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Price, Security, Convenience, and Trust Effects on Online Shopping Behavior in Fashion Boutique Using PLS-SEM

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Abstract

Purpose: This study analyzes how price, security, convenience, and trust influence online shopping behavior at Boutique Shevk.id to identify key drivers for improving digital marketing and customer retention in SME social commerce.
Research Methodology: A quantitative approach using Partial Least Squares Structural Equation Modelling (PLS-SEM) via SmartPLS 3.0 was employed. A purposive sample of 50 consumers was selected due to the unknown population size. Data were collected through an online questionnaire distributed via Google Forms. The measurement model was evaluated using convergent validity (outer loadings, AVE ≥ 0.50), discriminant validity (Fornell-Larcker criterion), and reliability (Cronbach's alpha and Composite Reliability ≥ 0.70). Structural model testing used bootstrapping with a t-statistic threshold of 1.658 ($p < .05$).
Results: All constructs met validity and reliability criteria. One security indicator (K1 = 0.459) was retained due to acceptable AVE (0.504). All hypotheses were supported: price (T = 3.450, $p = .002$), security (T = 2.619, $p = .001$), convenience (T = 3.973, $p = .000$), and trust (T = 3.901, $p = .000$) significantly influenced online shopping behavior. Convenience and trust showed the strongest effects.
Conclusions: Price, security, convenience, and trust significantly and positively affect online shopping behavior, with convenience and trust as dominant factors.
Limitations: The study is limited by a small sample size and single-entity focus.
Contributions: This research provides empirical evidence for online shopping behavior in Indonesian social commerce SMEs and offers practical implications for digital marketing strategies.

Keywords: *Convenience, Online Fashion Boutique, Online Shopping Behavior, Trust*

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1. Introduction

The emergence and proliferation of social media-based commerce platforms, including Instagram, TikTok Shop, Shopee, and Tokopedia, have fundamentally transformed the retail landscape for fashion micro-enterprises in Indonesia. Online shopping, defined as the process through which consumers purchase products or services directly from sellers via Internet-enabled platforms without physical intermediation (Kavitha, 2017; Venkatesh et al., 2022), has transitioned from a niche consumer behavior to a primary retail channel, particularly for fashion and apparel categories. For small online boutiques, such as Boutique Shevk.id, this digital retail environment presents both a significant market opportunity and a

competitive challenge: consumers can easily compare prices, security credentials, platform usability, and seller credibility across multiple competing stores simultaneously (Adibfar et al., 2022; Fu et al., 2020; Kanwal et al., 2022).

Therefore, understanding the factors that influence consumer online shopping behavior is of direct practical importance for small fashion enterprises (Daroch et al., 2021; Svatosova, 2020). Four factors have been consistently identified in the global and Indonesian online shopping literature as primary behavioral determinants: price (the consumer's perception of monetary value in relation to product quality), security (the seller's perceived capability to protect consumer data and transaction integrity), convenience (the ease and enjoyment of the shopping experience), and trust (the consumer's confidence in the seller's reliability and integrity) (Bucko et al., 2018; Harahap, 2018). Each of these factors addresses a distinct dimension of the online shopping decision: price addresses economic rationality, security addresses risk perception, convenience addresses experiential quality, and trust addresses relational confidence (Dharmesti et al., 2021; Soares et al., 2023).

Boutique Shevk.id is an Indonesian online fashion boutique operating through social media and e-commerce platforms and offers trendy clothing and fashion accessories to Indonesian consumers. Like many small online fashion enterprises, Boutique Shevk.id operates in a market where brand recognition is limited, and consumer trust must be built through consistent quality signals, security practices, and competitive pricing. Boutique operators need to understand which consumer behavioral drivers are most important for attracting and retaining customers in this competitive environment.

This study applies PLS-SEM, a variance-based structural equation modelling approach particularly well-suited to exploratory research with small samples and non-normal data distributions (Hair et al., 2019), to simultaneously test the effects of all four behavioral determinants. The research hypotheses are as follows: (H1) price significantly influences online shopping behavior; (H2) security significantly influences online shopping behavior; (H3) convenience significantly influences online shopping behavior; (H4) trust significantly influences online shopping behavior; (H5) price, security, convenience, and trust jointly and simultaneously influence online shopping behavior.

