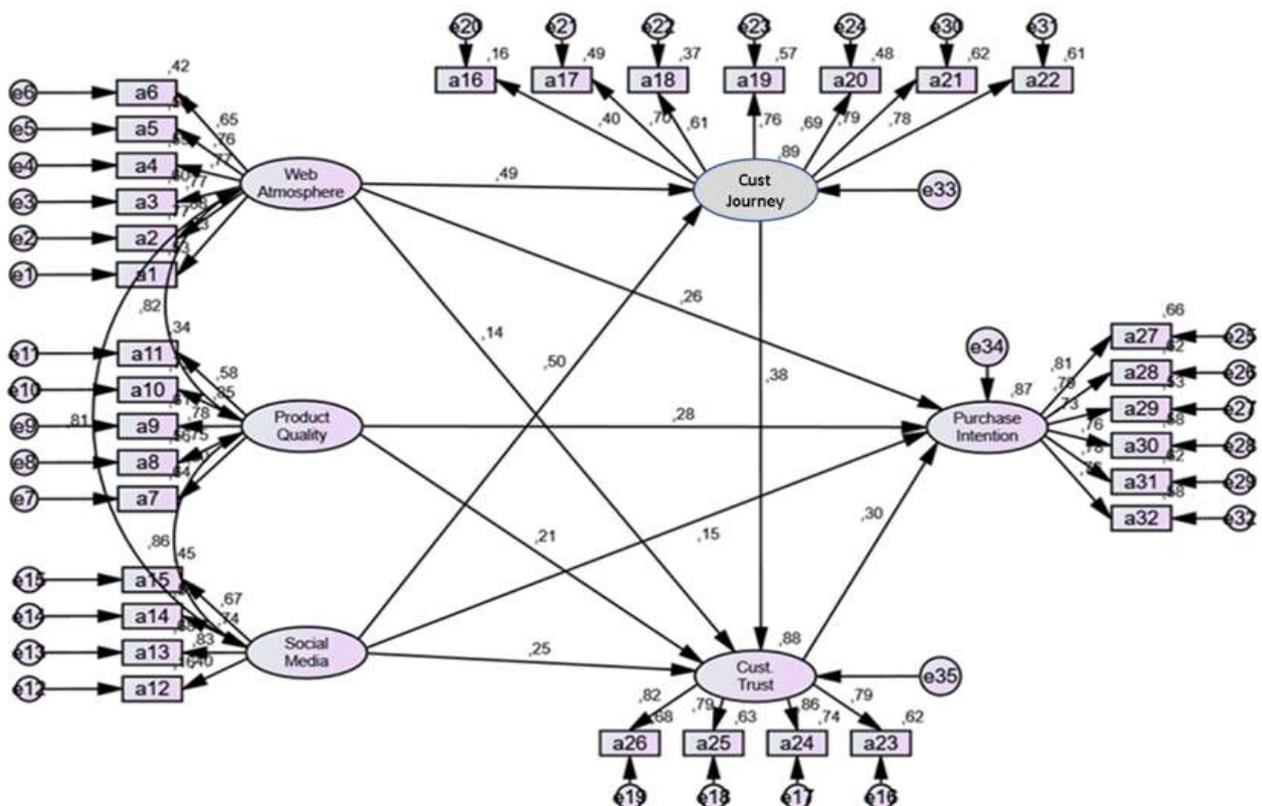


Table 4.21. Results of Direct Effect Hypothesis Testing

			Estimates	SE	CR	P	Betas
Cust._Journey	<---	Web_Atmosphere	,207	.050	3,523	***	,489
Cust._Journey	<---	Social_Media	,208	.059	3,524	***	,502
Cust._Trust	<---	Social_Media	,357	,140	2,492	,012	,252
Cust._Trust	<---	Web_Atmosphere	,205	,243	,843	,399	,140
Cust._Trust	<---	Product_Quality	,224	,115	1,996	.049	,214

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			Estimates	SE	CR	P	Betas
Cust._Trust	<---	Cust._ Journey	,391	,790	1,973	.044	,384
Purchase_Decision	<---	Product_Quality	,285	,061	4,683	***	,283
Purchase_Decision	<---	Social_Media	,208	.059	3,524	***	,152
Purchase_Decision	<---	Cust._Trust	,284	.060	4,682	***	,296
Purchase_Decision	<---	Web_Atmosphere	,359	,144	2,494	,013	,256

4.7.1. Effect of Web Atmospheric Cues on Customer Journey

Based on Table 4.21, the estimated parameter value for testing the effect of Web Atmospheric Cues on Customer Journey shows a CR value of 3,523 with a significant probability. Thus, it can be concluded that the effect of Web Atmospheric Cues on Customer Journey is significant. The magnitude of the coefficient of influence of Web Atmospheric Cues on Customer Journey is 0.489, indicating a significant impact of 48.9%.

