

How Salesperson Tactics and Online Convenience Shape Purchase Decisions: The Mediating Role of Trust



Haidar Achmad ^a

I Gusti Ayu Ketut Giantari ^b

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Abstract

Consumer preferences in furniture shopping have now shifted significantly towards online platforms, even though furniture is a complex item and requires careful consideration. This study aims to analyze the role of trust in mediating the influence of salesperson tactics and online convenience on purchase decisions among online consumers of Mahaghony Terrazzo in Bali Province. Salesperson tactics include persuasive approaches, information exchange, ingratiation, and promises, while online convenience encompasses ease of access, transactions, evaluation, and search. This study uses a quantitative approach; a survey of 160 Mahaghony Terrazzo consumers was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that trust is proven to mediate the relationship between salesperson tactics and online convenience on purchase decisions. The results of this study are expected to provide theoretical contributions to the development of marketing literature, particularly regarding the mediation mechanism of trust in the context of salesperson tactics and online convenience. This research contributes to the understanding of consumer behavior in the online furniture market and provides strategic implications for digital optimization and customer experience enhancement.

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Corresponding author:

Haidar Achmad,

Faculty of Economics and Business, Udayana University, Denpasar, Indonesia.

Email address: achmadhaidar999@gmail.com

^a Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

^b Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

1 Introduction

After the COVID-19 pandemic, people around the world, including Indonesians, have experienced significant changes in the way they live their daily lives. With more time spent at home, there is a new awareness of the importance of creating comfortable and functional living spaces. The changes that have occurred in living spaces as a result of the pandemic tend to be permanent or long-term, with the possibility that conditions will not return to the way they were before (El-Din, 2022). This has led to a surge in demand for a variety of furniture that not only meets practical needs but also aesthetic ones. With the demand for furniture that must be met by the community, there are great economic opportunities for the furniture industry, including Mahaghony Terrazzo, a micro-business that focuses on the production and retail sale of terrazzo furniture in Bali, Indonesia.

Interestingly, while Mahaghony Terrazzo has recorded significant sales growth over the past few years, the majority of its sales come from online transactions. Mahaghony Terrazzo experienced a significant change in its sales transaction patterns between 2021 and 2024, with the dominance of offline transactions, which was initially very strong (69.01% in 2021), consistently declining to 45.45% in 2024. Meanwhile, online transactions showed substantial growth, increasing from 30.99% to 54.55% in the same period, indicating a clear shift in consumer preferences towards online channels and the company's success in adapting its sales strategy in the digital era.

Table 1
Mahaghony Terrazzo Offline and Online Sales Volume Data for 2021-2024

	2021 (%)	2022 (%)	2023 (%)	2024 (%)
<i>Offline sales</i>	69,01	58,96	49,44	45,45
<i>Online sales</i>	30,99	41,04	50,65	54,55

Table 1 illustrates the upward trend in Mahaghony Terrazzo's online sales volume from 2021 to 2024, which consistently shows higher growth compared to offline sales. This phenomenon reflects a significant shift in consumer behavior from traditional or offline shopping methods to digital or online channels. This is a clear indicator that consumers increasingly prioritize convenience, ease of access, and efficiency in the purchasing process through digital platforms. Therefore, this transaction data is not only a quantitative picture of sales growth, but also an important basis for analysis in developing business strategy solutions for consumer decision-making, especially in the online ecosystem (Duarte et al., 2018).

The business problems experienced by Mahaghony Terrazzo have led to a shift in consumer preferences from offline to online furniture shopping. Furniture shopping is inherently complicated. Several indicators experienced by consumers when purchasing furniture, such as heavy furniture, difficult transportation, and high costs, cause consumers to consider purchasing furniture online or offline (Li et al., 2020; Zhang et al., 2022). This shift in consumer preferences is driven by a combination of factors, such as the convenience and service provided by sellers (Yu et al., 2023). Therefore, this transaction data not only provides a quantitative picture of sales growth but also serves as an important basis for analysis in developing business strategy solutions for consumer decision-making, particularly in the online ecosystem.