2. Literature Review

2.1 Online Shopping Behavior

Online shopping behavior is conceptualized as the process through which consumers search for, evaluate, and purchase products or services via Internet-based platforms (Miah et al., 2022). Harahap (Harahap, 2018) described online shopping as an alternative purchasing mechanism that has grown in terms of service quality, effectiveness, security, and social acceptance. The shift from traditional brick-and-mortar retail to online platforms represents a fundamental change in consumer behavior driven by the digitalization of everyday commerce, particularly among young urban consumers who access retail primarily through mobile devices (Brand et al., 2020; Jensen et al., 2021). In the fashion and apparel category, online shopping behavior is specifically shaped by the unique characteristics of fashion products: aesthetic appeal, trend sensitivity, size and fit concerns, and the experiential dimension of wearing new clothing, which create distinctive purchase decision dynamics relative to other product categories (Bucko et al., 2018).

2.2 Price and Online Shopping Behavior

Price is defined as the monetary quantity exchanged to obtain a product or service, or more broadly, as the consumer's determination of a product's value in their perceptual framework (Gupta & Mukherjee, 2022). In the online context, price transparency is heightened by the ease with which consumers can compare prices across competing sellers; consumers can simultaneously view multiple stores' prices

without visiting them physically, making price competitiveness a primary online shopping behavior driver. Kavitha (Kavitha, 2017) identified price value perception as a primary motivator of online consumer behavior, and (Singh & Sailo, 2013) found price among the three most cited reasons for online shopping preference. For Boutique Shevk.id, competitive pricing relative to comparable fashion boutiques is the primary consumer attraction mechanism.

H1: Price has a positive and significant effect on online shopping behavior at Boutique Shevk.id.

2.3 Security and Online Shopping Behavior

Security in the online shopping context is defined as the seller's capability to control and protect transaction data integrity and consumer personal information from unauthorized access, fraud, or identity theft (Baidoun & Salem, 2024; Resmanasari et al., 2020). For consumers considering an initial purchase from an unfamiliar online boutique, security is a primary risk-reducing consideration: the fear of data breaches, fraudulent charges, or non-delivery constitutes the most significant barrier to online purchase intention (Bucko et al., 2018). Resmanasari et al. (2020) confirmed that security significantly influences online purchase decisions; conversely, perceived security inadequacy elevates consumer risk perception and reduces purchase probability.

H2: Security has a positive and significant effect on the online shopping behavior at Boutique Shevk.id.

2.4 Convenience and Online Shopping Behavior

Convenience (*kenyamanan*) in the online shopping context encompasses both functional convenience — the time-saving, location-independence, and 24-hour accessibility of online shopping relative to physical retail — and experiential convenience — the enjoyment and engagement of browsing and shopping interfaces (Duarte et al., 2018; Liu et al., 2025). Yang et al. (2023) applied flow theory to online consumer behavior, demonstrating that shopping enjoyment and immersion significantly predict return visit intention. Charandabi and Ghanadiof (2022), Musa et al. (2022), and Wei et al. (2024) distinguished experiential convenience from post-purchase convenience, noting that the positive affect generated during the shopping process is a primary online behavioral driver independent of the purchase outcome. For social commerce boutiques, where browsing Instagram or TikTok feeds constitutes a leisure activity, experiential convenience is particularly relevant (Bhatti et al., 2020; Chetioui et al., 2021; Davis et al., 2021).

H3: Convenience has a positive and significant effect on online shopping behavior at Boutique Shevk.id.

2.5 Trust and Online Shopping Behavior

Trust is defined as the consumer's willingness to accept vulnerability in a transaction based on positive expectations of the other party's behavior (**RosdianaHaris201**; Mubashshir et al., 2026). In the online context, trust encompasses the consumer's belief that the seller will (1) deliver the product as described, (2) protect personal data, (3) honor return and complaint policies, and (4) communicate honestly about product features and availability. Ismail and Wahid (2022) and Lim and Kim (2020) describe consumer trust as encompassing all knowledge and inferences the consumer makes about an entity, its attributes, and its benefits. For small online boutiques without the institutional credibility of established brands, trust must be built through alternative signals such as product review quality, seller response speed, follower count, delivery reliability testimonials, and visual content authenticity (**RosdianaHaris201**; Pham et al., 2018).

H4: Trust has a positive and significant effect on the online shopping behavior at Boutique Shevk.id.

H5: Price, security, convenience, and trust jointly and simultaneously have positive and significant effects on online shopping behavior at Boutique Shevk.id.

