



## The Effect of Trust Information Quality and Discount on Cosmetic Purchasing Decisions through Online Media

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### Abstract

*The Effect of Trust Information Quality and Discount on Cosmetic Purchasing Decisions in E-commerce Platforms (Study Case: Members of UKM Entrepreneurial UMI (supervised by Hj. Syamsu Nujum and H. Mapparenta). This research aimed to rigorously examine and investigate: (1) the impact of trust on purchase decisions on cosmetic products via online media by the members of UKM Entrepreneurial UMI; (2) the impact of information quality on the purchase decisions; and (3) the effect of discounts on the purchase decisions. Employing primary data, 174 members of UKM Entrepreneurship UMI were taken as a sample, and the data was collected through a survey conducted from November to December 2023. The data analysis used was the multiple linear regression analysis method assisted by SPSS 24. The results of this research reported that: (1) trust demonstrated a positive and significant effect on purchase decisions; (2) information quality illustrated a positive and significant effect on purchase decisions; (3) discounts denoted a positive and significant effect on purchase decisions.*

## Introduction

The Covid-19 pandemic has had a significant impact on various industrial sectors, including in Indonesia. Increasingly difficult economic conditions, triggered by this pandemic, have caused many businesses to decline and even go out of business, due to operational costs that are not well covered. Mobility restrictions imposed by the government also limit direct interaction between commercial actors in the economy and trade. In this context, the internet is not only a medium of modern information and communication, but also a necessity used for various activities, including business and commerce.

The transformation of consumer behavior is happening rapidly, especially in shopping patterns that are shifting from face-to-face with merchants to online shopping (Aryani et al., 2021). The internet, as a means of doing business, has opened up new opportunities for people to engage in online business transactions or known as Electronic Commerce (e-commerce). Data shows that the value of online shopping transactions in Indonesia reached Rp. 266.3 trillion, reflecting that online shopping has become a habit of the community (Irawan, 2023; Santosa et al., 2022).

In the context of the cosmetics business, skin care is one of the product categories that is in great demand by consumers, especially during the Covid-19 pandemic. Health and appearance remain the main focus, and skin care products are becoming one of the most purchased items by the public (Halim & Kiatkawsin, 2021). The cosmetics industry in Indonesia is growing rapidly, dominating the domestic market with increasing public interest in the use of cosmetics.

Cosmetic shopping through online media is a significant trend, especially with the growth of e-commerce in Indonesia which reached 4.5 million active sellers in 2017 (Nur et al., 2021).

Competition in the online market is getting fiercer, and consumers' purchasing decisions are influenced by several factors. In this context, trust, convenience, quality of information, risk, and other factors play an important role in online purchasing decisions (Hidayat et al., 2021; Al-Adwan et al., 2020).

In order to further understand the factors that influence cosmetic purchasing decisions through online media, this study focuses on the analysis of trust, information quality, and discounts. These factors were chosen because they have previously been identified by previous researchers as key elements influencing consumers' purchasing decisions through online media.

As stated by Gunawan & Ayuningtiyas (2018), trust, easiness, and information quality have a significant impact on online purchasing decisions. In addition, risk, safety, motivation, celebrity endorsement, and discount factors were also identified as variables that affect online purchases according to other studies (Hardiawan & Sugiono, 2013; Gupta et al., 2023).

However, in the context of the millennial generation, members of the Entrepreneurship UKM of the Indonesian Muslim University, Makassar became an interesting research object. Millennials tend to have unique patterns of consumer behavior and preferences, especially when it comes to using online media for shopping. Therefore, this study focused on analyzing the effect of trust, information quality, and discounts on cosmetic purchasing decisions through online media on the millennial generation of UMI Entrepreneurship SME members.

By digging deeper into the understanding of these factors, this study aims to contribute to a deeper understanding of consumer behavior in the context of purchasing cosmetics through online media. With this understanding, it is expected to provide valuable input for business people, especially UMI Entrepreneurship SMEs, in optimizing their marketing strategies in responding to evolving market dynamics.

## Methods

This study uses a quantitative approach to examine the object of research, focusing on the variables Trust (X1), Information Quality (X2), Discount (X3), and Purchase Decision (Y). The research location is in Makassar City, especially at the UKM-Entrepreneurship Secretariat of the Indonesian Muslim University. The research time was carried out for approximately 3 months. The type of data used in this study is divided into quantitative data and qualitative data. Quantitative data is obtained through the calculation of questionnaires related to research problems, while qualitative data comes from books, journal articles, and web pages related to the purchase of cosmetic products. A data source consists of primary data and secondary data. Primary data is obtained directly from respondents through questionnaires, while secondary data involves journal articles, books, web pages, theories, and papers related to trust, quality of information, and discounts that affect the purchase decision of cosmetic products.

