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HOW BRAND TRUST, GREEN MARKETING AND ONLINE CUSTOMER REVIEWS INFLUENCE PURCHASE DECISIONS: THE MODERATING ROLE OF PERCEIVED RISK

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Abstract
This study aims to analyze the influence of Brand Trust, Green Marketing, and Online Customer Review on Purchase Decision with Perceived Risk as a moderating variable in florist businesses in Bandar Lampung. The increasing development of digital marketing and consumer awareness regarding service quality and environmental issues have encouraged florist businesses to improve their marketing strategies in order to attract consumers and increase purchasing decisions. This research used a quantitative approach with data collected through questionnaires distributed online and offline to 113 respondents who had purchased products from florist businesses in Bandar Lampung. The data were analyzed using multiple linear regression and Moderated Regression Analysis (MRA) with SPSS Statistics 23. The results showed that Brand Trust, Green Marketing, and Online Customer Review had positive and significant effects on Purchase Decision, both partially and simultaneously. Online Customer Review was identified as the most dominant variable influencing Purchase Decision. However, Perceived Risk was not proven to moderate the relationships between Brand Trust, Green Marketing, and Online Customer Review on Purchase Decision. The findings indicate that consumers rely more on trust, customer experiences, and online reviews rather than perceived uncertainty when making purchasing decisions in florist businesses. This study contributes to the development of consumer behavior and digital marketing literature, particularly in creative service industries such as florist businesses.

Keywords: Brand Trust, Green Marketing, Online Customer Review, Purchase Decision, Perceived Risk

1. Introduction

The rapid expansion of digital technology has transformed consumer purchasing behavior, particularly in online-based businesses. Consumers currently rely on digital platforms not only to search for products but also to evaluate brand credibility through reviews, ratings, and social media interactions. According to Kurnia et al. (2024), electronic word-of-mouth and digital marketplace interactions significantly influence consumer purchasing decisions in online shopping environments. Similarly, Asmirani et al. (2025) explained that digital engagement through live-streaming platforms can increase consumer purchasing power and strengthen online business performance. This phenomenon is also supported by international findings from Babić et al. (2021), who demonstrated that social media marketing activities positively affect consumer trust and online purchase intention in digital commerce. Furthermore, Bilgin (2021) stated that digital marketing communication significantly shapes customer loyalty and purchasing behavior among online consumers. The increasing dependence on digital information

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indicates that businesses must strengthen their online reputation and consumer trust to remain competitive in the digital era.

In Indonesia, the florist industry has experienced significant growth alongside increasing public interest in aesthetic products, personalized gifts, and online ordering services. Florist businesses are increasingly utilizing social media and e-commerce platforms to attract consumers and expand their market reach. Sanjaya et al. (2023) found that social media promotion and service quality significantly influence purchasing decisions in digital-based businesses. In addition, Manan et al. (2024) emphasized that business transformation through digitalization and green economy adaptation improves the competitiveness of SMEs in the industrial era 5.0. These findings are consistent with research conducted by Yadav and Rahman (2021), who explained that environmentally oriented marketing strategies positively affect consumer attitudes and sustainable purchase intentions. Likewise, Testa et al. (2021) confirmed that environmentally responsible business practices increase consumer preference toward eco-friendly products and services. Therefore, integrating digital marketing and sustainable business strategies has become increasingly important for florist businesses seeking long-term customer engagement.

Brand trust has become one of the primary determinants influencing consumer purchasing decisions in online transactions. Consumers tend to purchase from brands they perceive as reliable, credible, and capable of consistently delivering quality products and services. According to Nursari & Pratama (2024), consumer trust significantly contributes to purchasing behavior and business sustainability in modern economic activities. Similarly, (Wuryanti & Hermayana, 2024) demonstrated that brand image and shopping experience positively influence consumer decisions in e-commerce transactions. International studies also support these findings. Sokolova & Perez (2021) stated that trust plays a critical role in shaping online purchase intention and customer satisfaction in digital marketplaces. Moreover, Haudi et al. (2022) explained that stronger brand trust increases consumer confidence and reduces hesitation during online purchasing activities. Consequently, businesses that successfully build consumer trust are more likely to improve customer retention and purchasing decisions.

