



THE EFFECT OF PRICE COMPETITION INTENSITY AND DIGITAL SALES CHANNEL PROLIFERATION ON PURCHASE INTENTION WITH CUSTOMER TRUST AS A MEDIATING VARIABLE: A CASE STUDY OF HILMI OPTIK TASIKMALAYA

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ABSTRACT

This study aims to analyze the effect of price competition intensity and digital sales channel proliferation on purchase intention, with customer trust as a mediating variable. The study employs a quantitative approach using explanatory research design. The population comprises customers of Hilmi Optik Tasikmalaya who have interacted and transacted through various digital sales channels, with a purposive sample of 110 respondents. Data were collected via a Likert-scale questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results reveal that price competition intensity and digital sales channel proliferation each have a positive and significant effect on customer trust. However, price competition intensity does not have a significant direct effect on purchase intention, while digital sales channel proliferation has a positive and significant direct effect on purchase intention. Customer trust exerts a positive and significant effect on purchase intention and significantly mediates the relationships of both price competition intensity and digital sales channel proliferation with purchase intention. These findings confirm that competitive pricing and well-managed digital channels are important drivers of customer trust, which in turn is the key mechanism converting marketing stimuli into actual purchase intention.

Keywords: Price Competition Intensity; Digital Sales Channel Proliferation; Customer Trust; Purchase Intention.

1. INTRODUCTION

The rapid development of information and communication technology over the past two decades has fundamentally transformed business interaction patterns, particularly in marketing and consumer behavior. Digital transformation has given rise to various technology-based sales channels, including marketplaces, social media, mobile applications, and official company websites. These changes not only facilitate consumers in searching for information, comparing prices, and conducting transactions, but also pose new challenges for businesses in maintaining competitiveness.

The optical retail industry in Indonesia has not been immune to this phenomenon. Based on data from the Indonesian Optical Association (Asosiasi Optik Indonesia, 2023), the number of optical retail outlets in Indonesia grew by more than 15% over

the past five years, driven by increasing public awareness of eye health services and lifestyle accessories. Tasikmalaya, as one of the growing cities in West Java, exhibits the same dynamics. The proliferation of new optical outlets, both locally and nationally scaled, has intensified price competition.

In modern retailing, pricing strategy is one of the key determinants in attracting buyers. According to Grewal et al. (2010), competitive pricing can influence consumers' perceived value and drive purchasing behavior, especially in markets with homogeneous products such as eyeglasses. Research by Martin et al. (2019) further demonstrates that high price competition intensity encourages consumers to switch to cheaper alternatives, even when product quality is similar.

Beyond price, digitally-driven changes in consumer behavior present additional challenges. The emergence of digital sales

channels — including marketplaces, social media, and e-commerce applications — allows consumers to compare prices and purchase products from anywhere at any time. According to Verhoef et al. (2015), digital channel proliferation has disrupted conventional shopping patterns and requires businesses to adopt omnichannel strategies. Lemon and Verhoef (2016) also emphasize that companies that fail to integrate digital channels risk losing relevance in the eyes of digital-native consumers.

In facing this situation, customer trust plays a pivotal role in maintaining long-term relationships and driving purchase intention. Customer trust is not only related to product quality, but also encompasses service aspects, store reputation, and overall business integrity. According to Pavlou (2003), trust is the primary mechanism that reduces uncertainty in electronic transactions. Kim, Ferrin, and Rao (2008) demonstrated that trust has a direct influence on purchase intention on digital platforms and simultaneously serves as a mediator between platform perceptions (including price and digital channels) and purchase intention.

Hilmi Optik Tasikmalaya is one optical service provider that has been operating since 2021. The company faces competition from various other optical stores, both offline and online, offering similar products at competitive price variations. This situation has created an intense price competition phenomenon, affording consumers considerable flexibility in comparing prices before making purchases. Despite offering diverse products ranging from eyeglasses to accessories, Hilmi Optik faces serious challenges in the form of revenue decline, attributed largely to intense price competition and limited penetration in the digital market.