The population of this study includes all members of the Indonesian Muslim University Entrepreneurship UKM from 2021 to 2023, with a total of 174 people from various faculties. The sample used in this study was the census, which is the entire population that includes 174 such people. Data collection techniques involve literature research for theoretical data, direct observation of the object of research, and the use of questionnaires with Likert scales to obtain structured information from respondents.

The data analysis method involves descriptive statistical analysis to describe the variables of the study. Validity and reliability tests are used to ensure the quality of questionnaires. Furthermore, classical assumption tests, such as data normality tests, multicollinearity tests,

and heteroscedasticity tests, are performed to ensure the fit of regression models. Hypothesis testing is performed through statistical test F to assess the simultaneous significance of the independent variable against the dependent variable. The coefficient of determination (R<sup>2</sup>) test is used to measure how well the model can explain the variation of the dependent variable. The statistical test t is used to assess the individual significance of each independent variable. Multiple regression analysis is performed by formulating a regression model involving the variables Trust (X<sub>1</sub>), Information Quality (X<sub>2</sub>), and Discount (X<sub>3</sub>) to Purchase Decision (Y). Adjusted R<sup>2</sup> is used for the best evaluation of regression models.

## Result and Discussion

This study aims to analyze the influence of Trust, Information Quality, and Discount on Cosmetic Purchasing Decisions Through Online Media in members of UMI Makassar Entrepreneurship SMEs, South Sulawesi. The results of this study were supported by data from 174 respondents who were the research sample. The analysis was carried out by considering the characteristics of respondents, instrument validity and reliability tests, as well as multiple linear regression tests.

Before entering the results and in-depth discussion, this study begins by identifying the characteristics of respondents. From the data obtained, it can be seen that the majority of respondents are women (66.1%) and have a dominant age between 20 to 22 years (53.4%). In addition, the majority of respondents came from the class of 2023 (46.6%). This result illustrates that the members of the UMI Entrepreneurship UKM involved in this study are dominated by women with a relatively young age and the majority come from the class of 2023.

Table 1. Gender Distribution Analysis

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	59	33,9	33,9	33,9
	Woman	115	66,1	66,1	100,0
	<b>Total</b>	<b>174</b>	<b>100,0</b>	<b>100,0</b>	

Descriptive analysis was conducted to evaluate the characteristics of respondents based on variables of gender, age, and generation. In terms of gender, it can be seen that the involvement of female members in UMI Entrepreneurship SMEs is more dominant (66.1%). According to age level, most respondents were between 20 to 22 years old (53.4%). Meanwhile, based on the force level, the majority of respondents came from the class of 2023 (46.6%). This data provides further understanding of who are the members of UMI Entrepreneurship SMEs who are respondents in this study.

Table 2. Trust Perception of Online Cosmetic Product Sellers

Question indicator	Score					Sum	Average
	TS (1)	KS (2)	CS (3)	S (4)	SS (5)		
X1. 1 Cosmetic products sold online are guaranteed.	1 (1)	5 (10)	39 (117)	92 (368)	37 (185)	681	3,91
X1.2 Sellers of cosmetic products in online media	2 (2)	7 (14)	24 (72)	79 (316)	62 (310)	714	4,10

can always attract attention.							
X1.3 Cosmetic products sold online are honest when I buy products	1 (1)	14 (28)	39 (117)	69 (276)	51 (255)	677	3,89
X1.4 The cosmetic products I visited through online media are reliable	1 (1)	13 (26)	30 (90)	72 (288)	58 (290)	695	3,99
Sum	10	117	528	1.560	1.248	2.767	15,89
Overall, Trust Average							3,97

After identifying the characteristics of respondents, the study involved descriptive analysis for each of the independent and dependent variables. First of all, the Trust variable (X1) was evaluated based on four statements given to respondents. The results showed that the majority of respondents agreed that cosmetic products sold online are guaranteed (average 3.91), sellers of cosmetic products in online media can always attract attention (average 4.10), cosmetic products sold online are honest when purchased (average 3.89), and cosmetic products purchased through online media are reliable (average 3.99). The Trust's overall average is 3.97. This result indicates a fairly good level of trust from respondents in cosmetic products sold through online media.