Besides brand trust, green marketing has emerged as an important strategy affecting modern consumer preferences. Environmental awareness has encouraged consumers to support businesses that implement sustainable and eco-friendly practices. These findings align with the study by (Chekima et al., 2021), which revealed that green marketing significantly influences environmentally conscious consumers' purchase intentions. Likewise, Djafarova & Foots (2022) found that sustainability-oriented branding positively affects consumer perceptions and purchasing decisions among younger consumers. This indicates that green marketing practices, such as environmentally friendly packaging and sustainable product sourcing, can improve customer attraction and business image in florist industries.

Another important factor influencing consumer purchasing decisions is online customer review. Online reviews function as electronic word-of-mouth communication that helps consumers evaluate products before making purchasing decisions. Positive reviews generally increase consumer confidence, while negative reviews can create uncertainty and perceived risk. These findings are reinforced by Jeong et al. (2020), who stated that online review credibility significantly affects consumer trust and purchase intention. Additionally, Liu et al. (2025) confirmed that review quality and review usefulness positively influence online consumer decision-making behavior. Therefore,

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online customer reviews play a crucial role in shaping consumer perceptions and reducing uncertainty in digital transactions.

Although previous studies have extensively examined brand trust, green marketing, and online customer review, research focusing specifically on florist businesses in Bandar Lampung remains limited. Moreover, few studies investigate perceived risk as a moderating variable in the relationship between these factors and purchasing decisions. Consumers conducting online transactions often experience uncertainty regarding product suitability, delivery reliability, and payment security. Such perceived risks may strengthen or weaken consumer purchasing intentions. Therefore, this study aims to analyze the influence of brand trust, green marketing, and online customer review on purchasing decisions in florist businesses in Bandar Lampung City, with perceived risk serving as a moderating variable. This research is expected to contribute theoretically to consumer behavior literature and practically provide recommendations for florist SMEs in developing effective digital marketing strategies

2. Theoretical Background

2.1 Brand Trust

Brand trust is defined as consumers' confidence in a brand's ability to provide reliable products and services consistently. In digital business environments, trust becomes an important factor because consumers cannot directly evaluate product quality before conducting transactions. Agustiana et al. (2024) explained that consumer experience and perceived convenience significantly influence purchasing decisions in e-commerce platforms, while Nursari & Pratama (2024) stated that consumer trust contributes positively to business sustainability and purchasing stability in modern markets. These findings indicate that stronger trust toward a brand can reduce consumer uncertainty and encourage online purchasing behavior.

Recent international studies also support the relationship between trust and online purchasing intention. Bulsara & Vaghela (2023) found that trust is one of the strongest determinants influencing consumers' willingness to purchase products online, while Niknam et al. (2022) emphasized that consumer trust significantly affects customer loyalty and repurchase intention in digital marketplaces. In florist businesses, brand trust may be formed through product consistency, transaction security, responsive communication, and positive customer experiences. Therefore, businesses capable of maintaining consumer trust are more likely to improve customer retention and purchasing decisions.

2.2 Green Marketing

Green marketing refers to marketing activities emphasizing environmental sustainability through eco-friendly products, recyclable packaging, and environmentally responsible business practices. Increasing public awareness regarding environmental issues has encouraged businesses to adopt sustainable marketing strategies to attract environmentally conscious consumers. Whereas (Mas'ud et al., 2025) highlighted that sustainability-oriented business strategies contribute positively to competitiveness and market development. These findings demonstrate that green marketing can strengthen business image and consumer perceptions toward environmentally friendly products.

International research also confirms the influence of green marketing on consumer purchasing behavior. Wang et al. (2023) stated that environmentally friendly marketing activities positively influence emotional attachment and green purchasing intention

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among consumers, while Kennedy & Linnenluecke (2022) found that sustainable branding significantly improves consumer attitudes and purchasing behavior in modern markets. In florist businesses, green marketing may include the use of recyclable flower wrapping, sustainable flower sourcing, and environmentally friendly packaging materials. Consequently, implementing green marketing strategies can improve consumer attraction while simultaneously strengthening environmental responsibility perceptions.

