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The Mediating Role of Brand Image in the Effects of Digital Touchpoints and Online Customer Reviews on Purchase Decisions

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Abstract:
The rapid expansion of electronic commerce has intensified competition among digital marketplaces, encouraging firms to strengthen customer engagement through effective digital interactions and credible online information. This study investigates the influence of digital touchpoints and online customer reviews on purchase decisions, with brand image serving as a mediating variable. A quantitative research design was employed using a survey method involving 130 Shopee users who were students of the Faculty of Economics and Business at Universitas Muhammadiyah Cirebon. Respondents were selected using purposive sampling, while data were collected through structured questionnaires utilizing a five-point Likert scale. Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4 was applied to examine the proposed relationships. The findings indicate that digital touchpoints have a positive but statistically insignificant direct effect on purchase decisions. Conversely, online customer reviews significantly enhance purchase decisions. Both digital touchpoints and online customer reviews positively influence brand image, while brand image significantly affects purchase decisions. Furthermore, brand image successfully mediates the effects of digital touchpoints and online customer reviews on purchase decisions. These findings demonstrate that although digital interaction alone may not directly encourage purchasing behavior, it contributes substantially to strengthening brand image, which subsequently influences consumers' purchasing decisions. This study highlights the strategic importance of integrating digital customer experiences with effective brand management to improve consumer purchasing behavior within competitive e-commerce environments.

Keywords:
Digital Touchpoint; Online Customer Review; Brand Image; Purchase Decision; Shopee.

I. Introduction

Digital transformation has fundamentally changed trading patterns and consumer transaction behavior. Advances in information technology, increased internet penetration, and the growing use of mobile devices have encouraged consumers to shift from conventional shopping to electronic commerce (e-commerce). These changes have intensified competition among marketplaces, meaning that companies now compete not only through price and product quality but also through their ability to create digital experiences that provide added value to consumers (Desa Nota & Engkus, 2026).

Indonesia is one of the largest e-commerce markets in Southeast Asia, with a continuously growing user base. This situation encourages platforms such as Shopee, Tokopedia, Lazada, and TikTok Shop to continue developing digital innovations to enhance customer experiences and maintain competitiveness. In an increasingly dynamic digital business environment, purchase decisions are influenced not only by product characteristics but also by the quality of consumers' interactions with digital platforms and the information they obtain during product searches (Desa Nota & Engkus, 2026).

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Purchase decisions result from a decision-making process involving need recognition, information search, evaluation of alternatives, and the selection of a product or service. In e-commerce, this process becomes more complex because consumers cannot evaluate products directly. Consequently, the digital information available on platforms provides an important basis for building consumer confidence before a transaction (Juniari et al., 2025).

One factor receiving increasing attention in digital marketing is digital touchpoints. Digital touchpoints encompass all interactions between consumers and companies through digital media before, during, and after the purchase process. These interactions include application interfaces, ease of navigation, payment systems, customer service, promotional features, and various interactive facilities that shape customer experiences. The more positive consumers' experiences at each touchpoint, the greater the likelihood that they will develop positive perceptions of the platform they use (Desa Nota & Engkus, 2026).

Although Shopee has introduced various digital innovations, such as Shopee Live, Shopee Video, ShopeePay, free shipping, and promotional programs, users continue to report complaints, particularly regarding complex application interfaces, excessive promotional notifications, and system disruptions that affect user comfort. This situation indicates that a comprehensive range of digital features does not necessarily produce optimal customer experiences if it fails to provide usability and comfortable interactions with the platform.

In addition to digital experiences, online customer reviews have become a highly influential source of information in consumer decision-making. Customer reviews provide information about product quality, usage experiences, seller service, and delivery speed, thereby reducing the uncertainty consumers experience when shopping online. Recent research shows that online customer reviews significantly influence purchase decisions by increasing consumer trust in products and digital platforms (Lestari et al., 2026).