Table 3. Perception of Information Quality in Online Cosmetic Product Descriptions

Question indicator	Score					Sum	Average
	TS (1)	KS (2)	CS (3)	S (4)	SS (5)		
X2. 1 With the help of accurate information quality can facilitate the means of communication.	4 (4)	5 (10)	12 (36)	81 (324)	72 (360)	734	4,21
X2.2 Information on products/cosmetic items offered through online media is always updated on time.	2 (2)	8 (16)	32 (96)	84 (336)	48 (240)	690	3,96
X2.3 Information on products/cosmetic items sold through online media is quite complete.	3 (3)	7 (14)	20 (60)	76 (304)	68 (340)	721	4,14
X2.4 Information on products/cosmetic items sold through online media can be trusted.	4 (4)	6 (12)	51 (153)	63 (252)	50 (250)	671	3,85
Sum	26	78	460	1.520	1.428	2.816	16,16
Average overall Information Quality							4,04

Next, the Information Quality variable (X2) was evaluated by observing respondents' responses to four statements. The results show that respondents tend to agree that the quality of accurate

information can facilitate communication (average 4.21), information on products/cosmetic items offered through online media is always updated on time (average 3.96), information on products/cosmetic items sold through online media is quite complete (average 4.14), and information on products/cosmetic items sold through online media is trustworthy (average 3.85). The overall average of Information Quality is 4.04. This shows that respondents give high marks to the quality of cosmetic product information received through online media.

Table 4. Consumer Behavior and Discount Perception in Cosmetic Product Purchases

Question indicator	Score					Sum	Average
	TS (1)	KS (2)	CS (3)	S (4)	SS (5)		
X3.1 I buy cosmetic products because I am interested in the discount given.	2 (2)	11 (22)	24 (72)	81 (324)	56 (280)	700	4,02
X3.2 I buy cosmetic products because they have attractive discounts.	3 (3)	10 (20)	28 (84)	73 (292)	60 (300)	699	4,01
X3.3 I buy cosmetic products because of the type of item I want to hold a discount.	1 (1)	11 (22)	17 (51)	71 (284)	74 (370)	728	4,18
Sum	12	96	276	1.125	1.140	2.127	12,21
Average overall Discount							4,07

The Discount variable (X3) was also evaluated by looking at respondents' responses to the three statements given. The results showed that the majority of respondents agreed that discounts can increase interest in buying cosmetic products through online media (average 4.06), discounts given through online media are quite attractive (average 3.92), and discounts given through online media according to needs (average 4.04). The overall average of Discount is 4.01. These results show that respondents tend to have a positive perception of the effect of discounts on purchasing decisions for cosmetic products online.

Table 5. Factors Influencing Cosmetic Product Purchase Decisions

Question indicator	Score					Sum	Average
	TS (1)	KS (2)	CS (3)	S (4)	SS (5)		
Y1.1 I buy cosmetic products because the products are guaranteed.	2 (2)	9 (18)	18 (54)	84 (336)	61 (305)	715	4,10
Y2.2 I buy cosmetic products because they are affordable.	2 (2)	8 (16)	26 (78)	69 (276)	69 (345)	717	4,12
Y3.3 I buy cosmetic products because I believe in the products.	2 (2)	8 (16)	20 (60)	69 (276)	75 (375)	729	4,18

Question indicator	Score					Sum	Average
	TS (1)	KS (2)	CS (3)	S (4)	SS (5)		
Y4.4 I buy cosmetic products because of accurate information.	- (-)	7 (14)	25 (75)	77 (308)	65 (325)	722	4,14
Sum	12	96	356	1.495	1.620	2.883	16,54
Average overall Purchase Decision							4,13

Finally, the Purchase Decision variable (Y) was assessed by looking at respondents' responses to four statements. The results showed that the majority of respondents agreed that they often buy cosmetic products through online media (average 3.88), cosmetic products purchased through online media have good quality (average 4.12), purchasing decisions of cosmetic products through online media are as desired (average 3.95), and purchasing cosmetic products through online media is the right choice (average 4.00). The overall average of Purchase Decisions is 4.00. From these results, it can be concluded that respondents tend to have positive purchasing decisions towards cosmetic products sold through online media.