Most prior research has separately examined the effects of price factors, digital channels, and customer trust on purchase intention, and has predominantly focused on large e-commerce companies or global modern retail sectors. In the context of SMEs, particularly in Indonesia's optical sector, studies that simultaneously examine the combined effects of price competition intensity and digital sales channel proliferation — with customer trust as a mediating variable — remain very limited. This study therefore aims to fill this research gap by empirically testing the proposed relationships at Hilmi Optik Tasikmalaya.

Specifically, this study examines: (1) the effect of price competition intensity on customer trust; (2) the effect of digital sales channel proliferation on customer trust; (3) the effect of price competition intensity on purchase intention; (4) the effect of digital sales channel proliferation on purchase intention; (5) the effect of customer trust on purchase intention; (6) the mediating role of customer trust in the relationship between price competition intensity and purchase intention; and (7) the mediating role of customer trust in the relationship between digital sales channel proliferation and purchase intention.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Price Competition Intensity

Price competition intensity refers to the condition in which companies compete to offer lower prices to attract consumers in the same market. This competition becomes increasingly fierce

when the products offered are homogeneous and consumers have high price awareness. According to Kotler and Keller (2016), price competition occurs when companies offer similar products, and consumers focus more on price than on quality or brand differentiation. Porter (1985) further emphasizes that high price competition intensity within an industry is influenced by its structural characteristics, including the number of balanced competitors, slow market growth, undifferentiated products, high fixed costs, and high barriers to market exit.

Boehe et al. (2009) add that pricing strategies oriented solely toward competitors tend to negatively impact profit margins unless supplemented by additional value through service, quality, or customer relationships. In modern marketing, consumers typically compare prices across providers before purchasing, which pressures companies to reduce prices to remain competitive. However, if price reductions are not accompanied by trust-building efforts, they may diminish perceived value and brand loyalty. Research by Aulia and Rivai (2024) demonstrates that price perception and discounts significantly affect purchase intention on digital platforms, affirming that price competition intensity impacts not only purchasing decisions directly but also influences consumer trust.

2.2. Digital Sales Channel Proliferation

Digital sales channel proliferation refers to the increasing number and variety of digital channels used by companies to sell products or services to consumers. This phenomenon has emerged alongside the development of information technology and increasingly digitally-oriented consumer behavior. According to Chaffey and Ellis-Chadwick (2019), digital sales channels encompass various platforms such as e-commerce websites, social media, mobile applications, marketplaces, and chat commerce features, enabling direct interactions between sellers and buyers without spatial or temporal constraints.

Digital channel proliferation enables companies to reach more consumers, enhance purchasing convenience, and offer diverse payment and delivery methods. This aligns with Kotler and Keller (2016), who state that the diversity of digital distribution channels creates competitive advantages by providing consumers with greater flexibility and accessibility. According to Zhang et al. (2010), consumers with positive digital channel experiences tend to have higher purchase intention because they feel more confident and comfortable transacting. Additionally, Safira and Rivai (2024) showed that consumer experience with various digital channels significantly increases customer trust, which subsequently positively affects purchase intention.

2.3. Customer Trust

Customer trust refers to consumers' belief in the integrity, competence, and good intentions of a product or service provider to fulfill its promises. According to Kotler and Keller (2016), trust is the foundation of long-term relationships between companies and customers. Morgan and Hunt (1994), through their Commitment-Trust Theory, state that trust is one of the core elements in building successful buyer-seller relationships. According to Mayer, Davis, and Schoorman (1995), three primary dimensions of trust include: (1) competence, i.e., the perception that the company has the capability to meet consumer needs; (2) integrity, i.e., the belief that the company acts honestly and in

accordance with promised values; and (3) benevolence, i.e., the perception that the company cares about and has good intentions toward customers.