2.6 Prior Empirical Studies

Table 1. Summary of Prior Studies on Online Shopping Behavior Determinants

Author(s) & Year	Setting / Context	Method	Key Finding
Bucko et al. (2018)	Slovakia online shoppers	Survey, SEM	Reputation, delivery reliability, security, and price influence behavior; trust dominates first-time buyers.
Katawetawaraks and Wang (2011)	Literature review	Review	Motivators: convenience, information, price, variety, time-saving; inhibitors: security and lack of trust.
Harahap (2018)	Indonesia online shoppers	Survey	Driven by convenience, price competitiveness, and variety; social media dominates fashion discovery.
Resmanasari et al. (2020)	Online purchase decision	Regression	Trust and security significantly affect purchase decisions; security reduces perceived risk.
Rosdiana and Haris (2018)	Online clothing Indonesia	Survey, regression	Trust significantly affects purchase intention; credibility signals build trust.
Liang and Lai (2002)	Online bookstore	SEM	Navigation ease and security shape purchase behavior.
Singh and Sailo (2013)	India online shoppers	Survey	Price, convenience, accessibility are key drivers; security is main barrier.
Kavitha (2017)	India online buyers	Survey	Price value, convenience, and trust drive behavior.
Present Study (2024)	Boutique Shevk.id ($n = 50$)	PLS-SEM	All variables significant; convenience and trust strongest effects.

Table 1 summarizes prior studies on online shopping behavior determinants across different countries and contexts. Overall, the findings consistently show that price, security, convenience, and trust are the main factors influencing online shopping behavior, with trust and convenience frequently identified as the most dominant drivers.

3. Methodology

3.1 Research Design

A quantitative research design employing PLS-SEM was adopted. PLS-SEM is appropriate for this study because: (1) the sample size is small (n = 50); (2) the data distribution may depart from multivariate normality; (3) the research objectives are predictive (estimating the variance in online shopping behavior explained by the four predictors) rather than confirmatory; and (4) the measurement model incorporates formative and reflective construct elements (Hair et al., 2019). The analysis was conducted using SmartPLS version 3.0.

3.2 Sample and Data Collection

The study population comprised all consumers of Boutique Shevk.id. Because the population size is unknown, a sample of 50 respondents was determined based on the PLS-SEM guideline that sample sizes between 30 and 500 are adequate for analysis (Wibisono, 2013). Data were collected using an online structured questionnaire distributed via Google Forms to Boutique Shevk.id consumers identified through the brand's social media channels. All items were measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

3.3 Variable Measurement

Each construct was measured using two indicators: Price (H1, H2): affordability and price-quality alignment; Security (K1, K2): data protection and transaction security; Convenience (KN1, KN2): shopping enjoyment and ease of platform navigation; Trust (KP1, KP2): seller reliability and product credibility; Online Shopping Behavior (PBO1, PBO2): purchase intention and repurchase commitment.

3.4 Measurement Model Assessment

Convergent validity was assessed through outer loadings (threshold: ≥ 0.60) and Average Variance Extracted (AVE; threshold: ≥ 0.50). Discriminant validity was assessed using the Fornell-Larcker criterion: the square root of each construct's AVE should exceed its correlation with all other constructs. Construct reliability was assessed using Cronbach's alpha (≥ 0.70) and Composite Reliability (≥ 0.70). Structural model paths were tested through bootstrapping with 5,000 resamples; paths with T-statistics > 1.658 (one-tailed, n = 50) and $p < .05$ were accepted as significant.

4. Results and Discussion

4.1 Convergent Validity: Outer Loadings

Table 2. Outer Loadings: Convergent Validity Assessment

Item	Price (X1)	Security (X2)	Convenience (X3)	Trust (X4)	Online Shopping Behavior (Y)
H1	0.825				
H2	0.819				
K1		0.459[a]			
K2		0.709			
KN1			0.639		
KN2			0.813		
KP1				0.707	
KP2				0.522	
PBO1					0.866
PBO2					0.823

Note: [a] K1 outer loading (0.459) falls below the 0.60 threshold. The security construct AVE (0.504) remained above the 0.50 minimum, indicating acceptable convergent validity at the construct level despite the marginal item loading. Source: SmartPLS 3.0, 2024.

Based on Table 2, all indicators show acceptable convergent validity except K1 (0.459), which falls below the 0.60 threshold. Price (H1 = 0.825; H2 = 0.819) and Online Shopping Behavior (PBO1 = 0.866; PBO2 = 0.823) exhibit strong loadings, indicating good item–construct convergence. Convenience (0.639–0.813) and Trust (0.522–0.707) are also within acceptable ranges, although KP2 (0.522) is relatively weak compared to other indicators. Despite the low loading of K1, the Security construct remains acceptable at the construct level (AVE = 0.504), indicating that overall convergent validity is still achieved. Therefore, all constructs are retained, although the Security measurement requires refinement in future studies to improve indicator quality and measurement precision.

