

## THE INFLUENCE OF ONLINE SHOE PURCHASING AFTER ONSITE TRIAL BEHAVIOR

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### Abstract:

This study examines how consumers' experience of trying shoes in physical stores and their trust in online sellers influence online shoe purchase decisions. A descriptive quantitative design was applied, and data were collected through a survey involving 158 respondents in Bandung City. The respondents were determined through purposive sampling based on two main criteria: they had previously tried shoes in offline stores and had either purchased or considered purchasing shoes through e-commerce platforms. The collected data were processed using SPSS, covering instrument validity and reliability tests, classical assumption tests, multiple linear regression, partial and simultaneous hypothesis testing, and the coefficient of determination. The findings reveal that showrooming behavior significantly and positively affects online shoe purchase decisions. Online trust also shows a significant positive influence on consumers' decisions to buy shoes through digital platforms. The simultaneous test further indicates that showrooming behavior and online trust jointly contribute to online purchase decisions, as reflected by an R Square value of 0.683. It means that the two variables can explain 68.3% of the variation in online shoe purchase decisions, while the remaining proportion is associated with other factors beyond the scope of this study. These results suggest that direct product evaluation in offline stores and consumer confidence in online sellers play a crucial role in shaping hybrid purchasing behavior in the digital marketplace.

**Keywords:** Showrooming, Online Trust, Online Purchase Decision, E-Commerce

## INTRODUCTION

The development of digital technology and the internet has transformed consumer consumption patterns, including purchasing activities for fashion products such as shoes. The emergence of e-commerce has made buying and selling processes more practical, faster, and more efficient, as consumers are able to search for information, compare products, and conduct transactions without limitations of time and place. In Indonesia, online shopping activities continue to show significant growth. The report by We Are Social (2024) indicates that Indonesia is among the countries with a high level of online shopping activity, making e-commerce an increasingly important part of modern consumer behavior.

Shoes are one of the product categories frequently purchased online. However, the characteristics of shoe products often require consumers to have direct product experience before making a purchase, particularly to ensure size, comfort, model, and product quality. In practice, some consumers try shoes first in physical stores but later make purchases through online platforms because they consider lower prices, promotional offers, transaction convenience, and wider product options. This phenomenon is known as showrooming, which refers to consumer behavior in which individuals visit physical stores to see or try products but complete their purchases through online channels.



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The showrooming phenomenon reflects changes in consumer decision-making processes within today's digitally connected marketplace. Consumers no longer follow a strictly linear purchase path through a single channel; rather, their decisions are formed through a combination of offline experience and online convenience. According to Kotler and Keller (2022), purchasing decisions are shaped by a range of considerations, including perceived price value, promotion, transaction convenience, and the level of trust in sellers or platforms. In the context of online shoe purchases after onsite product trials, these factors become important considerations that encourage consumers to choose e-commerce platforms as their final transaction channel.

Consumer behavior that combines physical stores and online platforms is also consistent with the findings of Kredivo (2023) in the Indonesia E-Commerce Consumer Behavior Report. The report shows that Indonesian consumers are increasingly moving toward omnichannel shopping patterns, namely the use of more than one channel in the purchasing process. Consumers may use physical stores to evaluate products directly and then use online platforms to obtain more competitive prices, discounts, cashback, and convenience in comparing products from various sellers. This pattern is commonly found in fashion products, including shoes, because consumers need physical assurance of the product before conducting digital transactions.

The rapid expansion of e-commerce in Indonesia further highlights the importance of this issue. GoodStats (2025), referring to data from Statistics Indonesia, reported that the total value of e-commerce transactions in Indonesia reached IDR 1,100.87 trillion in 2023, representing a 40% increase from the previous year. In the same period, the number of businesses engaged in e-commerce grew by 27.40%, reaching 3.82 million enterprises. These figures indicate that digital commerce continues to develop rapidly and has become an important factor influencing retail business strategies, particularly in responding to consumers who practice try offline, buy online behavior.

In line with this phenomenon, the present study investigates the effect of on-site shoe trial behavior on consumers' decisions to purchase shoes online. It also explores several considerations that may encourage consumers to complete online purchases after directly trying products in physical stores, including price, promotional offers, transaction convenience, and trust in online stores. The results of this study are expected to enrich the literature on consumer behavior and digital marketing, while also offering practical implications for retail and e-commerce businesses in developing omnichannel strategies that can connect offline product experiences with online purchasing processes more effectively.