2.3 Online Customer Review

Online customer review refers to consumer-generated evaluations shared through digital platforms regarding product quality, service performance, and purchasing experiences. Online reviews function as electronic word-of-mouth communication that helps consumers evaluate products before making purchasing decisions. Several recent international studies also support the influence of online reviews on purchasing behavior. Dwivedi et al. (2021) found that review credibility and review quality significantly affect online purchase intention, while Jiatong et al. (2022) explained that inconsistent online reviews negatively influence customer purchasing decisions in e-commerce platforms. Furthermore, a meta-analysis conducted by Data and Information Management (2024) revealed that online review valence is one of the strongest predictors of consumer purchase intention in digital commerce. In florist businesses, positive online reviews may strengthen consumer trust because consumers generally rely on online photos and customer testimonials before purchasing products.

2.4 Purchasing Decision

Purchasing decision is the final stage of consumer behavior in which consumers decide whether to buy a product after evaluating available alternatives and information. Consumer decisions are influenced by several factors such as trust, perceived value, product quality, and digital information exposure. (Sanjaya et al., 2023) explained that social media communication and service quality significantly influence purchasing decisions in digital business environmentsThese findings suggest that purchasing decisions are closely associated with information quality and consumer perceptions developed through digital interactions.

Recent international studies also strengthen the understanding of purchasing behavior in online commerce. (Coelho et al., 2023) found that online trust and perceived value significantly influence purchasing decisions in e-commerce platforms, whereas Ghosh (2024) explained that e-WOM, trust, and perceived usefulness are dominant variables influencing online purchase intention. In florist businesses, purchasing decisions may also be influenced by aesthetic value, emotional attachment, delivery reliability, and online customer experiences. Therefore, understanding the determinants of purchasing decisions is essential for businesses seeking to improve competitiveness and customer satisfaction in digital markets.

3. Methods

3.1 Research Design

This study applies a quantitative research approach to analyze the influence of brand trust, green marketing, and online customer review on purchasing decisions with perceived risk as a moderating variable in florist businesses in Bandar Lampung City. Quantitative methods are considered appropriate because this research focuses on measuring the relationship between variables using statistical analysis techniques to test

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the proposed hypotheses. The research design is explanatory in nature, aiming to explain the causal relationships between independent variables (brand trust, green marketing, and online customer review), moderating variable (perceived risk), and dependent variable (purchasing decision). This study employs a cross-sectional design where data are collected at a single point in time to capture consumer behavior patterns in online florist transactions. The quantitative approach enables empirical testing of theoretical relationships and provides statistical evidence regarding the significance of each variable's influence on consumer purchasing decisions.

3.2 Population and Sample

The population of this study consists of consumers who have purchased products from florist businesses through online platforms in Bandar Lampung City. The total population is unknown due to the large number of consumers engaging in online transactions through various digital channels. The sample was selected using purposive sampling techniques with specific criteria to ensure the selection of appropriate respondents. The criteria included consumers aged above 17 years, residents of Bandar Lampung City, who had conducted at least one online florist purchase transaction within the last year through platforms such as Instagram, WhatsApp Business, Shopee, or Tokopedia. The sample size was determined based on the rule of thumb for Structural Equation Modeling Partial Least Square (SEM-PLS) analysis, which recommends a minimum sample size of at least 10 times the number of indicators or 30–100 respondents for moderate complexity models. Based on these considerations and the number of indicators used in this study, a sample of 160 respondents was selected to ensure adequate statistical power and model estimation stability. The sample size is considered sufficient to represent the population of online florist consumers in Bandar Lampung City.