Purchase Decision

Decision-making is one of the most complex mechanisms in the human thought process. The consumer decision-making process can be described as the phases that consumers go through in making their final purchase decision (Hanaysha, 2018). Understanding buyer behavior is not easy because several factors can influence consumer behavior before making a purchase decision. Moreover, consumer purchasing activities are currently undergoing developments, namely online and offline purchasing. A cross-channel approach is crucial in creating a seamless and consistent consumer experience, where every touchpoint, whether physical or digital, contributes to the formation of consumers' overall perceptions and decisions (Gerea et al., 2021).

Salesperson Tactics

Consumers often spend weeks researching, comparing, and visualizing products before deciding to buy (Rashaduzzaman, 2020). Moreover, terrazzo is a relatively unfamiliar material that is not widely known by the public when considering furniture purchases. This issue poses a challenge for Mahaghony Terrazzo in providing insight into terrazzo products in its marketing strategy, as the company strives to explain product knowledge to potential consumers through its salespeople as much as possible. The success of salespeople in marketing products is highly dependent on the tactics they use, which include various approaches ranging from transparent information exchange, providing appropriate recommendations to strategies for building trust with consumers (Plouffe et al., 2016). Salesperson serve as key liaisons who implement the company's marketing strategy through direct interaction with consumers (McFarland et al., 2019). This tactic of influence is part of communication used to persuade and is a tool for salespeople in persuading buyers (Payan & McFarland, 2005).

Online Convenience

Although the role of salespeople remains crucial in building personal relationships and providing a direct, persuasive approach to offline channels, online convenience is a crucial variable that cannot be ignored in meeting the expectations of modern consumers. Among several factors influencing online furniture purchases, the convenience indicator is one of the determinants of whether or not a decision to purchase furniture online will be made (Yu et al., 2023). Online shopping convenience, which includes ease of access, transaction speed, and ease of search, allows consumers to make purchases more efficiently and without geographical barriers (Lina et al., 2022).

Trust

Trust is the belief, feeling, or expectation that customers have toward a product as a result of their good intentions, honesty, or skills (Curvelo et al., 2019; Temaja et al., 2023). Brand trust is an aspect of a brand that convinces consumers that the brand has certain characteristics and qualities (Kim & Chao, 2019). Brand trust is a consumer belief based on perceptions and expectations that the brand has certain credible, competent, and consistent characteristics and attributes (Naggar & Bendary, 2017).

SOR (Stimulus-Organism-Response) Theory

In the context of omnichannel, the SOR model helps to understand how integrated consumer experiences across multiple channels can influence cognitive and affective processes that lead to purchasing behavior. The SOR framework consists of three components, namely stimulus, organism, and response (Saraswati & Giantari, 2022). Stimulus is a physical, visual, or verbal variable that can influence an individual's response. An organism is a representation of an individual's internal state, which includes internal activities. Response is the individual's final decision, which is manifested through approach or avoidance behavior (Zhang et al. 2018). Various studies show that relevant and personalized stimuli can increase consumer psychological involvement, thereby strengthening purchasing decisions, both in the context of e-commerce and face-to-face interactions (Jeong et al., 2022; Zhang et al., 2023).

Based on the premise of SOR theory, this study investigates salesperson tactics and online convenience as stimulus (S) factors of consumer behavior. Then, it is necessary to select other factors that will be influenced by these factors. For the organism (O), factors identified in the literature as relevant to understanding consumer behavior are trust. Finally, the purchase decision is the factor used as the response (R) in the model proposed by this study.