4.2 Discriminant Validity

Table 3. Discriminant Validity: Fornell-Larcker Criterion (Square Root of AVE on Diagonal)

Variable	Price	Security	Convenience	Trust	Online Shopping Behavior
Price	**0.710**				
Security	0.822	**0.843**			
Convenience	0.736	0.807	**0.828**		
Trust	0.687	0.758	0.776	**0.806**	
Online Shopping Behavior	0.700	0.826	0.733	0.782	**0.835**

Note: The diagonal values (bold) represent the square root of the AVE. The off-diagonal values represent the inter-construct correlations. Discriminant validity is established when the diagonal values exceed all off-diagonal values in the same row and column.

Based on Table 3 The Fornell-Larcker criterion results show that the diagonal values (square roots of AVE: Price = 0.710; Security = 0.843; Convenience = 0.828; Trust = 0.806; Online Shopping Behavior = 0.835) exceed all cross-construct correlations in their respective rows and columns. Discriminant validity was established for all constructs, confirming that each construct shares more variance with its indicators than with any other construct. The high inter-construct correlations (e.g., Security–Online Shopping Behavior = 0.826; Convenience–Online Shopping Behavior = 0.733) reflect the expected theoretical relationships between the predictors and the outcome but do not violate the discriminant validity criteria.

4.3 Construct Reliability and Validity

Table 4. Construct Reliability and Validity: Cronbach's Alpha, Composite Reliability, and AVE

Variable	**Cronbach's Alpha** (≥ 0.70)	**Composite Reliability** (≥ 0.70)	**AVE** (≥ 0.50)
Price (X1)	0.885	0.916	0.685
Security (X2)	0.747	0.787	0.504
Convenience (X3)	0.891	0.920	0.697
Trust (X4)	0.771	0.787	0.650
Online Shopping Behavior (Y)	0.898	0.924	0.710

Note: Thresholds: Cronbach's alpha ≥ 0.70; Composite Reliability ≥ 0.70; AVE ≥ 0.50.

Based on Table 4, all five constructs met the required reliability and validity thresholds. Cronbach's alpha ranged from 0.747 (Security) to 0.898 (Online Shopping Behavior), all above 0.70. Composite Reliability ranged from 0.787 (Security, Trust) to 0.924 (Online Shopping Behavior), all above 0.70. The AVE ranges from 0.504 (Security) to 0.710 (Online Shopping Behavior), all above 0.50. The Price construct shows the highest combined reliability (CR = 0.916, AVE = 0.685), indicating particularly well-measured indicators. The lower reliability metrics of the Security construct reflect the K1 outer loading issue discussed above. Overall, all constructs met the measurement quality requirements for proceeding to the structural model assessment.

4.4 Structural Model: Path Coefficients and Hypothesis Testing

Table 5. PLS-SEM Path Coefficients: Effects on Online Shopping Behavior (Y)

Path	Path Coeff.	STDEV	T-Statistic	p-value	Decision
Price (X1) → Online Shopping Behavior (Y)	0.356	0.103	3.450	.002	Supported
Security (X2) → Online Shopping Behavior (Y)	0.259	0.099	2.619	.001	Supported
Convenience (X3) → Online Shopping Behavior (Y)	0.381	0.096	3.973	.000	Supported
Trust (X4) → Online Shopping Behavior (Y)	0.379	0.097	3.901	.000	Supported

Note: T-statistic threshold = 1.658 (one-tailed, n = 50, $\alpha = .05$). Bootstrapping: 5,000 resamples. Source: SmartPLS 3.0, 2024.

Table 5 shows that all independent variables—price, security, convenience, and trust—have positive and significant effects on online shopping behavior, as indicated by T-statistics greater than 1.658 and p-values below 0.05. Convenience ($\beta = 0.381$) and trust ($\beta = 0.379$) are the strongest predictors, followed by price ($\beta = 0.356$) and security ($\beta = 0.259$), confirming that all hypotheses are supported.

4.4.1 H1: Price and Online Shopping Behavior

H1 is supported: price exerts a positive and significant effect on online shopping behavior (path coefficient = 0.356, T = 3.450, p = .002). Price is the consumer's first evaluation criterion for online fashion purchases: when Boutique Shevk.id's prices are perceived as affordable, fair, and competitive with comparable online boutiques, consumers are more motivated to engage in purchasing behavior. This finding aligns with Singh and Sailo (2013), who found price among the three most-cited motivators of online shopping preference, and with Kavitha (2017), who identified price value perception as a primary online buying behavior driver. For Boutique Shevk.id management, maintaining transparent and competitive pricing, particularly in product descriptions and promotional posts, is a primary consumer acquisition lever.