3.3 Data Collection Techniques

Data were collected through questionnaires distributed online to consumers who met the research criteria. The questionnaire was designed using Google Forms and distributed through social media platforms and messaging applications to reach a wide range of respondents. The questionnaire consisted of three main sections: screening questions to verify respondent eligibility, demographic information, and measurement items for each research variable. The research instrument utilized a Likert scale ranging from 1 to 5, where 1 indicated "strongly disagree" and 5 indicated "strongly agree." The questionnaire items were adapted from previous studies and adjusted to the context of online florist businesses. Before full distribution, the questionnaire underwent a pilot test with 30 respondents to assess clarity, reliability, and validity of the measurement items. The data collection procedure involved several sequential steps: identification of potential respondents through social media groups and online communities, distribution of questionnaire links with clear instructions, collection and validation of respondent data, and preparation of data for statistical analysis. The data collection period lasted approximately four weeks to obtain sufficient responses. After the data collection phase, the data were screened for completeness and consistency, and any incomplete or invalid responses were excluded from further analysis.

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3.4 Operational Definition of Variables

Table 1. Operational Definition and Measurement of Variables

Variable	Definition	Measurement	Scale	References
Brand Trust (X_1)	Consumer confidence toward the reliability, credibility, and integrity of florist businesses	Indicators: credibility, reliability, security	Likert (1–5)	Ganesan (1994); Delgado-Ballester & Munuera-Alemán (2001)
Green Marketing (X_2)	Environmentally friendly marketing practices implemented by florist businesses	Indicators: eco-friendly packaging, sustainable products, ecological responsibility	Likert (1–5)	Chen & Chang (2013); Polonsky (1994)
Online Customer Review (X_3)	Customer evaluations and testimonials shared through online platforms	Indicators: review credibility, usefulness, review quality	Likert (1–5)	Filieri & McLeay (2014); Chevalier & Mayzlin (2006)
Purchasing Decision (Y)	Consumer decision to purchase florist products through online channels	Indicators: product selection, purchasing intention, transaction confidence	Likert (1–5)	Kotler & Keller (2016); Schiffman & Kanuk (2010)
Perceived Risk (Z)	Consumer uncertainty and potential negative consequences associated with online floral purchases	Indicators: financial risk, product risk, transaction risk	Likert (1–5)	Featherman & Pavlou (2003); Bauer (1960)

Source: Developed for this research (2026)

Table 1 presents the operational definitions and measurement of each variable. Brand trust refers to consumer confidence toward the reliability and credibility of florist businesses, measured through indicators of credibility, reliability, and security. Green marketing refers to environmentally friendly marketing practices implemented by florist businesses, including eco-friendly packaging, sustainable products, and ecological responsibility. Online customer review refers to customer evaluations and testimonials shared through online platforms, measured through review credibility, usefulness, and quality. Purchasing decision refers to consumer decisions to purchase florist products, indicated by product selection, purchasing intention, and transaction confidence. Perceived risk refers to consumer uncertainty regarding online transactions, measured through financial risk, product risk, and transaction risk. All variables were measured

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using a five-point Likert scale, where higher scores indicate stronger agreement with the statements.

3.5 Data Analysis Techniques

The data analysis in this study employed Structural Equation Modeling Partial Least Square (SEM-PLS) using SmartPLS software. SEM-PLS was selected because this method is suitable for predictive analysis and complex variable relationships involving moderating variables. The analysis was conducted through several stages.

First, descriptive statistical analysis was performed to describe the characteristics of respondents and research variables, including frequency distributions, means, and standard deviations. This analysis provides an overview of respondent profiles and general patterns in the data.

Second, outer model testing was conducted to evaluate the measurement model. This stage included validity testing and reliability testing. Validity testing consisted of convergent validity assessed through outer loadings and Average Variance Extracted (AVE) with a minimum threshold of 0.50, and discriminant validity assessed through cross-loadings, Fornell-Larcker criterion, and Heterotrait-Monotrait (HTMT) ratio with a threshold below 0.90. Reliability testing included Cronbach's alpha and composite reliability with a minimum threshold of 0.70.

Third, inner model evaluation was conducted to assess the structural model. This stage included evaluating the coefficient of determination (R^2) to measure the model's explanatory power, with thresholds of 0.75 (substantial), 0.50 (moderate), and 0.25 (weak). The effect size (f^2) was also calculated to measure the impact of each independent variable on the dependent variable. Additionally, the predictive relevance (Q^2) was assessed using the Stone-Geisser test.