4.7.2. Effect of Web Atmospheric Cues on Customer Trust

Based on Table 4.21, the estimated value for testing the effect of Web Atmospheric Cues on Customer Trust shows a CR value of 0.843 with a probability of 0.399. Both of these values do not meet the requirements for accepting the H2 hypothesis, namely a CR value greater than 1.96 and a probability smaller than 0.05. Therefore, it can be concluded that the effect of Web Atmospheric Cues on Customer Trust is not significant. The magnitude of the coefficient of influence of Web Atmospheric Cues on Customer Trust is 0.140, or only 14%, indicating a relatively small impact on increasing Customer Trust.

4.7.3. Effect of Web Atmospheric Cues on Purchasing Decisions

Based on Table 4.21, the estimated parameter values for testing the effect of Web Atmospheric Cues on Purchasing Decisions show a CR value of 2.494 with a probability of 0.013. Both of these values meet the requirements for accepting the H1 hypothesis, namely a CR value greater than 1.96 and a probability smaller than 0.05. Thus, it can be concluded that the effect of Web Atmospheric Cues on Purchasing Decisions is significant. The coefficient of influence of Web Atmospheric Cues on Purchasing Decisions is 0.256, or only 25.6%.

4.7.4. Effect of Product Quality on Customer Trust

Based on Table 4.21, the estimated parameter values for testing the effect of Product Quality on Customer Trust show a CR value of 1.996 with a probability of 0.049. Both of these values meet the requirements for acceptance of the Ha hypothesis, which is greater than 1.96 and has a probability smaller than 0.05. Thus, it can be concluded that the effect of Product Quality on Customer Trust is significant. The coefficient of influence of Product Quality on Customer Trust is 0.214, or 21.4%.

4.7.5. Effect of Product Quality on Purchasing Decision

Based on Table 4.21, the estimated parameter values for testing the effect of Product Quality on Purchasing Decisions show a CR value of 4.683 with a probability of 0.000. Both of these values meet the requirements for acceptance of the Ha hypothesis, which is greater than 1.96 and has a probability smaller than 0.05. Thus, it can be concluded that the effect of Product Quality on Purchasing Decisions is significant. The coefficient of influence of Product Quality on Purchasing Decisions is 0.283, or 28.3%.

4.7.6. The Effect of Social Media Marketing on the Customer Journey

Based on Table 4.21, the estimated parameter value for testing the effect of Social Media Marketing on Customer Journey shows a CR value of 3.524 with a probability of 0.000. Both of these values meet the requirements for acceptance of the Ha hypothesis, which is greater than 1.96 and has a probability smaller than 0.05. Thus, it can be concluded that the effect of Social Media Marketing on Customer Journey is significant. The magnitude of the coefficient of influence of Social Media Marketing on Customer Journey is 0.502, or 50.2%, indicating a very significant impact in increasing Customer Journey.

4.7.7. The Influence of Social Media Marketing on Customer Trust

Based on Table 4.21, the estimated parameter value for testing the effect of Social Media Marketing on Customer Trust shows a CR value of 2.492 with a probability of 0.012. These two values do not meet the requirements for acceptance of the Ha hypothesis, which is greater than 1.96 and has a probability smaller than 0.05. Therefore, it can be concluded that

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the influence of Social Media Marketing on Customer Trust is significant. The magnitude of the coefficient of influence of Social Media Marketing on Customer Trust is 0.252, or 25.2%.

4.7.8. Effect of Social Media Marketing on Purchasing Decision

Based on Table 4.21, the estimated parameter values for testing the influence of Social Media Marketing on Purchasing Decisions show a CR value of 3.542 with a probability of 0.000. Both of these values meet the requirements for acceptance of the H_a hypothesis, which is greater than 1.96 and has a probability smaller than 0.05. Thus, it can be concluded that the influence of Social Media Marketing on Purchasing Decisions is significant. The magnitude of the coefficient of influence of Social Media Marketing on Purchasing Decisions is 0.152, or 15.2%.