However, the effectiveness of online customer reviews depends not only on the number of reviews but also on the quality, credibility, and consistency of the information provided. Consumers are increasingly selective when evaluating reviews because they frequently encounter manipulative information or content that does not objectively reflect user experiences. Review credibility is therefore an important factor in shaping consumer perceptions and confidence before a purchase (Chowdhury & Ahmed, 2026).

Meanwhile, brand image serves as a strategic asset connecting digital experiences with consumer behavior. Brand image reflects the perceptions, beliefs, and impressions formed through consumers' accumulated experiences when interacting with a platform. A strong brand image can increase trust, reduce perceived risk, and increase the likelihood of a purchase decision. Recent research shows that brand image mediates the effects of digital experiences, social media advertising, and customer reviews on consumers' purchase intentions and decisions (Chowdhury & Ahmed, 2026).

Previous studies have examined the relationships among digital touchpoints, online customer reviews, brand image, and purchase decisions. However, findings regarding the direct effect of digital touchpoints on purchase decisions remain inconsistent. Some studies identify a significant effect, whereas others show that digital experiences first shape brand perceptions before influencing purchase decisions. These findings indicate a research gap concerning the mechanisms linking these variables, particularly the mediating role of brand

image in the context of e-commerce platforms (Desa Nota & Engkus, 2026; Chowdhury & Ahmed, 2026).

Based on these phenomena, this study aims to analyze the effects of digital touchpoints and online customer reviews on purchase decisions, with brand image as a mediating variable among Shopee users. The findings are expected to enrich the digital marketing literature and provide practical implications for marketplace managers in designing digital strategies that strengthen brand image and encourage consumers' purchase decisions.

Although the relationships among digital touchpoints, online customer reviews, brand image, and purchase decisions have been widely examined in the digital marketing literature, previous findings remain inconsistent. Several studies report that digital touchpoints have a positive and significant effect on purchase decisions by improving the quality of customer experiences during interactions with digital platforms (Lemon & Verhoef, 2016; Becker & Jaakkola, 2020). However, more recent studies show that digital experiences do not always directly affect purchase decisions; instead, they first shape consumers' brand perceptions before encouraging purchasing behavior (Chowdhury & Ahmed, 2026; Desa Nota & Engkus, 2026). Meanwhile, research on online customer reviews consistently identifies a positive effect on purchase decisions, but most studies treat this variable as a direct predictor without considering the psychological mechanisms that explain how digital information translates into consumer behavior (Juniari et al., 2025; Lestari et al., 2026). These differences indicate an empirical gap concerning the mechanisms linking digital experiences, customer information, and purchase decisions, particularly within Indonesia's e-commerce industry.

This study offers several scholarly contributions that distinguish it from previous research. First, it integrates digital touchpoints and online customer reviews into a single conceptual model, with brand image as a mediating variable, to explain how purchase decisions are formed on e-commerce platforms. Second, it examines not only the direct effects among variables but also how brand image acts as a mechanism that strengthens the effects of digital experiences and customer information on purchase decisions. Third, it focuses on Shopee users, providing a context involving an e-commerce platform operating in Indonesia's highly competitive market. The findings are therefore expected to provide empirical evidence that is more relevant to developments in digital consumer behavior. Accordingly, this study contributes to digital marketing and consumer behavior theory while offering practical implications for e-commerce companies in designing digital experience strategies aimed at strengthening brand image and improving purchase decisions.

II. Review of Literature

2.1 Digital Touchpoint

Digital transformation has changed how companies interact with consumers through various touchpoints before, during, and after the purchase process. Digital touchpoints encompass all forms of consumer interaction with companies through digital media, including applications, websites, social media, digital customer service, notifications, electronic payment systems, and other interactive features that shape the overall customer experience (Becker & Jaakkola, 2020).

From a customer journey perspective, each touchpoint plays a role in shaping consumers' perceptions of service quality and the value provided by a company. Positive digital experiences increase comfort, ease of use, and consumer trust in the platform, thereby

increasing the likelihood of a purchase decision (Lemon & Verhoef, 2016). In e-commerce, the quality of digital touchpoints depends not only on the completeness of digital features but also on ease of navigation, system speed, service personalization, and the platform's ability to meet consumer needs efficiently.