Fourth, hypothesis testing was conducted through bootstrapping procedures with 5,000 subsamples to determine the significance of path coefficients. The hypotheses were tested at a significance level of 5% ($p < 0.05$) and 1% ($p < 0.01$). The t-statistics and p-values were used to determine whether each hypothesis was supported or rejected.

Fifth, moderation analysis was conducted to examine the moderating role of perceived risk on the relationships between independent variables and purchasing decisions. The statistical model can be formulated mathematically as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + e$$

Equation (1) explains the relationship between brand trust (X_1), green marketing (X_2), online customer review (X_3), perceived risk (Z), and purchasing decision (Y). The coefficient values represent the influence of each independent variable on the dependent variable, while e represents the error term.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + \beta_5 (X_1 Z) + \beta_6 (X_2 Z) + \beta_7 (X_3 Z) + e$$

Equation (2) demonstrates the moderating role of perceived risk on the relationships between independent variables and purchasing decisions. Interaction variables (X_1Z, X_2Z, X_3Z) were used to determine whether perceived risk strengthened or weakened the influence of brand trust, green marketing, and online customer review on consumer purchasing decisions.

Finally, the analysis results were interpreted to determine the influence of each independent variable on purchasing decisions and the moderating role of perceived risk in online florist businesses. The findings were compared with previous studies and theoretical frameworks to provide comprehensive conclusions and practical recommendations.

4. Results and Discussion

4.1 Respondent Characteristics and Data Description

This study involved 113 respondents who had previously purchased products from florist businesses in Bandar Lampung. Data collection was conducted using a structured questionnaire distributed through online and offline methods. Online questionnaires were shared through digital platforms such as WhatsApp and Instagram, while offline distribution was conducted directly at florist stores across five districts in Bandar Lampung. All questionnaires were successfully collected and declared suitable for further analysis, resulting in a response rate of 100%.

Table 2. Distribution of Questionnaires

Description	Total	Percentage
Online Questionnaires	70	61.95%
Offline Questionnaires	43	38.05%
Total Valid Responses	113	100%

Source: Data processed by researchers, 2026.

The demographic analysis indicates that female respondents dominated the sample, accounting for 94.7% of the total respondents, while male respondents represented only 5.3%. This finding suggests that purchasing activities in florist businesses are predominantly carried out by female consumers. In terms of domicile, respondents were distributed across five districts, namely Kemiling (28.3%), Way Halim (22.1%), Rajabasa (18.6%), Kedaton (16.8%), and Langkapura (14.2%). The majority of respondents originated from Kemiling District, indicating that florist businesses in this area have relatively higher customer engagement.

Furthermore, questionnaire completion methods showed that 61.9% of respondents preferred online participation, while 38.1% completed the questionnaire offline. This demonstrates that digital-based data collection remains more practical and accessible for consumers, although offline distribution was still necessary to reach respondents who were less active in digital platforms.

4.2 Validity and Reliability Test

4.2.1 Validity Test

The validity assessment used Pearson Product Moment correlation with a significance level of 5% ($\alpha = 0.05$). With a total sample size of 113 respondents, the r-table value was determined at 0.1832.

The results revealed that all questionnaire items across the variables of Brand Trust, Green Marketing, Online Customer Review, Risk Perception, and Purchase Decision had significance values below 0.05 and r-count values exceeding the r-table threshold. Therefore, all indicators were considered valid and appropriate for measuring the research constructs.

Table 3. Validity Test Results

Variable	Indicator Range	r-count	Sig.	Result
Brand Trust	P1–P8	0.517–0.678	0.000	Valid
Green Marketing	P1–P6	0.513–0.695	0.000	Valid
Online Customer Review	P1–P8	0.513–0.698	0.000	Valid
Risk Perception	P1–P8	0.725–0.841	0.000	Valid
Purchase Decision	P1–P10	0.502–0.894	0.000	Valid

Source: Data processed by researchers, 2026.