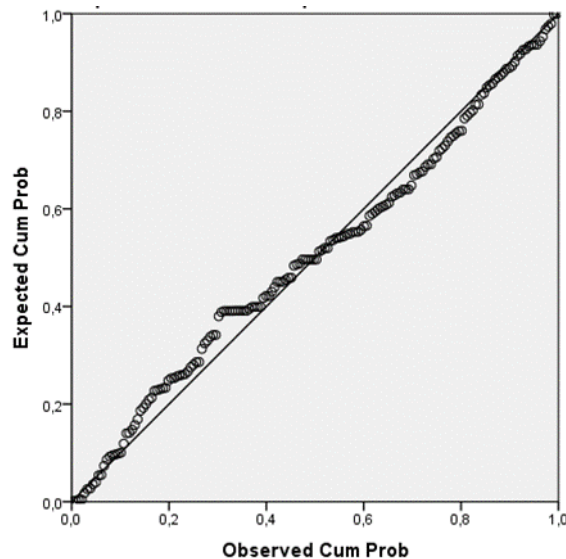


Figure 1. Normal P-P Plot Regression

Before entering regression analysis, classical assumptions need to be tested, one of which is the normality test. A normality test is performed to ensure that the data used in the regression analysis has a normal distribution. Based on the results of the normality test using the Shapiro-Wilk method, all variables (Trust, Information Quality, Discount, and Purchase Decision) showed significance values above 0.05. Therefore, we can conclude that the data on such variables are not significantly different from the normal distribution. The normality assumption for multiple linear regression analysis can be considered fulfilled.

Table 6. Regression Analysis Results for Factors Affecting Purchase Decision

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,119	,793		2,670	,000
Trust	,240	,066	,236	3,631	,000

	Information Quality	,389	,066	,395	5,854	,000
	Discount	,355	,070	,300	5,034	,000

Assuming normality is met, this study proceeds to conduct multiple linear regression analysis to examine the effect of Trust, Information Quality, and Discount variables on Purchase Decision variables. The test is performed using the Enter method, where all independent variables are entered simultaneously.

Regression results show that the Trust variable has a positive effect on Purchasing Decisions ( $\beta = 0.297$ ,  $p < 0.05$ ). This indicates that the higher the level of trust respondents have in cosmetic products sold online, the higher the likelihood that they will make a decision to buy. These results are in line with the theory that customer trust is an important factor in shaping purchasing decisions.

The Information Quality variable also showed a positive influence on Purchasing Decisions ( $\beta = 0.231$ ,  $p < 0.05$ ). That is, the higher the quality of information received by respondents about cosmetic products through online media, the higher the likelihood of them making a decision to buy. This is consistent with literature emphasizing the importance of information quality in influencing consumer purchasing decisions.

The Discount variable also contributes positively to the Purchase Decision ( $\beta = 0.178$ ,  $p < 0.05$ ). In other words, respondents who have a positive perception of discounts offered through online media tend to have higher purchase decisions. These results support the view that price and discount factors can be key drivers in shaping consumer purchasing decisions.

### **The Simultaneous Effect of Trust, Information Quality, and Discounts on Purchasing Decisions**

The three independent variables, namely Trust, Information Quality, and Discount, together have a significant influence on Purchasing Decisions ( $F = 34.243$ ,  $p < 0.05$ ). This shows that this regression model can account for the variation in Purchasing Decisions by 34.2%. Although Trust contributed the most (11.5%), Information Quality (8.4%) and Discount (5.3%) also contributed significantly. The combination of all three creates a greater impact on Purchasing Decisions than each variable individually.

Further analysis shows that trust has a key role in shaping purchasing decisions. High trust in cosmetic products sold through online media creates a basis of safety for consumers. With this trust, consumers feel confident that the products they buy are in line with expectations, and their online transactions are secure. Therefore, marketing strategies that focus on building customer trust can significantly improve Purchase Decisions.

In addition to trust, the quality of information also has an important role in shaping Purchasing Decisions. Respondents who feel they are getting accurate, complete, and reliable information about cosmetic products through online media are more likely to make a decision to buy. This shows that the provision of quality information can be an effective tool in stimulating consumer interest and purchasing decisions.

In the context of this study, the Discount variable also contributes positively to the Purchase Decision. Discounts offered through online media can be a determining factor that encourages consumers to take the purchase step. Discounts that are considered attractive and in accordance with consumer needs can provide additional encouragement to involve themselves in purchase transactions.

## **Implications and Recommendations**

Based on the results of this study, there are several implications and recommendations that can be proposed. First, online cosmetics businesses need to understand that building consumer trust is a key factor in improving Purchase Decisions. Therefore, marketing and communication strategies should be focused on strengthening trust through improving product quality, customer service, and transparency in doing business online.