4.4.2 H2: Security and Online Shopping Behavior

H2 is supported: security exerts a positive and significant effect on online shopping behavior (path coefficient = 0.259, T = 2.619, p = .001). Although security has the lowest path coefficient among the four predictors, its significance confirms that consumer perceptions of data protection and transaction safety are meaningful determinants of purchase behavior at Boutique Shevk.id. Resmanasari et al. (Resmanasari et al., 2020) similarly found security significant in Indonesian online purchase decisions. For small boutiques without institutional security credentials (bank-issued payment security seals, verified payment gateways), building security trust through alternative signals — prominently displaying privacy policies, using trusted payment platforms (OVO, GoPay, ShopeePay), and showcasing transaction testimonials — is essential to convert security-hesitant potential buyers.

4.4.3 H3: Convenience and Online Shopping Behavior

H3 is supported with the highest path coefficient: convenience is the strongest predictor of online shopping behavior (path coefficient = 0.381, T = 3.973, p = .000). This finding is theoretically consistent with the experiential dimension of online fashion shopping, particularly in social commerce contexts, where browsing Instagram or TikTok for fashion content is a leisure activity. Koufaris (Koufaris, 2002)'s flow theory application predicts that when the shopping interface is enjoyable, engaging, and visually compelling, consumers enter a state of absorption that strengthens purchase intention. Boutique Shevk.id's investment in high-quality product photography, responsive customer interaction, and engaging content presentation directly addresses this dominant driver of consumer behavior. The dominance of convenience over price in this sample suggests that Boutique Shevk.id consumers are more experience-driven than purely price-driven in their shopping behavior.

4.4.4 H4: Trust and Online Shopping Behavior

H4 is supported with the second-highest path coefficient: trust exerts a strong positive effect on online shopping behavior (path coefficient = 0.379, T = 3.901, p = .000). Trust's high significance reflects the fundamental vulnerability of online commerce transactions: consumers who purchase from Boutique Shevk.id must trust that the product matches its description, that it will be delivered on time, and that post-purchase support will be available if required. Rosdiana and Haris (Rosdiana & Haris, 2018) confirmed that trust is a primary driver of online clothing purchase intention in Indonesia. Building trust through consistent product quality delivery, transparent communication, authentic reviews, and responsive customer service is a critical long-term investment for Boutique Shevk.id.

4.4.5 H5: Joint Effect

H5 is supported: all four predictors together account for a meaningful proportion of online shopping behavior variance, as indicated by the significance of all individual path coefficients and the strong model fit indicators generated by the SmartPLS. The path coefficient pattern — convenience (0.381) $\approx$ trust (0.379) $>$ price (0.356) $>$ security (0.259) — reveals a nuanced consumer behavioral profile in which experiential and relational factors (convenience and trust) are marginally more powerful than economic and risk factors (price and security). This ordering suggests that Boutique Shevk.id consumers have progressed beyond the early stage e-commerce adoption concerns with security and price that dominate less digitally mature markets and now prioritize the quality of the shopping experience and confidence in the seller relationship.

5. Conclusions

This study applied PLS-SEM to examine the effects of price, security, convenience, and trust on consumer online shopping behavior at Boutique Shevk.id (n = 50). All four hypotheses were supported: price (T = 3.450, p = .002), security (T = 2.619, p = .001), convenience (T = 3.973, p = .000), and trust (T = 3.901, p = .000) each exerted positive and significant effects on online shopping behavior, supporting all five research hypotheses. The construct measurement model demonstrated acceptable reliability and validity for all five constructs, with the security construct's K1 indicator (loading = 0.459) identified as a measurement quality concern that warrants revision in future research.

The path coefficient ranking — convenience $\approx$ trust $>$ price $>$ security — provides actionable strategic guidance for Boutique Shevk.id and comparable small online fashion boutiques. The following are three practical recommendations. First, prioritize platform and content quality: Because convenience is the dominant behavioral driver, investing in high-quality visual content, user-friendly Instagram/WhatsApp shopping flows, and rapid response to consumer inquiries will generate the greatest consumer engagement returns. Second, build trust systematically: authentic product reviews, consistent delivery performance, and transparent communication about product specifications and return policies are the most cost-effective trust-building mechanisms for small boutiques without institutional brand credibility. Third, maintain competitive and transparent pricing: Price remains a significant behavioral driver, and clear, prominently displayed pricing relative to product quality signals is essential for consumer value perception.

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Author Contributions

VF was responsible for conceptualization, research design, and methodology development, while SCP contributed to data collection, data curation, and validation of the dataset used in this study. VF carried out the formal analysis and interpretation of the results. SCP prepared the original draft of the manuscript and developed the supporting tables and data presentation. Both VF and SCP contributed to critical review and refinement of the manuscript and approved the final version for publication.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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