4.7.9. The Effect of Customer Journey on Customer Trust

Based on Table 4.21, the estimated parameter values for testing the effect of Customer Journey on Customer Trust show a CR value of 1.973 with a probability of 0.044. Both of these values meet the requirements for acceptance of the H_a hypothesis, which is greater than 1.96 and has a probability smaller than 0.05. Thus, it can be concluded that the effect of Customer Journey on Customer Trust is significant. The magnitude of the coefficient of influence of Customer Journey on Customer Trust is 0.384, or 38.4%, indicating a very significant impact in increasing Customer Trust.

4.7.10. The Influence of Customer Trust on Purchasing Decision

Based on Table 4.21, the estimated parameter values for testing the influence of Customer Trust on Purchasing Decisions show a CR value of 4.682 with a probability of 0.000. Both of these values meet the requirements for acceptance of the H_a hypothesis, which is greater than 1.96 and has a probability smaller than 0.05. Thus, it can be concluded that the effect of Customer Trust on Purchasing Decisions is significant. The magnitude of the coefficient of influence of Customer Trust on Purchasing Decisions is 0.296, or 29.6%, showing a very significant impact in improving Purchasing Decisions. **4.3.2**

Mediation Hypothesis Testing

There are 5 (five) mediation hypotheses proven in this study, namely:

- Effect of Web atmospheric cues on Purchasing Decisions through Customer Trust
- Effect of Product Quality on Purchasing Decisions through Customer Trust
- The Influence of Social Media Marketing on Purchasing Decisions through Customer Trust
- Effect of Web atmospheric cues on Purchasing Decisions through Customer Journey and customer trust
- The Influence of Social Media Marketing on Purchasing Decisions Through Customer Journey and customer trust

Testing the mediation or indirect hypothesis uses bootstrapping. The results can be seen in the following section.

The summary of the three hypothesis testing above can be seen in the following table:

Table 4.27 Summary of Indirect Hypothesis Testing

Specific Indirects	Direct Sig	Indirect Sig	Var. Moderation	Moderation Role
Web Atmosphere -> Customer Trust -> Purchase Intention	Sig	Sig	Customer Trust	partial
Product Quality -> Customer Trust -> Purchase Intention	Sig	Sig	Customer Trust	partial
Social Media -> Customer Trust -> Purchase Intention	Sig	Not Sig	Customer Trust	No. Mediation
Web Atmosphere -> Customer Experience -> Customer Trust -> Purchase Intention	Sig	Sig	Customer Experience & Customer Trust	partial
Social Media -> Customer Experience -> Customer Trust -> Purchase Intention	Sig	Sig	Customer Experience & Customer Trust	partial

4.6 Managerial Implications

Based on the previous analysis, there are relevant research results related to hypothesis testing, both directly and indirectly. Of the 10 direct effect hypotheses tested, only one was not significant, namely the effect of Web Atmospheric Cues on Customer

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Trust. When compared to the other three variables, Customer Trust has the highest coefficient of influence on Purchase Intention, which is equal to 0.296. After that, followed by Product Quality with an influence coefficient of 0.283, and Web Atmospheric Cues with an influence coefficient of 0.256. The smallest effect is shown by the Social Media Marketing variable, with an impact on Purchase Intention of only 0.152. Customer Trust refers to the level of trust that customers have in a particular brand or product. When customers feel that the brand or product can be trusted, they are more likely to make a purchase. Therefore, the variable Customer Trust has a significant influence on Purchase Intention. With an influence coefficient value of 0.296, this indicates that any increase in the level of Customer Trust will increase Purchase Intention by 0.296.

Product Quality refers to the quality of the product offered by a brand. Good product quality can increase customer satisfaction and help build a positive brand image. Therefore, the Product Quality variable also has a significant influence on the Purchase Decision. With an effect coefficient value of 0.283, this indicates that any increase in product quality will increase the Purchase Decision by 0.283. *Web atmosphere cues* refer to factors such as website design, layout, colors, and other visual elements that can affect customer perceptions of a brand or product. Although the effect is slightly smaller than customer trust and product quality, web atmosphere cues still have a significant influence on Purchase Decisions. From the information provided, the value of the coefficient of influence is 0.256, which indicates that any improvement in website design and other visual elements can increase the Purchase Decision by 0.256.

Social media marketing refers to using social media platforms to promote certain brands or products. Although social media marketing can help increase brand awareness and can influence customer purchasing decisions, the effect is smaller than the other three variables. From the information provided, the coefficient of influence is 0.152, which indicates that any improvement in social media marketing will only slightly increase the Purchase Decision by 0.152. Therefore, it is important to pay attention to other factors such as customer trust, product quality, and web atmosphere cues in influencing customer purchase decisions.