Drawing from the integrated theoretical perspectives and existing empirical evidence, this study formulates the following hypotheses to further examine the proposed relationship:

- H1: Salesperson tactics have a positive effect and are significant on purchase decision
- H2: Online convenience has a positive effect and is significant on purchase decision
- H3: Salesperson tactics have a positive effect and a significant effect on trust
- H4: Online convenience has a positive effect and is significant on trust
- H5: Trust has a positive effect and is significant on purchase decision
- H6: Trust mediates the effect of salesperson tactics on purchase decision
- H7: Trust mediates the effect of online convenience on purchase decision

2 Materials and Methods

Research Design

This study is classified as an associative study with a descriptive quantitative approach using a survey method to collect data from respondents and aims to empirically examine the relationship between salesperson tactics, online convenience, trust, and online purchase decision in Mahaghony Terrazzo.

Population and Sample

This study was conducted in Bali Province. The population of this study is residents of Bali who have purchased Mahaghony Terrazzo products online, so the population in this study cannot be determined. The population in this study was consumers who had purchased Mahaghony Terrazzo products online. The determination of the minimum sample size in this study refers to the statement of [Hair et al. \(2015\)](#) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire. Therefore, the recommended minimum sample size is 5-10 observations for each estimated parameter, assuming $n \times 5$ variables (indicators) observed. There are 16 indicators used in this study, so the number of respondents to be used in this study ranges from 80 to 160. The sample criteria in this study are as follows: a minimum age of 25 years and having purchased Mahaghony Terrazzo products online. The sampling technique used in this study is non-probability sampling with a purposive sampling method.

Data Collection and Analysis Procedure

The data collection method in this study was conducted by distributing research instruments in the form of questionnaires to 160 respondents directly. The researcher distributed the questionnaires directly using Google Forms distributed via the WhatsApp numbers of Mahaghony Terrazzo customers. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people about a social phenomenon. In this study, the social phenomenon has been specifically defined by the researcher and is referred to as the research variable ([Sugiyono, 2019](#)). Responses to each statement are scored on a scale from strongly agree to strongly disagree.

Table 2
Source of Questionnaire Indicators

Construct	Indicators	Source
<i>Salesperson Tactics (X₁)</i>	1) <i>Rational Persuasion</i> 2) <i>Information Exchange</i> 3) <i>Ingratiation</i> 4) <i>Promises</i>	McFarland & Dixon (2019), Hartmann <i>et al.</i> (2020)
<i>Online Convenience (X₂)</i>	1) <i>Access convenience</i> 2) <i>Transaction convenience</i> 3) <i>Evaluation convenience</i> 4) <i>Search convenience</i>	Jiang <i>et al.</i> (2013), Duarte <i>et al.</i> (2018)
<i>Trust (M)</i>	1) <i>Honest</i> 2) <i>Rely</i> 3) <i>High reputation</i> 4) <i>Meet the expectation</i>	Ha (2015), Ahmed <i>et al.</i> (2014), Hidayanti & Nuryakin (2018)
<i>Purchase Decision (Y)</i>	1) <i>Purchase frequency</i> 2) <i>Give a recommendation</i> 3) <i>Repurchase</i> 4) <i>Satisfied</i>	Hanaysha (2018), Hanaysha <i>et al.</i> (2021)

The data analysis technique in this study used Partial Least Squares (PLS) to test the hypothesis. PLS is a variance-based SEM statistical method designed to solve multiple regression when specific data problems arise. PLS (Partial

Least Squares) is a robust method for analyzing factor uncertainty, so it does not assume data must be measured on a specific scale, and the sample size is small (Ghozali & Latan, 2020).

This study uses SmartPLS as the main tool for analysis. PLS was chosen because it is a type of predictive model that does not require specific assumptions about data distribution when estimating parameters or testing causal relationships. The analysis consists of two main parts: examining the outer model and the inner model. The outer model, also called the measurement model, is examined to ensure that the constructs are valid and reliable. Using iterative methods, important factors such as convergent validity, discriminant validity, composite reliability, and Cronbach's alpha are examined. The R^2 value is also examined to see how well the predictive model explains the results. The inner model, or structural model, is used to analyze the relationships between latent variables. The bootstrapping technique is used to generate T-statistics, which help determine whether these relationships are statistically significant.