**Digital Marketing and Consumer Behavior.** The advancement of digital technology has transformed marketing practices from traditional activities into approaches that are more interactive, measurable, and data-oriented. Marketing is no longer limited to product selling; rather, it plays a broader role in delivering value, strengthening customer relationships, and identifying shifts in consumer needs. Kotler and Keller (2022) describe marketing as a social and managerial activity through which individuals and groups fulfill their needs and wants by developing, offering, and exchanging valuable products.

Within contemporary marketing practices, digital marketing has become a key strategic instrument because it allows firms to interact with consumers across multiple digital touchpoints, including e-commerce, social media, websites, mobile applications, and marketplace platforms. Chaffey and Ellis-Chadwick (2019) argue that digital marketing helps organizations expand market reach, create interactive communication, and evaluate marketing performance more precisely. As a result, consumers now have broader access to information before making purchasing decisions.



They can compare prices, review customer feedback, assess seller credibility, and select the transaction channel that provides the greatest perceived benefit.

In this study, digital marketing serves as an important foundation for understanding changes in consumer behavior in shoe purchasing. Consumers no longer rely solely on physical stores as purchasing locations, but also use online platforms to obtain transaction convenience, more competitive prices, and more attractive promotional offers. Thus, digital marketing has created a more flexible purchasing pattern, in which offline and online experiences complement each other in the consumer decision-making process.

**Showrooming Behavior.** Showrooming behavior refers to consumer behavior in which individuals search for information, view, or try products directly in physical stores, but subsequently make purchases through online platforms. This behavior emerges as a consequence of e-commerce development and consumers' increasing ability to compare purchasing alternatives across channels. Flavián, Gurrea, and Orús (2020) emphasize that consumers increasingly move across offline and online channels during the purchasing process. In this pattern, physical and digital channels are not used separately, but are combined to help consumers obtain better information, compare alternatives, and reach purchase decisions with greater efficiency.

In the context of shoe products, showrooming is highly relevant because consumers often require physical experience to ensure size, comfort, model, and product quality. After trying the product directly, consumers can gain confidence in the product and then continue searching for better prices or promotions through online platforms. Daunt and Harris (2017) state that showrooming can be understood as consumer behavior that creates value for online channels but, at the same time, may reduce value for physical stores because consumers use store facilities without completing transactions there.

The showrooming phenomenon shows that consumer purchase decisions are no longer linear. Consumers may evaluate products offline and then complete transactions online because they consider price, promotion, payment convenience, and trust in the platform. Therefore, showrooming not only indicates a shift in purchasing channels but also reflects changes in the way consumers assess benefits, risks, and the economic value of a product.

**Price in Online Purchase Decision.** In online purchasing contexts, price often becomes a decisive element because digital platforms allow consumers to evaluate and compare offers across sellers with greater ease. Kotler and Armstrong (2022) describe price as the value consumers give up to receive the benefits of a product or service. Within e-commerce, however, price is not limited to its numerical amount. Consumers tend to evaluate it as part of the overall perceived value by considering product quality, store credibility, shipping fees, and promotional benefits.

In showrooming behavior, price becomes a dominant factor because consumers can confirm product quality through physical stores and then search for lower prices on online platforms. Ningrum and Ahmadi (2024) found that product price affects consumer purchase decisions in the context of showrooming and webrooming. Their study also shows that the effect of price tends to be stronger in showrooming behavior because consumers use physical stores as places for product evaluation, while online platforms are used as final transaction channels that are considered more economical.

Therefore, price is an important consideration in online shoe purchase decisions after consumers try the product onsite. Consumers who have obtained certainty regarding product size and quality are more likely to purchase through online channels if they find more competitive prices than those offered by physical stores.



**Online Promotion.** Online promotion plays an important role in encouraging consumer purchase decisions on e-commerce platforms. Promotion not only functions as a marketing communication tool but also as a stimulus that can accelerate the decision-making process. In e-commerce practices, promotional forms such as discounts, cashback, vouchers, free shipping, flash sales, and loyalty programs are attractive incentives that often influence consumers to make purchases.

In the context of showrooming, online promotion can be a major reason why consumers shift from physical stores to digital platforms. Consumers who have tried shoes directly in physical stores usually already have confidence in the product. When consumers find more attractive online offers, promotions can strengthen their intention to complete transactions through e-commerce. It indicates that digital promotion has a strategic role in converting onsite product trial experiences into online purchase decisions.

In addition, online promotion is also related to perceived value. Consumers do not only consider the base price of a product, but also the additional benefits obtained from promotions. Therefore, in the shoe industry, effective promotional strategies can increase the competitiveness of online platforms, especially when consumers have already gained product experience through physical stores.