In the context of this study, customer trust serves as a mediating variable bridging the effects of price competition intensity and digital sales channel proliferation on purchase intention. Even if lower prices and numerous sales channels attract consumer attention, the actual decision to purchase is more likely to occur when consumers already trust the company or brand. This is reinforced by Kim et al. (2008), who found that trust significantly increases online purchase intention by reducing risk perception.

2.4 Purchase Intention

Purchase intention refers to consumers' desire or tendency to take a purchase action toward a product or service based on certain considerations. According to Schiffman and Kanuk (2010), purchase intention reflects the subjective probability that a person will undertake a purchase action. Ajzen (1991), through the Theory of Planned Behavior (TPB), explains that intention is the primary predictor of actual behavior, influenced by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control.

In today's competitive and digital environment, purchase intention is influenced by many external factors, such as competitive pricing and ease of access through digital channels. However, these factors do not always directly trigger purchasing decisions. This is where customer trust plays an important mediating role — high trust can increase conversion from intention to actual behavior by reducing hesitation and risk perception, particularly in online transactions.

2.5 Relationship Among Variables and Hypothesis Development

2.5.1 Effect of Price Competition Intensity on Customer Trust

Competitive and fair pricing can enhance customers' price fairness perception, ultimately building customer trust toward the company. When consumers perceive prices as competitive and proportional to the value received, trust tends to increase (Kotler & Keller, 2016; Putri & Ramadhan, 2023). Based on this reasoning:

H1: Price competition intensity has a positive and significant effect on customer trust.

2.5.2 Effect of Digital Sales Channel Proliferation on Customer Trust

An effective and professionally managed digital presence — through interactive, responsive, and transparent channels — can build strong trust in consumers' minds. Gefen et al. (2003) state that trust is a fundamental element in e-commerce transactions. Ahn et al. (2007) also found that good digital service quality positively impacts consumer trust and promotes purchase intention. Based on this reasoning:

H2: Digital sales channel proliferation has a positive and significant effect on customer trust.

2.5.3 Digital sales channel proliferation has a positive and significant effect on customer trust

Intense price competition in the retail sector, especially in the optical segment, may cause consumer price perception to vary. According to Hidayati and Purnomo (2021), high price competition may not always positively influence purchase intention if it raises doubts about product quality. When consumers perceive prices as too low or highly fluctuating, they may question the seller's credibility and product quality. Based on this reasoning:

H3: Price competition intensity has a significant effect on purchase intention.

2.5.4 Effect of Digital Sales Channel Proliferation on Purchase Intention

The proliferation of digital sales channels enables consumers to access product information, compare prices, and conduct transactions more easily and quickly. Putra (2022) states that the greater the number of digital channels utilized by businesses, the greater the opportunity for consumers to make purchases due to improved accessibility and convenience. Chaffey and Ellis-Chadwick (2019) also emphasize that digital consumer behavior is significantly influenced by the availability of effective sales channels. Based on this reasoning:

H4: Digital sales channel proliferation has a positive and significant effect on purchase intention.

2.5.5 Effect of Customer Trust on Purchase Intention

Customer trust is a crucial factor in the purchase decision-making process, especially in competitive and digital marketing contexts. Trust drives consumers to feel safe and confident that the purchased product meets expectations, increasing the likelihood of purchasing (Morgan & Hunt, 1994). Pavlou (2003) states that in electronic transactions, trust functions as a reducer of uncertainty and risk, thereby increasing the probability of consumers making a purchase. Based on this reasoning:

H5: Customer trust has a positive and significant effect on purchase intention.