Research Framework

The conceptual framework represents a synthesis of various theories discussed earlier, which are then critically and systematically analyzed to develop a comprehensive understanding of the relationships between the variables that are the focus of the study (Sugiyono, 2019).

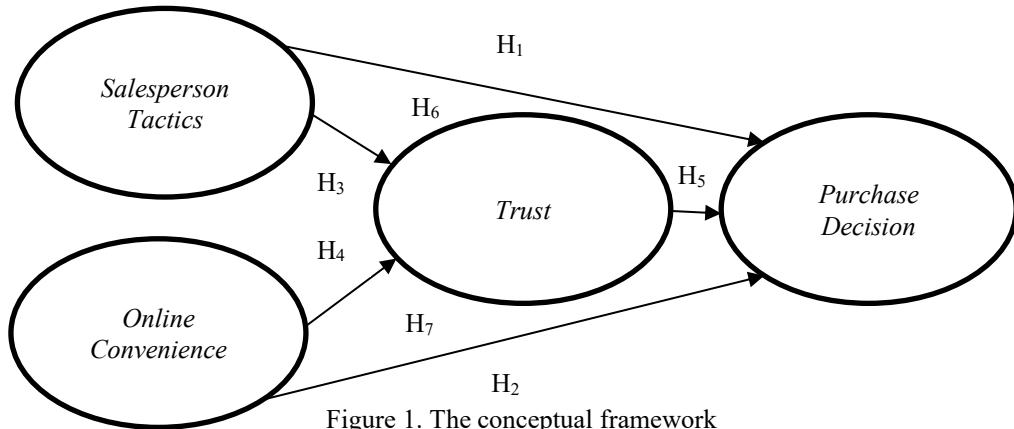


Figure 1. The conceptual framework

3 Results and Discussions

Data Analysis and Hypothesis Testing

This study employs variance-based structural equation modeling, also known as component-based structural equation modeling, specifically Partial Least Squares Structural Equation Modeling (PLS-SEM). Data analysis was performed using SMART PLS v4.1.0.9 software. Figure 2 shows the results of the measurement model (outer model) data analysis as follows:

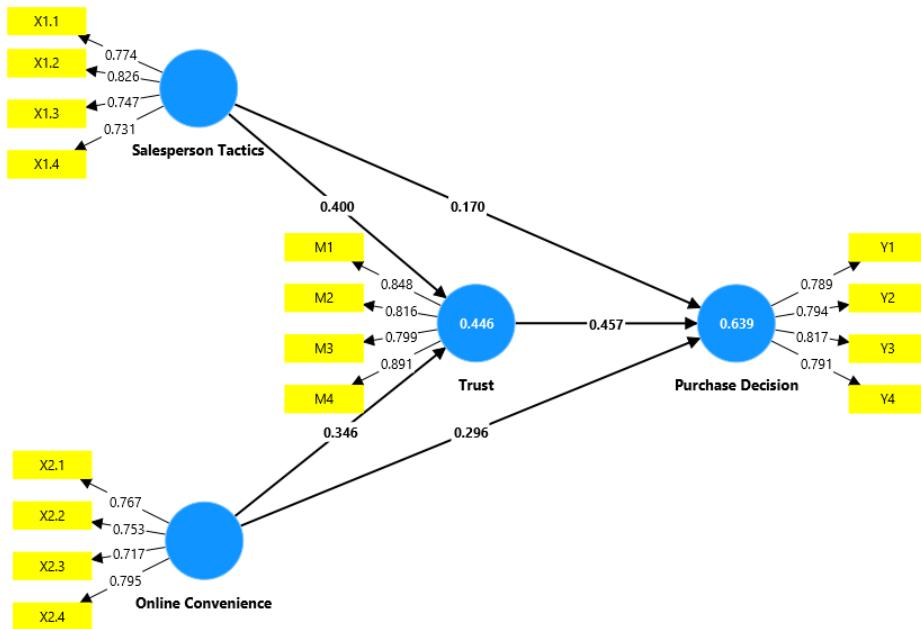


Figure 2. Result of the PLS Analysis

Evaluation of the Measurement Model (Outer Model)