**Online Trust.** Online trust is an important factor in purchase decisions through e-commerce. Although consumers have tried the product directly, the decision to purchase through online platforms still requires confidence in the seller, transaction security, product authenticity, description accuracy, and after-sales service. Lăzăroiu, Neguriță, Grecu, Grecu, and Mitran (2020) explain that trust and perceived risk play important roles in shaping consumers' decision-making processes on social commerce platforms.

In online shoe purchases, trust can be formed through store reputation, customer reviews, product ratings, clear size information, product images, return policies, and secure payment methods. The higher the consumer's trust in an online store, the greater the likelihood that the consumer will make a purchase. Trust can also reduce perceived risk, particularly for shoe products that carry risks related to size, color, comfort, or material quality mismatches.

Thus, online trust serves as a reinforcing factor in purchase decisions after consumers try products onsite. Direct product trial provides confidence in the product, while trust in the online store provides confidence in the transaction process. The combination of these two factors can increase the likelihood of consumers making purchases through digital platforms.

**Online Purchase Decision.** Online purchasing decisions involve a sequence of consumer considerations before completing transactions through digital platforms. This process generally begins with the recognition of a need, followed by information search, comparison of alternatives, purchase selection, and post-purchase evaluation. Kotler and Keller (2022) emphasize that consumers' decisions are formed through an evaluative process influenced by their needs, information exposure, previous experiences, perceived value, and trust in both the product and the seller.

In this study, online shoe purchase decisions occur after consumers evaluate products through physical stores. Consumers try on shoes onsite to ensure the physical aspects of the product, then compare purchasing alternatives through e-commerce. The final decision to purchase online is influenced by price, promotion, transaction convenience, and trust in the online store. This pattern indicates that online purchase decisions are not only shaped by digital experiences but also by offline experiences that precede the transaction process.

Therefore, online purchase decisions in the showrooming phenomenon can be understood as the result of interaction between direct product trial experience and the benefits offered by digital platforms. The more positive the onsite product trial experience and the higher the consumer's trust in the online store, the greater the tendency for consumers to purchase shoes online.

**Previous Studies and Hypothesis Development.** Several previous studies have shown that showrooming is closely related to online purchase decisions. Flavián et al. (2020) explain that consumers use a combination of offline and online channels to make purchase decisions that are considered smarter, more time-efficient, and more valuable. In this context, physical stores function as places for information search and product evaluation, while online platforms function as final transaction channels.

Daunt and Harris (2017) also show that showrooming can create challenges for physical stores because consumers obtain benefits from offline facilities but complete purchases through online channels. It indicates that showrooming has important implications for retail strategies, especially in designing omnichannel systems that can connect physical store experiences with digital transactions.

In the Indonesian context, Ningrum and Ahmadi (2024) found that product price affects consumer purchase decisions in showrooming and webrooming behavior. This finding is relevant to the present study because consumers who try shoes onsite tend to compare prices and search for more attractive offers through online platforms before making a purchase.

Based on the above explanation, onsite shoe trial behavior can be understood as a product evaluation stage that provides consumers with confidence in the quality, size, and comfort of shoes. Meanwhile, trust in online stores, competitive prices, and digital promotions can strengthen consumers' decisions to purchase through e-commerce. Therefore, this study develops the assumption that showrooming behavior and online trust play important roles in shaping online shoe purchase decisions.

## METHODS

A descriptive quantitative method was applied in this study to examine the extent to which showrooming behavior and online trust contribute to consumers' online shoe purchase decisions. This method was selected because the research required measurable data to capture respondents' perceptions and statistically assess the relationships among the variables. As noted by Sekaran and Bougie (2016), quantitative research is appropriate when a study seeks to test variable relationships using structured instruments and objective numerical analysis.

This study focused on consumers in Bandung City who had experience trying shoes in offline stores and subsequently purchasing or considering purchasing them through e-commerce platforms such as Shopee, Tokopedia, Lazada, or Zalora. Since the total number of consumers with this behavior could not be precisely determined, the population was classified as infinite. Respondents were selected using purposive sampling under the non-probability sampling framework, meaning that only individuals who met the specified research criteria were included in the sample. The respondent criteria included consumers who had tried shoes directly in physical stores within the last six months, had purchased or considered purchasing shoes online, were aged 17–35 years, and were domiciled in Bandung City. Purposive sampling was considered appropriate because this study required respondents who had direct experience with try offline, buy online behavior.