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The findings indicate that each statement item successfully fulfilled the validity criteria, implying that the instrument was capable of measuring the intended variables consistently and accurately.

4.2.2 Reliability Test

Reliability testing was performed using Cronbach's Alpha to determine the consistency of the questionnaire instrument. A variable was considered reliable when the Cronbach's Alpha value exceeded 0.60.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Result
Brand Trust	0.713	> 0.60	Reliable
Green Marketing	0.698	> 0.60	Reliable
Online Customer Review	0.740	> 0.60	Reliable
Risk Perception	0.919	> 0.60	Reliable
Purchase Decision	0.789	> 0.60	Reliable

Source: Data processed by researchers, 2026.

Based on Table 3, all variables demonstrated Cronbach's Alpha values greater than 0.60, confirming that the research instrument possessed satisfactory internal consistency and reliability.

4.3 Classical Assumption Test

The classical assumption tests were conducted to ensure that the regression model fulfills the required statistical assumptions, producing unbiased, consistent, and reliable estimation results. The tests included normality test, multicollinearity test, and heteroscedasticity test.

Table 5. Classical Assumption Test Results

<table>
<tr><th>Assumption Test</th><th>Indicator</th><th>Value</th><th>Threshold</th><th>Conclusion</th></tr>
<tr><td colspan="5">Normality Test</td></tr>
<tr><td rowspan="3">Kolmogorov-Smirnov</td><td>N</td><td>113</td><td>-</td><td>-</td></tr>
<tr><td>Test Statistic</td><td>0.083</td><td>-</td><td>-</td></tr>
<tr><td>Asymp. Sig. (2-tailed)</td><td>0.056</td><td>> 0.05</td><td>Residuals are normally distributed</td></tr>
<tr><td colspan="5">Multicollinearity Test</td></tr>
<tr><td rowspan="2">Brand Trust</td><td>Tolerance</td><td>0.518</td><td>> 0.10</td><td>No multicollinearity</td></tr>
<tr><td>VIF</td><td>1.930</td><td>< 10.00</td><td>No multicollinearity</td></tr>
<tr><td rowspan="2">Green Marketing</td><td>Tolerance</td><td>0.435</td><td>> 0.10</td><td>No multicollinearity</td></tr>
<tr><td>VIF</td><td>2.301</td><td>< 10.00</td><td>No multicollinearity</td></tr>
<tr><td rowspan="2">Online Customer Review</td><td>Tolerance</td><td>0.491</td><td>> 0.10</td><td>No multicollinearity</td></tr>
<tr><td>VIF</td><td>2.037</td><td>< 10.00</td><td>No multicollinearity</td></tr>
<tr><td rowspan="2">Risk Perception</td><td>Tolerance</td><td>0.610</td><td>> 0.10</td><td>No multicollinearity</td></tr>
<tr><td>VIF</td><td>1.639</td><td>< 10.00</td><td>No multicollinearity</td></tr>
<tr><td colspan="5">Heteroscedasticity Test</td></tr>
<tr><td>Scatterplot</td><td>Residual Pattern</td><td>Random distribution above and below zero</td><td>No systematic pattern</td><td>No heteroscedasticity</td></tr>
</table>

Source: Data processed by researchers (2026)

The normality test was conducted using histogram analysis, Normal Probability Plot (P–P Plot), and the One-Sample Kolmogorov–Smirnov test. The histogram graph showed a bell-shaped distribution, while the points in the P–P Plot spread closely around the diagonal line, indicating normally distributed residuals. The Kolmogorov–Smirnov test further supported this finding with an Asymp. Sig. (2-tailed) value of 0.056, which exceeded the significance threshold of 0.05. Therefore, the regression model fulfilled the normality assumption, and the residual data were normally distributed and appropriate for further regression analysis.