The evaluation of the outer model in SEM aims to ensure that the indicators used can describe the construct accurately and consistently. This evaluation is carried out through three analyses, namely convergent validity, discriminant validity, and composite reliability. This evaluation process not only ensures that the measurement model has been constructed correctly but also provides a strong basis for further analysis of the relationships between constructs in the structural model.

Convergent Validity

Convergent validity in Structural Equation Modeling (SEM) refers to the extent to which the indicators used to measure a latent construct are truly correlated with one another and produce consistent measurements for that construct.

Table 3
Result of Convergent Validity

Variable	Item	Outer Loading	Result
Salesperson Tactics (X₁)	X _{1.1}	0.774	Valid
	X _{1.2}	0.826	Valid
	X _{1.3}	0.747	Valid
	X _{1.4}	0.731	Valid
Online Convenience (X₂)	X _{2.1}	0.767	Valid
	X _{2.2}	0.753	Valid
	X _{2.3}	0.717	Valid
	X _{2.4}	0.795	Valid
Trust (Z)	Z ₁	0.848	Valid
	Z ₂	0.816	Valid
	Z ₃	0.799	Valid
	Z ₄	0.891	Valid
Purchase Decision (Y)	Y ₁	0.789	Valid

Variable	Item	Outer Loading	Result
	Y ₂	0.794	Valid
	Y ₃	0.817	Valid
	Y ₄	0.791	Valid

The convergent validity test results indicate that all indicators in the variables of salesperson tactics (X₁), online convenience (X₂), trust (Z), and purchase decision (Y) meet the outer loading criteria of ≥ 0.70 . Thus, it can be stated that the data in this study are valid, meaning that the reflective indicators with their latent variable scores have a good correlation.

Discriminant Validity

Discriminant validity is based on the principle that measurements of different constructs should not have high correlations. Discriminant validity is measured based on the cross-loading values of the measurements with the construct. A scale is said to have discriminant validity if the cross-loading correlation value with the latent variable is greater than the correlation with other latent variables. The discriminant validity test with cross-loading values can be seen in the table.

Table 4
Discriminant Validity Test with Cross-Loading Value

<i>Salesperson Tactics</i> (X ₁)	<i>Online Convenience</i> (X ₂)	<i>Trust</i> (Z)	<i>Purchase Decision</i> (Y)
X _{1,1} 0.774	0.451	0.465	0.486
X _{1,2} 0.826	0.434	0.514	0.494
X _{1,3} 0.747	0.469	0.379	0.470
X _{1,4} 0.731	0.495	0.503	0.476
X _{2,1} 0.426	0.767	0.423	0.456
X _{2,2} 0.458	0.753	0.418	0.478
X _{2,3} 0.492	0.717	0.367	0.456
X _{2,4} 0.452	0.795	0.543	0.605
Z ₁ 0.527	0.528	0.848	0.618
Z ₂ 0.495	0.541	0.816	0.612
Z ₃ 0.480	0.415	0.799	0.580
Z ₄ 0.536	0.477	0.891	0.652
Y ₁ 0.396	0.529	0.644	0.789
Y ₂ 0.513	0.476	0.501	0.794
Y ₃ 0.505	0.610	0.633	0.817
Y ₄ 0.587	0.496	0.551	0.791

Table 4 shows that all cross-loading values for each indicator on each variable are greater than 0.5. High cross-loading (greater than 0.5) indicates that the indicators used in the model contribute well to the latent construct being measured. This can increase the reliability of the measurement model as a whole. The indicators truly measure the intended construct and are not mixed with other constructs, so that all constructs pass the discriminant validity test.