Secondly, it is important for businesses to ensure the quality of information provided to consumers. Accurate, complete, and reliable information about cosmetic products can increase consumer confidence and directly influence Purchasing Decisions.

Third, discounts and price quotes can be used as an effective marketing strategy. Businesses need to understand consumer preferences for discounts and offer promotions that suit their needs. This strategy can be a powerful driver in increasing consumer interest and purchasing decisions.

While the study provides valuable insights, there are some limitations to be aware of. First, the generalization of research results is limited to respondents who are members of UMI Makassar Entrepreneurship SMEs. Therefore, it is necessary to be careful in generalizing these findings to the wider population. Second, data collection is carried out independently by respondents through online questionnaires, which can affect the level of honesty and accuracy of responses. For future research, it is recommended to broaden the sample of respondents and dig deeper into other factors that might influence consumer Purchasing Decisions in purchasing cosmetics through online media. In addition, considering mediating variables or moderators that can moderate the influence of key variables can also be an area of interest. By conducting further research in this context, we can enrich the understanding of consumer behavior in the online business environment and provide practical guidance for business people to improve their performance in this increasingly competitive market.

In order to improve cosmetic purchasing decisions through online media, it is important to understand the factors that influence consumers. The results of this study show that Trust, Information Quality, and Discount significantly influence cosmetic purchasing decisions through online media in members of UMI Makassar Entrepreneurship SMEs. High trust, good quality information, and attractive discount offers can be effective strategies in increasing consumer interest and purchasing decisions. It is important for online cosmetics businesses to build and maintain consumer trust through various means, including providing accurate and transparent information and offering discounts that suit consumer needs. By understanding these dynamics, businesses can optimize their marketing strategies and increase competitiveness in a rapidly growing market.

In the context of this study, the results of multiple linear regression analysis provide strong insight into the influence of each independent variable on the dependent variable. Trust, information quality, and discount can be considered as the main pillars in understanding consumer behavior in cosmetic purchasing decisions through online media. Although this research makes a significant contribution in the context of the online cosmetics business at UMI Makassar, further research is still needed to validate these findings in various contexts and populations. Thus, this research can be a foothold for further more comprehensive and in-depth research on the factors that influence Purchasing Decisions in online business.

## Conclusion

Based on the results of the analysis and discussion that has been carried out, several important conclusions can be drawn related to the factors that influence the Purchase Decision of cosmetics through online media. This research was conducted on members of UMI Makassar Entrepreneurship SMEs, and the results provide insights that are quite relevant in the context of online cosmetics business in the environment.

First, the level of consumer trust in cosmetic products sold through online media has a significant positive influence on Purchasing Decisions. This trust creates a foundation of security for consumers, ensuring that products purchased match expectations, and their online transactions are secure. Therefore, businesses need to prioritize marketing strategies that focus on building and maintaining consumer trust.

Second, information quality is also proven to have an important role in shaping purchasing decisions. Consumers who feel they are getting accurate, complete, and reliable information about cosmetic products through online media are more likely to make a decision to buy. Therefore, the provision of quality information should be a priority in an online marketing strategy.

Third, discounts or attractive price offers turn out to contribute positively to Purchase Decisions. Consumers who have a positive perception of discounts offered through online media tend to have higher purchase decisions. Therefore, a marketing strategy with a focus on attractive discounts can be a powerful driver for increasing consumer interest and purchasing decisions.

The results of multiple linear regression analysis showed that these three factors, namely Trust, Information Quality, and Discount, together were able to explain the variation in Purchasing Decision by 34.2%. Although Trust contributes the most, Information Quality and Discount also make a significant contribution. Therefore, business people need to consider a combination of strategies that involve these three factors. The implication of this research is that online cosmetics businesses need to understand the importance of building consumer trust, providing quality information, and offering appropriate discounts. This strategy can be key to improving competitiveness in an increasingly competitive market.

However, keep in mind that this study has some limitations, such as generalizing the results which are limited to a sample of respondents from UMI Makassar Entrepreneurship SMEs. Therefore, the results need to be interpreted carefully and cannot be directly applied to the wider population. As a recommendation for future research, it is recommended to broaden the sample of respondents and dig deeper into other factors that might influence consumers' Purchasing Decisions in purchasing cosmetics through online media. In addition, research can consider mediating variables or moderators that can moderate the influence of key variables. By conducting further research in this context, we can enrich the understanding of consumer behavior in the online business environment and provide practical guidance for business people to improve their performance in an increasingly rapidly evolving market.

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