The results of the single mediation study indicated that product quality had the highest influence on purchase decisions through customer trust compared to web atmosphere cues and social media marketing, even though they all used customer trust as a moderating variable. Furthermore, the indirect effect of social media marketing on purchase intention is not significant, meaning that to increase customer buying interest in furniture in Banda Aceh by using customer trust as a moderator, interventions must be focused on improving product quality first, then the web atmosphere cues. In the case of the indirect (serial indirect) two-level product tested by both hypotheses, using customer experience and customer trust as moderating variables, social media has a stronger impact than web atmospheric cues. Therefore, the use of serial mediation to improve purchasing decisions should focus on social media marketing. In the context of the furniture industry, the findings of this study have significant implications. This shows that improving product quality must be a top priority for furniture manufacturers and retailers in Banda Aceh to increase customer confidence and ultimately increase purchase intention. Once product quality is improved, they can focus on improving web atmospheric cues to create a more positive online shopping experience. In addition, the research findings highlight the importance of social media marketing in driving purchasing decisions in the furniture industry. Furniture businesses in Banda Aceh should allocate more resources to their social media marketing efforts to reach potential customers, increase their online presence, and increase customer trust. In short, the research findings emphasize the important role of product quality and social media marketing in driving purchasing decisions in the furniture industry, with customer trust as an important moderating variable. Therefore, furniture businesses in Banda Aceh should focus on improving product quality, enhancing web atmospheric cues, and investing in social media marketing to increase customer trust and purchase intent. In summary, the research findings emphasize the important role of product quality and social media marketing in driving purchasing decisions in the furniture industry, with customer trust as an important moderating variable. Therefore, furniture businesses in Banda Aceh should focus on improving product quality, enhancing web atmospheric cues, and investing in social media marketing to increase customer trust and purchase intent.

Based on the research findings, several managerial implications can be drawn, namely, organizations need to invest in treasury officer certification because it has a significant positive impact on employee competency and indirectly on employee performance. Organizations should also consider providing a good level of welfare to their employees, as it indirectly affects their performance. This can be done through various means such as fair compensation, good working conditions, and access to necessary resources. Organizations should not rely solely on treasury officer certification to increase employee motivation. Other motivational factors must be taken into account, such as employee recognition and career development opportunities. Research

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findings can be used to develop training programs that focus on improving employee competence because it is proven to have a significant impact on employee performance. Overall, the research findings indicate that organizations should focus on improving the competence and well-being of employees to indirectly improve their performance. While treasury officer certification is important, it should not be the sole focus of employee development initiatives.

5. CONCLUSION

From the results of the research discussed earlier, relevant findings were found related to hypothesis testing, both directly and indirectly. Of the 10 direct effect hypotheses tested, only one hypothesis was not significant, namely the effect of Web atmospheric cues on customer trust. The other three variables, namely Customer trust, Product Quality, and Web atmospheric cues, have a significant influence on Purchasing Decisions. Based on the value of the influence coefficient, Customer trust shows the highest influence on Purchase Intention, followed by Product Quality and Web atmospheric cues. The coefficient value of the effect of Social media marketing on Purchase Decisions is lower than the other three variables. This shows that factors such as customer trust, product quality, and web atmospheric cues have a more dominant role in influencing purchasing decisions. In the context of the furniture industry, the findings of this study provide important implications. Improving product quality must be a top priority for furniture manufacturers and retailers to increase customer confidence and purchase intention. Apart from that, social media marketing is also important to increase online presence and customer trust. These findings emphasize the importance of paying attention to product quality, web atmospheric cues, and social media marketing to increase customer trust and purchase intentions. Improving product quality must be a top priority for furniture manufacturers and retailers to increase customer confidence and purchase intention. Apart from that, social media marketing is also important to increase online presence and customer trust. These findings emphasize the importance of paying attention to product quality, web atmospheric cues, and social media marketing to increase customer trust and purchase intentions. Improving product quality must be a top priority for furniture manufacturers and retailers to increase customer confidence and purchase intention. Apart from that, social media marketing is also important to increase online presence and customer trust. These findings emphasize the importance of paying attention to product quality, web atmospheric cues, and social media marketing to increase customer trust and purchase intentions.

Overall, the findings of this study can provide insights for organizations in developing more effective marketing strategies and decision-making. It is important to focus on aspects such as product quality, web atmospheric cues, and social media marketing to increase customer trust and increase purchase intention. By understanding these factors, businesses in the furniture industry can achieve greater success and better meet customer needs.

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