Yamane's formula was used to estimate the minimum number of respondents, with the margin of error set at 10%. Since the total population could not be precisely determined, the sample estimation was based on the assumption of an infinite population. The calculation indicated that at



least 100 respondents were required. This number was regarded as sufficient to represent the target population characteristics and to provide an adequate basis for the statistical analysis conducted in this research (Yamane, 1967).

The analytical model in this study was constructed using two predictor variables, showrooming behavior and online trust, and one outcome variable, online purchase decision. On-site trial behavior refers to consumers' tendency to try shoes directly in physical stores before searching for or purchasing the products through online platforms. Online trust refers to consumers' confidence in online stores, including product information accuracy, transaction security, store reputation, after-sales service, and product authenticity. Meanwhile, an online purchase decision refers to consumers' decisions to purchase shoes through digital platforms after evaluating the products directly in physical stores.

The study collected primary data through a structured questionnaire distributed online via Google Forms. Each questionnaire item was developed in accordance with the indicators used to measure the variables examined in this study. On-site trial behavior was measured through indicators of product trial experience, satisfaction after trying the product, confidence in product quality, price search after trial, and the tendency to engage in try offline, buy online behavior. Online trust was measured through product information reliability, transaction security, store reputation and reviews, after-sales service, and product authenticity. Online purchase decision was measured through purchasing decisions after onsite product trials, consideration of price and promotion, practicality of online purchasing, satisfaction with the purchasing process, and repurchase intention. All indicators were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

The survey data were processed with the assistance of SPSS. Before conducting the main analysis, the quality of the research instrument was evaluated through validity and reliability testing. Item validity was assessed by comparing each statement item with the overall score, while internal consistency was examined using Cronbach's Alpha. Referring to Ghozali (2021), an instrument is generally regarded as reliable when its Cronbach's Alpha reaches at least 0.70; however, in exploratory research contexts, a value above 0.60 may still be considered acceptable. After the instrument met these requirements, descriptive statistics were used to present the respondents' profiles and to summarize response patterns for each variable.

The relationship among the variables was examined using multiple linear regression. This method was selected because the research model positioned onsite trial behavior and online trust as predictors of online purchase decision. As noted by Hair et al. (2019), multiple regression is useful in quantitative research when the objective is to determine how several independent variables contribute to changes in a dependent variable. The hypotheses were evaluated using the t-test to measure partial effects, the F-test to assess the simultaneous effect of the predictors, and the coefficient of determination to determine the explanatory power of the model.

## RESULTS AND DISCUSSION

**Validity and Reliability Tests.** Instrument validity was evaluated to verify whether the questionnaire statements were suitable for measuring the research constructs. As explained by Ghozali (2018), an item is considered valid when it can properly reflect the variable being assessed. In this study, the analysis involved 158 respondents, with an r-table value of 0.156. The results demonstrated that each item measuring showrooming, online trust, and purchase decision exceeded the required r-table value. Therefore, all items were considered valid for further analysis.



The consistency of the questionnaire was evaluated through a reliability test. Referring to Sugiyono (2019), reliability indicates the ability of an instrument to generate consistent measurement results when applied to the same object under similar conditions. The results revealed that each variable obtained a Cronbach's Alpha value greater than 0.60; therefore, the instrument was considered reliable and suitable for further analysis.

**Table 1.** Validity and Reliability Test Results

Variable	Number of Items	r-count Range	r-table	Cronbach's Alpha	Description
Showrooming (X1)	5	0,895-0,929	0,156	0,950	Valid and reliable
Online Trust (X2)	5	0,735-0,811	0,156	0,827	Valid and reliable
Purchase Decision (Y)	5	0,570-0,704	0,156	0,617	Valid and reliable

Source: Data processed by the researcher, 2026.

Based on Table 1, all variables met the validity and reliability criteria. Therefore, the research instrument was considered appropriate for further analysis. This section was translated and refined from the uploaded Results and Discussion text.

**Classical Assumption Tests.** The classical assumption tests were performed prior to hypothesis testing to confirm the suitability of the regression model. As stated by Ghozali (2018), a regression model is considered acceptable when the data are normally distributed, and no multicollinearity or heteroscedasticity issues are present. The normality result indicated an Asymp. Sig. value of 0.200, exceeding the significance level of 0.05; thus, the data were normally distributed. For multicollinearity, showrooming and online trust each recorded a tolerance value of 0.534 and a VIF value of 1.874. These results fulfilled the required criteria, namely tolerance greater than 0.10 and VIF lower than 10, confirming that the independent variables were not highly correlated. The heteroscedasticity test further showed significance values of 0.789 for showrooming and 0.210 for online trust, both of which were above 0.05. Therefore, the regression model was considered free from heteroscedasticity.