Recent research shows that the quality of digital experiences contributes to customer satisfaction, loyalty, and brand image formation. However, several studies also find that digital touchpoints often influence purchase decisions indirectly through psychological variables such as trust and brand image (Desa Nota & Engkus, 2026).

2.2 Online Customer Review

The development of electronic word of mouth (e-WOM) has made online customer reviews a primary source of information for consumers evaluating products before a purchase. Customer reviews are a form of digital communication containing consumers' experiences, assessments, and recommendations regarding a product or service that prospective buyers can access (Filieri et al., 2021).

In e-commerce environments, online customer reviews reduce information uncertainty because consumers cannot evaluate products directly. Information considered credible can increase consumer confidence in product quality and seller reputation, thereby increasing the likelihood of a purchase. Conversely, inconsistent or uninformative reviews, or reviews whose authenticity is questionable, can reduce consumer trust in digital platforms (Chowdhury & Ahmed, 2026).

Various studies show that information quality, source credibility, and review volume are the main dimensions influencing the effectiveness of online customer reviews in shaping consumer behavior. Companies therefore need to ensure that their review systems produce objective, transparent information that users can easily understand.

2.3 Brand Image

Brand image is a set of perceptions, beliefs, and associations formed in consumers' minds about a brand, based on the experiences and information they receive while interacting with a company (Keller, 2020). In digital marketing, brand image is a strategic asset that differentiates a company from its competitors and increases consumer trust in the products or services offered.

Brand image does not form instantly; it develops through accumulated customer experiences during interactions with a company. Consistent digital experiences, quality service, effective marketing communication, and positive information from other consumers strengthen brand image. Conversely, negative experiences can weaken consumer perceptions of the company, resulting in lower purchase interest.

Recent research shows that brand image not only directly influences purchase decisions but also serves as a mechanism explaining the relationship between digital experience quality and consumer behavior. Companies therefore need to build a strong brand image through ongoing customer experience management (Kotler, Kartajaya, & Setiawan, 2021).

2.4 Purchase Decision

A purchase decision is the final stage of the consumer decision-making process, following need recognition, information search, evaluation of alternatives, and the selection of

a product or service (Kotler et al., 2021). In digital environments, this process is influenced by the information available on platforms, including user experiences, customer reviews, and brand reputation.

In e-commerce, purchase decisions are influenced not only by product characteristics but also by the quality of digital interactions consumers experience during information searches. The higher the level of trust in the platform and the stronger the company's brand image, the more likely consumers are to make a purchase. Purchase decisions therefore result from the interaction of various functional, emotional, and social factors throughout the customer journey.

2.5 Hypothesis Development

The Effect of Digital Touchpoint on Purchase Decision

The quality of digital touchpoints determines consumers' experiences when interacting with digital platforms. Easy, comfortable, and responsive experiences enhance positive consumer perceptions, thereby encouraging purchase decisions. Several studies show that the quality of digital interactions positively influences purchase decisions (Desa Nota & Engkus, 2026).

H1: Digital Touchpoint has a positive effect on Purchase Decision.

The Effect of Online Customer Review on Purchase Decision

Online customer reviews provide information that helps consumers evaluate products before a transaction. The greater the credibility and quality of customer reviews, the greater consumers' confidence in making purchase decisions (Filieri et al., 2021).

H2: Online Customer Review has a positive effect on Purchase Decision.

The Effect of Digital Touchpoint on Brand Image

Positive digital interactions can shape consumers' perceptions of a company's service quality. These experiences strengthen brand image because consumers associate ease of use and service quality with the company's reputation (Becker & Jaakkola, 2020).

H3: Digital Touchpoint has a positive effect on Brand Image.

The Effect of Online Customer Review on Brand Image

Customer reviews are a source of information influencing public perceptions of a brand. The more positive the reviews received, the better the brand image formed in consumers' minds (Chowdhury & Ahmed, 2026).