2.5.6 Mediating Role of Customer Trust Between Price Competition Intensity and Purchase Intention

Customer trust is theorized to act as a full mediating mechanism through which favorable price competition intensity translates into stronger purchase intention. Competitive pricing that is perceived as fair increases customer trust, which subsequently reduces purchase risk perception and fosters stronger purchase intention (Kotler & Keller, 2016; Putri & Ramadhan, 2023). Based on this reasoning:

H6: Customer trust mediates the effect of price competition intensity on purchase intention

2.5.7 Mediating Role of Customer Trust Between Digital Sales Channel Proliferation and Purchase Intention

Customer trust is also theorized to mediate the relationship between digital sales channel proliferation and purchase intention, such that effective and transparent digital channel management enhances customer trust, which in turn drives purchase intention (Chaffey & Ellis-Chadwick, 2019; Safira & Rivai, 2024). Based on this reasoning:

H7: Customer trust mediates the effect of digital sales channel proliferation on purchase intention

3 RESEARCH METHODOLOGY

3.1 Research Design

This study employs a quantitative approach with an explanatory research design, aiming to explain the relationships among variables and verify the proposed research hypotheses. Partial Least Squares–Structural Equation Modeling (PLS-SEM) using

3.2 Population and Sample

The population consists of customers of Hilmi Optik Tasikmalaya who have interacted and transacted through various digital sales channels. A purposive sampling technique was applied with the following criteria: (a) having made at least one purchase at Hilmi Optik; (b) having accessed or used digital sales channels such as social media, marketplace, or the official website; and (c) being at least 17 years of age. Based on Hair et al. (2020), the minimum sample is 5–10 times the number of indicators; with 20 indicators, a minimum of 100–200 respondents is required. Accordingly, 110 respondents were selected.

4 RESULTS AND DISCUSSION

4.1 Respondent Characteristics

Of the 110 respondents, 61.8% (n = 68) were male and 38.2% (n = 42) were female. By age, 45.5% were above 35 years, 32.7% were 31–35 years, 14.5% were 26–30 years, 5.5% were 21–25 years, and 1.8% were 17–20 years. Regarding digital channel usage patterns, 61.8% accessed Hilmi Optik's digital information when needing optical products, 18.2% accessed routinely even without purchasing intent, 14.5% accessed when seeing promotions or discounts, and only 5.5% rarely or never accessed digital channels. This pattern indicates that the digital channel functions primarily as a need-based information search medium with potential for strengthening through regular engagement strategies:

4.3 Measurement Model (Outer Model) Evaluation

4.3.1 Convergent Validity

Initial outer loading assessment revealed that indicator X1.4 (outer loading = 0.473) did not meet the minimum

SmartPLS software was selected as the analytical technique because it accommodates complex models with latent constructs and mediation relationships, and is appropriate for relatively limited sample sizes with data that may not fully satisfy normality assumptions (Hair et al., 2019).

3.3 Data Sources

The data source used in this study is primary data obtained directly from respondents through the distributed questionnaire (Sugiyono, 2018)..

3.4 Data Analysis

Data analysis followed the PLS-SEM procedure: (1) measurement model evaluation (outer model) — assessing convergent validity through outer loadings (>0.70) and Average Variance Extracted (AVE >0.50), discriminant validity through the Fornell-Larcker Criterion, and reliability through composite reliability (>0.70) and Cronbach's alpha (>0.70); and (2) structural model evaluation (inner model) — assessing R², F-square effect sizes, Q² predictive relevance, and hypothesis testing through path coefficients and bootstrapping (5,000 resamples, t-statistic >1.96, p-value <0.05).