**Multiple Linear Regression Analysis.** The effect of showrooming and online trust on online shoe purchase decisions was tested using multiple linear regression. This method was considered suitable because it allows researchers to evaluate how two or more predictor variables explain changes in one outcome variable, as emphasized by Hair et al. (2019).

**Table 2.** Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t-count	Sig.
Constant	5,670	1,134	-	5,000	0,000
Showrooming (X1)	0,370	0,044	0,540	8,409	0,000
Online Trust (X2)	0,252	0,048	0,337	5,250	0,000

Source: Data processed by the researcher, 2026.

Based on Table 2, the regression equation is formulated as follows:

$$Y = 5,670 + 0,370X1 + 0,252X2 + e$$

The showrooming coefficient of 0.370 indicates that an increase in showrooming behavior is associated with a higher level of online purchase decision, with each one-unit increase in showrooming raising the purchase decision score by 0.370 units. In addition, online trust produced



a regression coefficient of 0.252, meaning that higher consumer trust in online stores contributes to an increase of 0.252 units in online purchase decisions. Since both coefficients are positive, showrooming and online trust can be interpreted as having a positive association with consumers' decisions to purchase shoes online.

**Coefficient of Determination and Simultaneous Test.** Model explanatory power was assessed through the coefficient of determination, which shows how much variation in the dependent variable can be explained by the independent variables. Meanwhile, the F-test was conducted to determine whether the predictors jointly contributed to the dependent variable. As noted by Ghozali (2018), the coefficient of determination is used to evaluate how well a regression model explains the outcome variable, whereas the F-test examines the simultaneous influence of the independent variables within the model.

**Table 3.** Coefficient of Determination and F-Test Results

R	R Square	Adjusted R-Square	F-count	Sig.
0,826	0,683	0,679	166,664	0,000

Source: Data processed by the researcher, 2026.

As shown in Table 3, the model produced an R Square value of 0.683, indicating that 68.3% of changes in online purchase decisions could be explained by showrooming and online trust. Meanwhile, the other 31.7% may be influenced by factors beyond the scope of this study, including price, promotion, ease of using the application, service quality, brand image, perceived risk, and customer experience.

The simultaneous test generated an F-value of 166.664 and a significance value of 0.000. Because the significance level was lower than 0.05, the model confirms that showrooming behavior and online trust collectively contribute significantly to online shoe purchase decisions.

**Partial Test.** The t-test was applied to assess whether each predictor had an individual effect on the dependent variable. The result for showrooming showed a t-value of 8.409 and a significance value of 0.000. Because this value was lower than the 0.05 threshold, showrooming can be interpreted as having a significant positive contribution to consumers' decisions to purchase shoes online.

The partial test for online trust produced a t-value of 5.250 and a significance value of 0.000. Since the result met the significance criterion, online trust can be interpreted as having a significant positive contribution to consumers' online shoe purchase decisions. Overall, the partial test results confirm that each independent variable in the model independently affects online purchase decisions.

**The Influence of Showrooming on Online Purchase Decisions.** The analysis reveals that showrooming contributes significantly to online shoe purchase decisions in a positive direction. Direct interaction with the product in a physical store appears to strengthen consumers' assurance regarding the product, which then supports their willingness to purchase it through an online platform. In the context of shoe products, consumers do not only consider visual appearance, but also size, comfort, material, and product suitability to their needs.

Showrooming behavior occurs when consumers use physical stores as places for product evaluation and then use e-commerce as the final transaction channel. Consumers who have tried shoes directly tend to have more complete product information, thereby reducing the risk of product mismatch when purchasing online. After gaining confidence from the onsite experience, consumers

then seek additional benefits through online platforms, such as lower prices, discounts, cashback, free shipping, or easier payment processes.

This finding strengthens the understanding that online purchase decisions are not always shaped solely by digital experiences. Offline experiences can serve as an initial factor that reduces product uncertainty. Therefore, physical stores and online stores should not necessarily be viewed as channels that replace one another, but rather as complementary channels in the consumer decision-making process.

**The Influence of Online Trust on Online Purchase Decisions.** The analysis indicates that online trust contributes positively and significantly to online shoe purchase decisions. This result implies that direct product experience alone is not sufficient to drive online purchasing; consumers also need confidence in the credibility, security, and reliability of the online store before completing the transaction.