H4: Online Customer Review has a positive effect on Brand Image.

The Effect of Brand Image on Purchase Decision

A strong brand image increases consumer trust and reduces perceived risk when shopping online. Brand image is therefore a major determinant of purchase decisions (Keller, 2020).

H5: Brand Image has a positive effect on Purchase Decision.

The Mediating Role of Brand Image

Based on theory and empirical findings, brand image is expected to provide a mechanism explaining how digital experiences and customer information translate into purchase decisions.

H6: Brand Image mediates the effect of Digital Touchpoint on Purchase Decision.

H7: Brand Image mediates the effect of Online Customer Review on Purchase Decision.

III. Research Methods

This study uses a quantitative approach with an explanatory survey method to analyze the causal relationships among digital touchpoints, online customer reviews, brand image, and purchase decisions among Shopee users. A quantitative approach was selected because it enables objective testing of relationships among variables through statistical analysis based on a structural model.

The study population comprises all students at the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, who use the Shopee application for online shopping. The sample consists of 130 respondents selected using purposive sampling. Respondents were required to be active Shopee users, to have made at least one purchase transaction within the previous six months, and to be willing to complete the questionnaire. This sample size meets the recommendation for Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis of five to ten times the number of research indicators (Hair et al., 2022).

Data were collected using a structured questionnaire with a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Digital touchpoints were measured using indicators of application ease of use, information quality, ease of navigation, digital services, and user experience. Online customer reviews were measured through review credibility, information quality, review quantity, and information usefulness. Brand image was measured through the strength of brand associations, brand superiority, and brand uniqueness, while purchase decisions were measured through need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. All indicators were adapted and developed from relevant previous studies.

Data were analyzed using SmartPLS version 4 with the SEM-PLS approach. The analysis included evaluation of the measurement model (outer model) and structural model (inner model). The outer model was evaluated using factor loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha to establish construct validity and reliability. The inner model was subsequently evaluated through the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and bootstrapping to test the significance of relationships among variables and mediation effects. Research hypotheses were accepted when the t-statistic exceeded 1.96 and the p-value was below 0.05 at a 5% significance level (Hair et al., 2022).

Table 1. Operational Definitions of Variables

Variable	Indicators	References
Digital Touchpoint (X1)	Application ease of use, information quality, ease of navigation, digital services, user experience	Becker & Jaakkola (2020); Lemon & Verhoef (2016)
Online Customer Review (X2)	Review credibility, information quality, review quantity, review usefulness	Filieri et al. (2021)
Brand Image (Z)	Strength of Brand Association, Favorability of Brand Association, Uniqueness of Brand Association	Keller (2020)
Purchase Decision (Y)	Need recognition, information search, evaluation of alternatives, purchase decision, post-purchase behavior	Kotler et al. (2021)

Source: Adapted from various previous studies.

IV. Results and Discussion

4.1 Respondent Characteristics

This study involved 130 respondents who were students at the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, and active users of the Shopee application. Respondents were from the 2022–2025 entry cohorts, and all reported having made transactions through Shopee. These characteristics indicate that respondents had sufficient experience to evaluate digital touchpoint quality, online customer reviews, brand image, and purchase decisions, making them suitable sources of research data.

4.2 Measurement Model Evaluation (Outer Model)

Before testing relationships among variables, the measurement model was evaluated to ensure that all constructs met validity and reliability requirements. The results show that all indicators have factor loadings above 0.70, while the Average Variance Extracted (AVE) for each construct exceeds the minimum threshold of 0.50. In addition, Cronbach's Alpha and Composite Reliability values for all variables exceed 0.70, indicating that the research instrument is valid and reliable. The measurement model therefore meets the criteria for subsequent structural model testing.

Table 2. Measurement Model Evaluation (Outer Model)

Variable	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability	Remarks
Digital Touchpoint	0.738–0.859	0.645	0.907	0.927	Valid & Reliable
Online Customer Review	0.734–0.797	0.588	0.900	0.919	Valid & Reliable
Brand Image	0.730–0.826	0.600	0.834	0.882	Valid & Reliable
Purchase Decision	0.777–0.865	0.669	0.901	0.924	Valid & Reliable

Source: SmartPLS 4 analysis results (2026).