4.2 Descriptive Statistics

The mean scores of the study variables reflect respondents' general perceptions. The Price Competition Intensity variable (X1) recorded a mean of 5.034 (scale 5, "somewhat agree"), indicating moderate perception of competitive pricing. The Digital Sales Channel Proliferation variable (X2) obtained a mean of 5.793 ("somewhat agree"), reflecting relatively high usage of digital channels. The Customer Trust variable (Y1) recorded a mean of 6.392 ("agree"), indicating strong customer trust in Hilmi Optik. The Purchase Intention variable (Y2) also obtained a high mean of 6.112 ("agree"), reflecting strong purchase intention among respondents.

threshold of 0.50. After eliminating this indicator, all remaining indicators achieved outer loadings above 0.50, satisfying convergent validity requirements. Table 1 presents the final outer loading values

Table 1 Outer Loading Values (After Modification)

Variable	Indicator	Outer Loading
Price Competition Intensity	X1.1	0.889
	X1.2	0.682
	X1.3	0.682
Digital Sales Channel Proliferation	X2.1	0.814
	X2.2	0.679
	X2.3	0.899
Customer Trust	X2.4	0.920
	Y1.1	0.947
	Y1.2	0.931
	Y1.3	0.921
	Y1.4	0.946

Variable	Indicator	Outer Loading
Purchase Intention	Y1.5	0.778
	Y1.6	0.910
	Y2.1	0.890
	Y2.2	0.896
	Y2.3	0.830
	Y2.4	0.808
	Y2.5	0.865
	Y2.6	0.872

4.3.2 Discriminant Validity and Reliability

Discriminant validity was assessed using the Fornell-Larcker Criterion, where the square root of each construct's AVE exceeded its correlations with all other constructs (Table 2). All constructs demonstrated AVE values above 0.50 and composite reliability above 0.70, confirming both discriminant validity and reliability.

Table 3. AVE and Composite Reliability

Construct	AVE	Cronbach's Alpha	Composite Reliability
Price Competition Intensity	0.574	0.646	0.799
Digital Sales Channel Proliferation	0.695	0.853	0.900
Customer Trust	0.823	0.956	0.965
Purchase Intention	0.741	0.930	0.945

4.4 Structural Model (Inner Model) Evaluation

The R-square value for Customer Trust was 0.362, indicating that the independent variables explain 36.2% of the variance in customer trust. The R-square for Purchase Intention was 0.738, indicating that the independent variables explain 73.8% of the variance in purchase intention (Table 4). The Q² predictive relevance values obtained were 0.249 for Customer Trust and 0.521 for Purchase Intention, confirming adequate model predictive accuracy

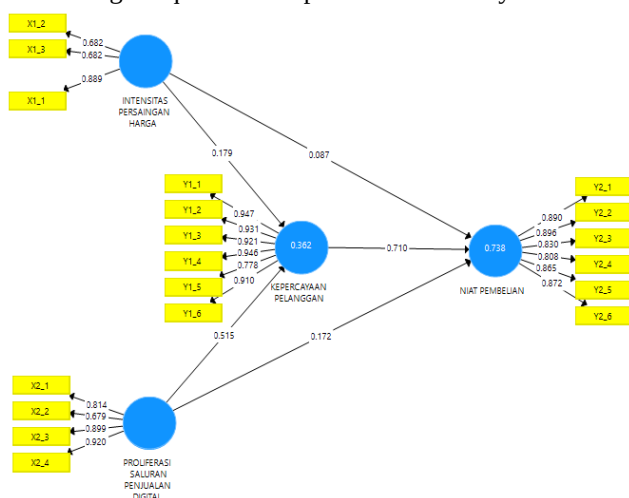


Figure 1. Structural Model

4.6 Hypothesis Testing

Direct Effects

Table 3 presents the direct effect hypothesis testing results through PLS bootstrapping.