The multicollinearity test aimed to identify correlations among independent variables using Tolerance and Variance Inflation Factor (VIF) values. All variables showed tolerance values above 0.10 and VIF values below 10, indicating that the regression model was free from multicollinearity problems. Brand Trust had a tolerance value of 0.518 and VIF of 1.930, Green Marketing had a tolerance value of 0.435 and VIF of 2.301, Online Customer Review had a tolerance value of 0.491 and VIF of 2.037, and Risk Perception had a tolerance value of 0.610 and VIF of 1.639. These results confirm that there is no significant correlation among the independent variables, ensuring that each variable contributes uniquely to explaining the dependent variable.

The heteroscedasticity test was performed using scatterplot analysis. The results demonstrated that residual points were randomly distributed above and below zero without forming any systematic pattern. This finding confirmed the absence of heteroscedasticity in the regression model, indicating that the variance of residuals remains constant across all levels of the independent variables.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of Brand Trust, Green Marketing, and Online Customer Review on Purchase Decision.

Table 6. Multiple Linear Regression Results

Variable	B	t-value	Sig.
Constant	27.701	18.967	0.000
Brand Trust	1.059	23.208	0.000
Green Marketing	0.147	2.499	0.014
Online Customer Review	0.218	4.122	0.000

Source: Data processed by researchers (2026)

The regression equation is formulated as follows:

$$Y = 27.701 + 1.059X_1 + 0.147X_2 + 0.218X_3 + \varepsilon$$

The equation demonstrates that Brand Trust, Green Marketing, and Online Customer Review positively influence Purchase Decision. Among these variables, Brand Trust showed the strongest coefficient, indicating that consumer trust is the dominant factor influencing purchasing decisions in florist businesses.

4.5 Hypothesis Testing

4.5.1 Partial Test (t-Test)

The t-test results revealed that all independent variables significantly affected Purchase Decision.

1) Brand Trust had a t-value of 23.208 with a significance value of $0.000 < 0.05$.
2) Green Marketing had a t-value of 2.499 with a significance value of $0.014 < 0.05$.
3) Online Customer Review had a t-value of 4.122 with a significance value of $0.000 < 0.05$.

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These findings confirm that all proposed hypotheses were accepted, indicating that each independent variable positively and significantly affected Purchase Decision.

4.5.2 Simultaneous Test (F-Test)

The simultaneous test examined whether all independent variables collectively influenced Purchase Decision.

Table 7. ANOVA Test Results

Indicator	Value
F-value	11.397
Significance	0.000

Since the significance value was below 0.05, Brand Trust, Green Marketing, and Online Customer Review simultaneously influenced Purchase Decision among florist consumers in Bandar Lampung.

4.5.3 Coefficient of Determination (Adjusted R^2)

Table 8. Coefficient of Determination Results

R	R Square	Adjusted R Square
0.657	0.432	0.394

The Adjusted R Square value of 0.394 indicates that 39.4% of Purchase Decision variation could be explained by Brand Trust, Green Marketing, and Online Customer Review. The remaining 60.6% was influenced by other variables outside the scope of this study.

4.6 Discussion

The findings indicate that Brand Trust significantly influences Purchase Decision. Consumers tend to trust florist businesses that consistently provide high-quality flower arrangements, timely delivery, and products that match customer expectations. Strong brand trust reduces uncertainty and encourages consumers to make purchasing decisions more confidently. This result supports previous findings by (Nursari et al., 2026) studies emphasizing that consumer trust serves as a major determinant of purchasing behavior.

Green Marketing was also found to positively affect Purchase Decision. Consumers increasingly appreciate environmentally friendly business practices, including recyclable packaging and sustainable waste management. These practices generate positive perceptions and enhance the company’s ethical image, encouraging consumers to support florist businesses that demonstrate environmental responsibility.

Online Customer Review emerged as the strongest predictor of Purchase Decision. Consumers rely heavily on online reviews to evaluate service quality, product appearance, delivery accuracy, and customer satisfaction before making purchases. Positive reviews function as electronic word-of-mouth communication that increases consumer confidence while minimizing perceived uncertainty.