The measurement model (outer model) evaluation shows that all indicators have outer loadings above 0.70. The Average Variance Extracted (AVE) values for the constructs range from 0.588 to 0.669, meeting the convergent validity criterion by exceeding the minimum threshold of 0.50. All variables are also reliable, with Cronbach's Alpha values ranging from 0.834 to 0.907 and Composite Reliability values ranging from 0.882 to 0.927, all exceeding the threshold of 0.70. The research instrument is therefore valid and reliable for further analysis.

4.3 Structural Model Evaluation (Inner Model)

The structural model was evaluated using the coefficient of determination (R^2) to assess the ability of the independent variables to explain the dependent variables. The results show an R^2 value of 0.757 for Brand Image, indicating that Digital Touchpoint and Online Customer Review explain 75.7% of the variation in Brand Image, while the remaining 24.3% is influenced by variables outside the model. This value is classified as strong.

Table 3. Structural Model Evaluation (Inner Model)

Endogenous Variable	R^2	Adjusted R^2	Interpretation
Brand Image	0.757	0.754	Strong
Purchase Decision	0.645	0.636	Moderate

Source: SmartPLS 4 analysis results (2026).

The structural model (inner model) evaluation shows an R^2 value of 0.757 for Brand Image, indicating that 75.7% of the variation in Brand Image is explained by Digital Touchpoint and Online Customer Review, while the remaining 24.3% is influenced by factors outside the research model. Meanwhile, the R^2 value of 0.645 for Purchase Decision indicates that the variables in the model explain 64.5% of the variation in purchase decisions, while the remaining 35.5% is explained by other factors not examined in this study. These results indicate that the research model has strong predictive ability for Brand Image and moderate predictive ability for Purchase Decision.

4.4 Hypothesis Testing

Hypothesis testing using the bootstrapping procedure in SmartPLS shows that six of the seven proposed hypotheses were accepted and one was rejected.

Table 2. Summary of Hypothesis Testing Results

Hypothesis	**Relationship between Variables**	**β**	**t-statistic**	**p-value**	**Decision**
H1	Digital Touchpoint → Purchase Decision	0.203	1.396	0.081	Rejected
H2	Online Customer Review → Purchase Decision	0.376	2.636	0.004	Accepted
H3	Digital Touchpoint → Brand Image	0.522	5.132	0.000	Accepted
H4	Online Customer Review → Brand Image	0.374	3.538	0.000	Accepted
H5	Brand Image → Purchase Decision	0.264	2.171	0.015	Accepted
H6	Digital Touchpoint → Brand Image → Purchase Decision	Significant	-	<0.05	Accepted
H7	Online Customer Review → Brand Image → Purchase Decision	Significant	-	<0.05	Accepted

Source: SmartPLS output, 2026

Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis resulted in six accepted hypotheses and one rejected hypothesis. Digital Touchpoint has no significant effect on Purchase Decision ($\beta = 0.203$; $t = 1.396$; $p = 0.081$); therefore, H1 was rejected. This finding indicates that the digital experiences provided by Shopee have not been able to directly encourage consumers to make purchase decisions.

In contrast, Online Customer Review has a positive and significant effect on Purchase Decision ($\beta = 0.376$; $t = 2.636$; $p = 0.004$); therefore, H2 was accepted. This result indicates that customer reviews are a trusted source of information that consumers use to reduce uncertainty before making a transaction.

Digital Touchpoint also has a positive and significant effect on Brand Image (β = 0.522; t = 5.132; p < 0.001). This coefficient is the highest among all direct relationships in the model, indicating that the quality of digital interactions makes the largest contribution to shaping Shopee's brand image. Online Customer Review also has a positive and significant effect on Brand Image (β = 0.374; t = 3.538; p < 0.001), indicating that customer reviews strengthen consumers' positive perceptions of the platform.