Table 3. Direct Effects – Path Coefficient Results (Bootstrapping)

Hypothesized Path	β (O)	Mean (M)	Std. Dev.	t-Stat.	p-Value
H1: Price Competition Intensity → Customer Trust	0.179	0.173	0.066	2.722	0.007
H2: Digital Sales Channel Prolif. → Customer Trust	0.515	0.518	0.088	5.841	0.000
H3: Price Competition Intensity → Purchase Intention	0.087	0.088	0.058	1.502	0.134
H4: Digital Sales Channel Prolif. → Purchase Intention	0.172	0.182	0.087	1.975	0.049
H5: Customer Trust → Purchase Intention	0.710	0.690	0.102	6.975	0.000

Source: SmartPLS output, 2026

Indirect Effects (Mediation)

Table 4. Indirect Effects – Mediation Analysis (Bootstrapping)

Hypothesized Path	β (O)	Mean (M)	Std. Dev.	t-Stat.	p-Value
H6: Price Competition Intensity → Customer Trust → Purchase Intention	0.127	0.121	0.053	2.394	0.017
H7: Digital Sales Channel Prolif. → Customer Trust → Purchase Intention	0.366	0.359	0.088	4.165	0.000

Source: SmartPLS output, 2026

4.6 Discussion

Effect of Price Competition Intensity on Customer Trust

Price competition intensity has a positive and significant effect on customer trust ($\beta = 0.179$, $t = 2.722$, $p = 0.007$), supporting H1. This finding indicates that competitive and fair pricing by Hilmi Optik relative to competitors enhances customers' perception of price fairness, which in turn increases trust in the company's credibility and integrity. When consumers feel that prices reflect the genuine value of products, they are more likely to trust the seller. This result is consistent with Kotler and Keller (2016), who emphasize that transparent and competitive pricing can build customer trust. Similar findings were reported by Putri and Ramadhan (2023), who found that price perception positively influences customer trust in the retail industry, and by Sari and Nugroho (2022), who demonstrated that price transparency enhances trust in e-commerce platforms.

Effect of Digital Sales Channel Proliferation on Customer Trust

Digital sales channel proliferation has a positive and significant effect on customer trust ($\beta = 0.515$, $t = 5.841$, $p = 0.000$), supporting H2. This is the strongest direct effect in the model ($f^2 = 0.364$, large effect size), confirming that the

breadth and quality of Hilmi Optik's digital presence is a primary driver of customer trust. When companies effectively manage multiple digital channels with consistent information, responsive service, and transparent transactions, consumers develop greater confidence in the company's professionalism and reliability. This aligns with Chaffey and Ellis-Chadwick (2019), who state that integrated and informative digital channel management strengthens customer trust through enhanced accessibility, interaction, and customer experience quality. Safira and Rivai (2024) similarly found that digital channel experience significantly increases customer trust.

Effect of Price Competition Intensity on Purchase Intention

Price competition intensity does not have a significant direct effect on purchase intention ($\beta = 0.087$, $t = 1.502$, $p = 0.134$), leading to rejection of H3. This finding suggests that competitive pricing alone is insufficient to directly drive purchase intention at Hilmi Optik Tasikmalaya. In the optical product context, which involves health and precision concerns, consumers do not base purchase decisions on price alone but also consider product quality, authenticity, professional expertise, and overall trust in the seller. Zeithaml (1988) argues that purchase intention is influenced by overall perceived value, encompassing quality, benefits, and trust, not merely low price. This result is consistent with Wulandari and Prasetyo (2022) and Putri and Ramadhan (2023), who found that competitive pricing does not significantly influence purchase intention without the support of trust and perceived product quality.

Effect of Digital Sales Channel Proliferation on Purchase Intention

Digital sales channel proliferation has a positive and significant direct effect on purchase intention ($\beta = 0.172$, $t = 1.975$, $p = 0.049$), supporting H4. The availability of various accessible digital channels — including marketplaces, social media, and the official website — provides consumers with greater convenience and speed in accessing product information and conducting transactions, which directly encourages purchase intention. This is consistent with Kotler et al. (2017), who state that ease of access and convenience of transacting through digital channels enhance customer experience, ultimately promoting purchase intention. Sari and Nugroho (2022) and Putra (2022) also confirmed that digital channel optimization positively impacts purchase intention in the retail sector.