Online trust is important because e-commerce transactions involve different risks compared to direct transactions. Consumers do not meet sellers physically, do not receive products immediately after payment, and still face the possibility of product mismatch, delivery delays, or after-sales service issues. These elements strengthen consumers' confidence in online transactions, especially when the store is supported by a solid reputation, trustworthy reviews, transparent product descriptions, secure payment options, and clear return procedures (Heykal et al., 2024).

In the context of online shoe purchases, online trust is also related to confidence in product authenticity, size accuracy, material quality, and the consistency between product photos and the items received. The higher the consumer's trust in an online store, the greater the likelihood that the consumer will make an online purchase.

**The Influence of Showrooming and Online Trust on Online Purchase Decisions.** The joint effect test confirms that showrooming behavior and online trust significantly influence online shoe purchase decisions when examined together. With an R Square value of 0.683, the model explains 68.3% of the changes in consumers' online purchasing decisions. This finding highlights that both offline product evaluation and trust in digital sellers are key elements in shaping consumers' willingness to complete shoe purchases through online platforms.

Showrooming provides consumers with a physical experience of the product, while online trust provides a sense of security in the digital transaction process. These two factors complement each other. On-site shoe trial experience helps consumers reduce uncertainty about the product, while online trust helps reduce uncertainty about the purchasing process. Thus, consumers are more likely to purchase shoes online when they are confident about the product and trust the online store as the transaction channel.

This finding highlights the importance of omnichannel strategies in the shoe retail business. Business actors should not develop physical stores and online stores separately, but should integrate both into a consistent shopping experience. Physical stores can function as spaces for trying, experiencing, and evaluating products, while online platforms can function as transaction channels that offer convenience, promotions, and efficiency.

**Research Implications.** These findings indicate a shift in shoe purchasing behavior toward a more integrated shopping pattern. Consumers no longer make purchase decisions through a single channel; instead, they move between offline and online channels to obtain the most suitable benefits. For this reason, retail and e-commerce businesses need to understand that modern consumers assess product experience, price competitiveness, promotional appeal, and trust before deciding to buy.

Practically, shoe business actors need to strengthen consumer experiences in physical stores while also improving the quality of online services. Physical stores should provide comfortable and



informative product trial experiences, while online stores should provide accurate product information, credible customer reviews, secure payment methods, and clear after-sales services.

This study provides theoretical insight that consumers' decisions to purchase products online are formed through the interaction between digital considerations and offline experiences gained before the final transaction. Therefore, showrooming behavior can be positioned as an important part of digital consumer behavior studies, especially for products that require physical evaluation, such as shoes.

## CONCLUSION

The findings demonstrate that consumers' onsite experience of trying shoes in physical stores significantly contributes to their decisions to purchase shoes online. Direct interaction with the product allows consumers to evaluate key aspects such as size, comfort, quality, and product suitability, thereby increasing their confidence before conducting transactions through digital platforms. Consumers who have gained direct experience with the product tend to be more confident in conducting online transactions, especially when e-commerce platforms offer more competitive prices, attractive promotions, and transaction convenience.

Online trust is also proven to have a positive and significant effect on online shoe purchase decisions. Trust in online stores is formed through clear product information, transaction security, store reputation, customer reviews, product authenticity, and after-sales service. The higher the level of consumer trust in an online store, the greater the likelihood that consumers will make purchases through digital platforms. Therefore, trust becomes an important factor in reducing perceived risk in online transactions, particularly for shoe products that require consideration of size, comfort, and quality.

The simultaneous analysis demonstrates that showrooming behavior and online trust collectively play a significant role in determining online shoe purchase decisions. An R Square value of 0.683 indicates that the two variables can explain 68.3% of the changes in consumers' online purchasing decisions, while the other 31.7% is likely influenced by factors beyond the research model, including price, promotional appeal, application usability, service quality, brand image, perceived risk, and customer experience. These findings emphasize that consumers' online purchase decisions are formed through the interaction between digital considerations and prior offline product experiences.

The findings of this study imply that retail and e-commerce businesses need to develop omnichannel strategies that integrate offline and online shopping experiences. Physical stores can function as product experience spaces that help consumers evaluate the quality and comfort of shoes, while online platforms need to be strengthened through accurate product information, relevant promotions, secure transaction systems, and reliable after-sales services. Through this strategy, businesses can increase consumer trust and encourage purchase decisions more effectively in the digital shopping era.

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