Table 5
Average Variance Extracted Value

Variable	AVE	Result
<i>Salesperson Tactics</i> (X ₁)	0.593	Valid
<i>Online Convenience</i> (X ₂)	0.576	Valid
<i>Trust</i> (Z)	0.704	Valid
<i>Purchase Decision</i> (Y)	0.636	Valid

Based on the results of the study, it can be explained that the AVE values of the variables of salesperson tactics (X1), online convenience (X2), trust (Z), and purchase decision (Y) are greater than 0.50. With the AVE value of each variable greater than 0.50, the model can be considered good.

Composite Reliability

Composite reliability was used to measure the reliability of the research variable scale. Based on reliability testing, it can be said that the test meets the requirements if the value of the latent variable being tested must be greater than 0.70, whether it is Cronbach's alpha or composite reliability.

Table 6
Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability	Result
<i>Salesperson Tactics (X₁)</i>	0.771	0.774	Valid
<i>Online Convenience (X₂)</i>	0.756	0.768	Valid
<i>Trust (Z)</i>	0.859	0.862	Valid
<i>Purchase Decision (Y)</i>	0.810	0.813	Valid

Table 6 shows that the Cronbach's Alpha value for each variable is greater than 0.7. This indicates that the indicators used to measure these variables are consistent and reliable. Composite Reliability in PLS-SEM is a more accurate measure than Cronbach's Alpha. The CR value in the table is also greater than 0.7. This indicates that the latent constructs measured have good reliability and that the indicators used consistently describe these constructs. Therefore, it can be stated that the research data is reliable, because both Cronbach's Alpha and Composite Reliability indicate that the indicators used are reliable for measuring the constructs intended in the model.

Structural Model Evaluation (Inner Model)

Inner model measurement is conducted to test the structural model of the study, which describes the relationship between latent variables. Internal model testing is conducted by looking at the R-Square (R^2) value for endogenous constructs and the Q-Square (Q^2) value for predictive relevance.

R-Square Value (R^2)

The calculation of the R-square (R^2) value aims to determine the magnitude of the correlation value of endogenous variables resulting from PLS estimation on each path. The R-Square (R^2) value of each endogenous variable in the study is presented in Table 7.

Table 7
R-Square (R^2)

Variable	R-square
<i>Trust</i>	0.446
<i>Purchase Decision</i>	0.639

The data in Table 7 shows that the R-square (R^2) value for the variables of salesperson tactics and online convenience on trust is 0.446. This indicates that salesperson tactics and online convenience have a significant influence of 44.6 percent, with the remaining 55.4 percent explained by other factors outside the model. Furthermore, the R-square (R^2) value for the variables of salesperson tactics, online convenience, and trust on purchase decision is 0.639. This indicates that salesperson tactics, online convenience, and trust have an influence of 63.9 percent, with the remaining 36.1 percent explained by other factors outside the model.

Q-Square (Q^2)

Predictive relevance testing (Q^2) tests the predictive relevance of complex models by activating the PLSpredict feature in SmartPLS software. Q-square predictive relevance for structural models measures how well the observed values are generated by the model and its parameter estimates. A Q-square (Q^2) value > 0 indicates that the model has predictive relevance; conversely, a Q-square (Q^2) value ≤ 0 indicates that the model lacks predictive relevance. Below are the details of the predictive relevance (Q^2) test processing.

Table 8
Q-Square (Q^2)

Variable	<i>Q-square Predict</i>
<i>Trust</i>	0.421
<i>Purchase Decision</i>	0.503

According to the data in Table 8, it can be seen that the trust variable (Z) has a Q^2 value of 0.421 or 42.1 percent, while the purchase decision variable (Y) has a Q^2 value of 0.503 or 50.3 percent. Both variables have a Q^2 value greater than 0, which indicates predictive relevance.