The results also demonstrate that Brand Image has a positive and significant effect on Purchase Decision (β = 0.264; t = 2.171; p = 0.015). This finding indicates that a strong brand image increases consumer confidence in making purchases on Shopee.

Mediation testing through specific indirect effects shows that Brand Image significantly mediates the relationship between Digital Touchpoint and Purchase Decision, as well as the relationship between Online Customer Review and Purchase Decision (p < 0.05). Thus, purchase decisions are influenced not only directly by digital experiences and customer reviews but also through the formation of a positive brand image.

4.5 Discussion

a. The Effect of Digital Touchpoint on Purchase Decision

The results show that Digital Touchpoint has no significant effect on Purchase Decision (β = 0.203; t = 1.396; p = 0.081); therefore, the first hypothesis was rejected. This finding indicates that the digital experiences provided by Shopee have not been able to directly encourage consumers to make purchases. Although features such as Shopee Live, Shopee Video, digital payment systems, product search features, and digital promotions facilitate information searches, purchase decisions remain influenced by other considerations, including trust in sellers, product quality, price, and brand perceptions.

From the perspective of Customer Experience Theory, digital touchpoints build customer experiences throughout the customer journey, from information searches to the post-purchase stage. However, these experiences do not always translate directly into purchasing behavior because consumers first evaluate the platform's benefits, risks, and credibility (Becker & Jaakkola, 2020). The quality of digital interactions therefore plays a greater role in shaping perceptions than in directly determining purchase decisions.

These findings support Melati Desi Novelayanti (2021), who found that digital experiences do not necessarily improve purchase decisions if they fail to build consumer trust. Conversely, the findings differ from Sucitha et al. (2026), who reported that digital interaction quality directly influences purchase decisions. This difference is thought to arise from the characteristics of the respondents. The students participating in this study are relatively rational digital consumers who are accustomed to using various e-commerce platforms. Their purchase decisions therefore depend not only on digital feature quality but also on price, customer reviews, seller reputation, and platform image.

In practical terms, these results imply that Shopee needs to do more than improve technological innovation and add digital features. Platform managers also need to ensure that each digital touchpoint creates a simple, intuitive, disruption-free experience and a sense of security during transactions, allowing these experiences to translate into purchase decisions.

b. The Effect of Online Customer Review on Purchase Decision

The results show that Online Customer Review has a positive and significant effect on Purchase Decision ($\beta = 0.376$; $t = 2.636$; $p = 0.004$). This indicates that customer review quality is an important factor influencing consumers' purchase decisions on Shopee. The more informative, credible, and relevant the available reviews, the greater consumers' confidence in making a purchase.

According to Electronic Word of Mouth (e-WOM) theory, customer reviews are a form of communication among consumers with greater credibility than corporate marketing communication because they are based on users' actual experiences. In e-commerce, this information helps reduce information asymmetry and perceived risk, increasing consumers' confidence in products and sellers.

These findings are consistent with Filieri et al. (2021), Agista et al. (2025), and Lestari et al. (2026), who state that online customer review quality significantly influences purchase decisions. This consistency shows that, in the digital commerce era, consumers increasingly rely on other users' experiences as a basis for evaluation before making transactions.

A practical implication of this finding is that Shopee should improve its review system through buyer verification, fake review detection, spam filtering, and the presentation of more informative reviews. These measures can increase consumer trust in the information available on the platform.

c. The Effect of Digital Touchpoint on Brand Image

The analysis shows that Digital Touchpoint has a positive and significant effect on Brand Image ($\beta = 0.522$; $t = 5.132$; $p < 0.001$). This path coefficient is the largest among the direct relationships, indicating that digital experiences are the dominant factor shaping Shopee's brand image.

This finding aligns with Customer Experience Theory, which explains that each consumer experience during interactions with a platform forms brand associations. Easy, fast, and enjoyable digital experiences improve positive perceptions of service quality, thereby strengthening brand image in consumers' minds.