However, Risk Perception failed to moderate the relationships between Brand Trust, Green Marketing, and Online Customer Review with Purchase Decision. This finding suggests that consumers primarily rely on trust, environmental values, and customer reviews rather than perceived risks when deciding to purchase florist products. Online reviews themselves may already serve as an effective mechanism for reducing uncertainty, making additional risk perception less relevant in influencing purchasing behavior.

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The findings of this study indicate that Brand Trust has a positive and significant influence on Purchase Decision in florist businesses in Bandar Lampung. Consumers tend to make purchasing decisions when they believe that the florist can provide high-quality products, accurate flower arrangements, and timely delivery services. This result is consistent with the study conducted by Nguyen-Viet (2023), which explained that brand trust significantly increases consumer purchase intention in online-based businesses. Similarly, (Pratama et al., 2024) stated that consumer trust reduces uncertainty and strengthens confidence in purchasing decisions, particularly in service-oriented businesses where products cannot be fully evaluated before purchase.

This study also found that Green Marketing positively affects Purchase Decision, although its contribution is not as dominant as Online Customer Review and Brand Trust. Consumers appreciate florist businesses that apply environmentally friendly practices such as recyclable packaging and reduced plastic usage. These findings support the research of (Nursari & Pratama, 2025), which explained that green marketing strategies improve positive consumer attitudes toward businesses implementing sustainability values. In addition, (Barford & Ahmad, 2023) found that environmental awareness significantly influences consumer preferences toward eco-friendly products and services. However, in this study consumers still prioritize trust and service quality over environmental considerations when making purchasing decisions.

Furthermore, Online Customer Review was identified as the strongest variable influencing Purchase Decision. Consumers rely heavily on online reviews because they provide direct information regarding product quality, flower arrangement suitability, delivery punctuality, and customer service experiences. These findings are in line with (Nursari et al., 2024), which stated that electronic word-of-mouth strongly shapes consumer purchasing behavior by providing credible customer experiences. Likewise, Dwivedi et al. (2023) emphasized that online reviews significantly reduce uncertainty and increase consumer confidence before transactions occur. The results of this study confirm that customer reviews serve as a major source of information and social proof in florist businesses.

The results also revealed that Perceived Risk failed to moderate the relationships between Brand Trust, Green Marketing, and Online Customer Review on Purchase Decision. This finding indicates that consumers tend to rely more on trust and customer experiences than on perceived uncertainty during the purchasing process. The result differs from the study of (Kamalul Ariffin et al., 2021) which explained that perceived risk negatively affects online purchasing behavior due to concerns about transaction security and product uncertainty. Similarly, (Wibowo et al., 2024) found that perceived risk significantly influences consumer behavior in e-commerce activities. In contrast, the present study demonstrates that the existence of strong online reviews and positive consumer experiences has reduced the role of perceived risk in influencing purchasing decisions within florist businesses.

5. Conclusion

This study aimed to analyze the influence of Brand Trust, Green Marketing, and Online Customer Review on Purchase Decision in florist businesses in Bandar Lampung, with Perceived Risk as a moderating variable. The results show that Brand Trust, Green Marketing, and Online Customer Review have positive and significant effects on Purchase Decision, both partially and simultaneously. Among these variables, Online Customer Review was identified as the most dominant factor influencing consumer purchasing decisions.

The findings indicate that consumers tend to rely on trust, customer experiences, and online reviews before making purchasing decisions. Brand Trust strengthens consumer confidence, while Green Marketing creates positive perceptions through environmentally friendly business practices. However, Perceived Risk was not proven to moderate the relationships between the independent variables and Purchase Decision, indicating that consumers prioritize trust and social proof over perceived uncertainty.

This study contributes theoretically by enriching the literature on consumer behavior and digital marketing, particularly in florist businesses. Practically, the findings suggest that florist businesses should focus on maintaining customer trust, improving service quality, and managing positive online customer reviews to increase consumer purchasing decisions.

This study is limited to florist businesses in Bandar Lampung and only examines several variables related to Purchase Decision. Therefore, future research is recommended to involve broader research areas, larger sample sizes, and additional variables such as service quality, customer satisfaction, social media marketing, or electronic word-of-mouth to obtain more comprehensive results.

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