*Hypothesis Result**Direct Effect*

Hypothesis testing is done by testing two values, namely the p-value must be less than the alpha value of 5% (<0.05), and the t-statistic value must be greater than 1.96 (>1.96). The results of the significance calculation for each relationship between variables can be seen in Table 9:

Table 9
Direct Effect

Construct	Path Coefficient	T Statistics	P Values	Result
<i>Salesperson Tactics -> Purchase Decision</i>	0.170	1.995	0.046	Significant
<i>Trust -> Purchase Decision</i>	0.457	5.941	0.000	Significant
<i>Online Convenience -> Purchase Decision</i>	0.296	4.029	0.000	Significant
<i>Salesperson Tactics -> Trust</i>	0.400	4.170	0.000	Significant
<i>Online Convenience -> Trust</i>	0.346	4.037	0.000	Significant

H1: Salesperson tactics have a positive effect and are significant on purchase decision

The analysis indicates that salesperson tactics have a positive and significant effect on purchase decision ($\beta = 0.170$), indicating that the better the sales tactics, the more likely consumers are to make a purchase decision. These findings are consistent with previous studies (Hartmann et al., 2020; Santosa & Chayaningtyas, 2020; Solomon, 2024; Shrestha et al., 2025), all of which report a significant positive effect of salesperson tactics on purchase decision. Therefore, **Hypothesis 1 (H1) is supported.**

H2: Online convenience has a positive effect and is significant on purchase decision

The results of the study indicate that online convenience has a positive and significant effect on purchase decision ($\beta = 0.296$), suggesting that the easier it is for consumers to access product information, make transactions, or navigate online platforms, the greater their tendency to complete purchases. This finding is consistent with previous studies, which reported a positive and significant effect of online convenience on purchase decision (Shankar & Rishi, 2020; Alkharabsheh & Zhen, 2021; Bulakan et al., 2022; Permana & Ratnasari, 2023; Zeqiri et al., 2023). Therefore, **Hypothesis 2 (H2) is supported.**

H3: Salesperson tactics have a positive effect and a significant effect on trust

The analysis reveals that salesperson tactics have a positive and significant effect on trust ($\beta = 0.400$), indicating that the tactics used by salespeople effectively increase consumer trust. These results are consistent with previous studies,

which found a positive effect of salesperson tactics on trust (Hartmann et al., 2020; Yi et al., 2021; Chandruangphen et al., 2022; Park & Yi, 2023; Lubis et al., 2023). Therefore, **Hypothesis 3 (H3) is supported.**

H4: Online convenience has a positive effect and is significant on trust

The analysis indicates that online convenience has a positive and significant effect on trust ($\beta = 0.346$), indicating that well-designed websites or online platforms that offer an intuitive user experience will strengthen consumer trust. These findings are consistent with previous studies (Ramadania et al., 2021; Rahmawati & Anwar, 2023; Widowati & Ananda, 2023; Baskara et al., 2024; Chimezie et al., 2025), all of which report a significant positive effect of online convenience on trust. Therefore, **Hypothesis 4 (H4) is supported.**

H5: Trust has a positive effect and is significant on the purchase decision

The results of the study indicate that trust has a positive and significant effect on purchase decision ($\beta = 0.457$), suggesting that a high level of trust provides a strong foundation for consumers to make purchasing decisions. This finding is consistent with previous studies, which reported a significant positive influence of trust on purchase decision (Murtiningsih et al., 2019; Diyanti & Giantari, 2021; Maulana & Marista, 2021; Noviandini & Yasa, 2021; Suleman et al., 2023). Therefore, **Hypothesis 5 (H5) is supported.**

Indirect Effect

An indirect effect test was also conducted to examine the role of trust in mediating the influence of salesperson tactics on purchase decisions, as well as the influence of online convenience on purchase decisions. The results of the indirect effect test can be seen in Table 10 as follows:

Table 10
Indirect Effect

Construct	Path Coefficient	T Statistics	P Values	Result
<i>Salesperson Tactics -> Trust -> Purchase Decision</i>	0.183	3.702	0.002	Significant
<i>Online Convenience -> Trust <-> Purchase Decision</i>	0.158	3.044	0.000	Significant

H6: Trust mediates the effect of salesperson tactics on purchase decision

The test results show a path coefficient value of 0.183 with a t-statistic of 3.702 and a p-value of 0.002, indicating that trust significantly mediates the effect of salesperson tactics on purchase decisions. The path coefficient value is positive, which means there is positive mediation. The VAF value is 51.84% ($20\% \leq \text{VAF} \leq 80\%$), which means that trust is able to partially mediate the influence of salesperson tactics on purchase decisions. These findings are consistent with previous studies (Lapwong, 2018; Dang et al., 2021; Ratnawati et al., 2022; Xu et al., 2022), all of which report that when salespeople employ credible and ethical tactics, consumers develop trust in the brand, which ultimately encourages them to make a purchase decision. Based on the current results, **Hypothesis 6 (H6) is supported.**

H7: Trust mediates the effect of online convenience on purchase decision

The test results show a path coefficient value of 0.158 with a t-statistic of 3.004 and a p-value of 0.002, indicating that trust significantly mediates the effect of online convenience on purchase decisions. The path coefficient value is positive, which can be interpreted as positive mediation. The VAF value is 51.84% ($20\% \leq \text{VAF} \leq 80\%$), which means that trust is able to partially mediate the influence of salesperson tactics on purchase decisions. This means that the influence of salesperson tactics on purchase decisions is largely channeled through trust. The VAF value of 34.80% ($20\% \leq \text{VAF} \leq 80\%$) means that trust is able to partially mediate the effect of online convenience on purchase decisions. These findings are consistent with previous studies (Aurelia & Nawawi, 2021; Prasetya & Sukaatmadja, 2021; Dewi & Giantari, 2022), all of which report that perceptions of online convenience have a direct impact on customer trust, which in turn influences online purchasing decisions. Based on the current results, **Hypothesis 7 (H7) is supported.**

4 Conclusion

The results of this study indicate that salesperson tactics and online convenience both influence purchase decisions. Salesperson tactics have a positive and significant effect on purchase decisions, showing that the more effective and appropriate the tactics used by salespeople are, the greater the likelihood that consumers will make a purchase decision. Online convenience also has a positive and significant effect on purchase decisions, indicating that the easier it is for consumers to access product information, make transactions, or navigate online platforms, the more likely they are to complete a purchase. Trust acts as a mediator in this relationship, with salesperson tactics and online convenience showing partial mediation. This indicates that trust plays a critical role in translating marketing stimuli into impulsive purchasing behavior.

These findings have theoretical and practical implications. Theoretically, these findings contribute to the conceptual understanding of consumer psychology in making purchasing decisions in the digital age. From a managerial perspective, these results suggest that companies need to consistently improve the quality of salesperson communication, optimize the ease of digital platforms, and maintain the alignment of brand promises and after-sales services so that purchasing decisions can develop into repurchase intentions.

Limitations

This study has limitations because it only analyzes salesperson tactics, online convenience, and trust in explaining purchase decisions. In addition, this research was conducted exclusively in Bali, Indonesia, which may limit the generalization of findings to other regions with different demographic and cultural characteristics. This study only focuses on the variable of trust, so other psychological factors that have the potential to mediate the influence of stimuli on purchase decisions, such as perceived risk, perceived value, or emotional response, have not been explored comprehensively. Future research is recommended to explore additional factors, such as social influence, personal characteristics, or marketing stimuli, and to adopt a mixed-methods approach to capture the psychological and contextual dynamics of purchasing decisions more comprehensively.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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