These results are consistent with Sucitha et al. (2026) and Suariedewi and Wulandari (2023), who conclude that digital experiences significantly influence brand image formation. Improving application interface quality, ease of navigation, system speed, and service personalization is therefore an important strategy for strengthening Shopee's brand position amid e-commerce competition.

d. The Effect of Online Customer Review on Brand Image

The results show that Online Customer Review has a positive and significant effect on Brand Image ($\beta = 0.374$; $t = 3.538$; $p < 0.001$). This indicates that positive perceptions of the Shopee brand are shaped not only by corporate communication but also by experiences shared by other consumers.

According to Signaling Theory, customer reviews are quality signals that consumers use when product information is limited. The more positive reviews received, the stronger consumers' perceptions of the platform's credibility and reputation.

This finding supports Pasaribu et al. (2025) and Nyoman et al. (2026), who state that online customer reviews are important determinants of brand image formation.

e. The Effect of Brand Image on Purchase Decision

Brand Image has a positive and significant effect on Purchase Decision ($\beta = 0.264$; $t = 2.171$; $p = 0.015$). This result indicates that a strong brand image increases consumer confidence in making purchases on Shopee.

According to Brand Equity Theory (Keller, 2020), brand image consists of associations formed in consumers' memories that provide a basis for evaluation before a purchase. When consumers perceive Shopee as a safe, trustworthy platform that provides quality service, their propensity to purchase increases. This finding is consistent with Alam et al. (2025) and Agustin et al. (2025), who found that brand image positively influences purchase decisions.

f. The Mediating Role of Brand Image

Specific indirect effect testing shows that Brand Image significantly mediates the effects of both Digital Touchpoint and Online Customer Review on Purchase Decision. This finding indicates that digital experiences and customer reviews do not automatically produce purchase decisions; rather, they first shape positive brand perceptions.

These findings reinforce Stimulus–Organism–Response (SOR) theory. In this study, Digital Touchpoint and Online Customer Review serve as stimuli, Brand Image serves as the organism reflecting consumers' psychological processes, and Purchase Decision represents the response. Thus, purchase decisions occur after consumers develop a positive image of the platform.

These results align with Nyoman et al. (2026), Pasaribu et al. (2025), and Sucitha et al. (2026), who state that brand image is an important mechanism connecting digital experiences and customer information with purchasing behavior.

V. Conclusion

This study aims to analyze the effects of Digital Touchpoint and Online Customer Review on Purchase Decision, with Brand Image as a mediating variable among Shopee users. Based on Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, it can be concluded that Digital Touchpoint does not directly affect Purchase Decision. This finding indicates that the digital experiences consumers obtain through various application features are insufficient to encourage purchase decisions unless accompanied by the formation of positive brand perceptions.

In contrast, Online Customer Review has a positive and significant effect on Purchase Decision, indicating that the quality and credibility of customer reviews provide important information for reducing consumer uncertainty before a transaction. Digital Touchpoint and Online Customer Review also positively affect Brand Image, indicating that good digital experiences and quality customer reviews strengthen Shopee's brand image in consumers' minds. Furthermore, Brand Image positively affects Purchase Decision, making it an important factor in increasing consumers' confidence in making purchases.

The results also demonstrate that Brand Image mediates the relationships of both Digital Touchpoint and Online Customer Review with Purchase Decision. These findings

indicate that digital experiences and information obtained through customer reviews do not directly encourage purchasing behavior; instead, they first shape positive brand perceptions before influencing purchase decisions. Brand Image is therefore an important mechanism explaining how digital experiences and communication among consumers translate into purchasing behavior on e-commerce platforms.

Theoretically, this study enriches the digital marketing literature by showing that Brand Image plays a central mediating role in the relationships among Digital Touchpoint, Online Customer Review, and Purchase Decision. Practically, the findings imply that e-commerce managers, particularly those at Shopee, should optimize digital experience quality, improve the credibility of customer review systems, and strengthen brand image development strategies to sustainably improve consumers' purchase decisions.

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