Effect of Customer Trust on Purchase Intention

Customer trust has the strongest positive and significant effect on purchase intention ($\beta = 0.710$, $t = 6.975$, $p = 0.000$; $f^2 = 1.227$, very large effect size), supporting H5. This confirms that customer trust is the primary determinant of purchase intention at Hilmi Optik Tasikmalaya. Consumers who trust the company — in terms of product quality, staff competence, and transaction security — are considerably more likely to intend to purchase. This finding aligns with Morgan and Hunt (1994) and Pavlou (2003), who emphasize that trust reduces uncertainty and risk perception, increasing purchase likelihood. Sari and Nugroho (2022), Putri and Ramadhan (2023), and Desyanata and Rivai (2024) all confirm the dominant role of customer trust in driving purchase intention.

Mediating Role of Customer Trust Between Price Competition Intensity and Purchase Intention

Customer trust fully mediates the effect of price competition intensity on purchase intention (indirect effect $\beta = 0.127$, $t = 2.394$, $p = 0.017$), supporting H6. Since price competition intensity has no significant direct effect on purchase intention but significantly affects customer trust, and customer trust significantly drives purchase intention, the mediation is classified as full mediation. This finding implies that competitive pricing influences purchase intention exclusively through the mechanism of trust formation. Consumers' perception of fair and competitive pricing builds trust in Hilmi Optik, which subsequently motivates purchase intention. This result aligns with Putri and Ramadhan (2023) and Sari and Nugroho (2022), who confirmed that customer trust is the primary mechanism bridging pricing perceptions and purchase intention.

Mediating Role of Customer Trust Between Digital Sales Channel Proliferation and Purchase Intention

Customer trust partially mediates the effect of digital sales channel proliferation on purchase intention (indirect effect $\beta = 0.366$, $t = 4.165$, $p = 0.000$), supporting H7. Since digital sales channel proliferation has both a significant direct and significant indirect effect on purchase intention, the mediation is partial. This finding confirms that digital channel management affects purchase intention both through direct consumer convenience and through trust formation. Sari and Nugroho (2022) found that customer trust mediates the effect of digital service quality on purchase intention in e-commerce, while Tjahjaningsih et al. (2024) found that digital experience builds e-trust, which subsequently promotes consumer loyalty and purchase intention.

5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the research findings and analysis, the following conclusions can be drawn: (1) price competition intensity has a positive and significant effect on customer trust at Hilmi Optik Tasikmalaya; (2) digital sales channel proliferation has a positive and significant effect on customer trust; (3) price competition intensity does not have a significant direct effect on purchase intention; (4) digital sales channel proliferation has a positive and significant direct effect on purchase intention; (5) customer trust

has a positive and significant effect on purchase intention and is the primary determinant of purchase intention; (6) customer trust fully mediates the effect of price competition intensity on purchase intention, indicating that price competition affects purchase intention only through trust formation; and (7) customer trust partially mediates the effect of digital sales channel proliferation on purchase intention, demonstrating that digital channels influence purchase intention both directly and indirectly through trust enhancement.

5.2 Recommendations

Based on the findings of this study, several practical recommendations are proposed for Hilmi Optik Tasikmalaya and similar SMEs. First, the company should adopt competitive pricing strategies that are transparent and perceived as fair, ensuring prices reflect genuine product value. Since price competition intensity influences purchase intention exclusively through trust, the emphasis must be on maintaining consistent price integrity rather than simply lowering prices. Second, the company should optimize and expand its digital sales channels — including marketplace platforms, social media accounts, and an official website — ensuring they are managed consistently, professionally, and responsively. Digital channel management should prioritize information completeness, transaction security, and active customer interaction to maximize trust-building effects. Third, given that customer trust is the strongest determinant of purchase intention, Hilmi Optik should implement systematic trust-building initiatives, including transparent product information, quality guarantees, professional after-sales service, and active reputation management through customer reviews and testimonials. Fourth, future research should extend the model to include additional variables such as service quality, customer satisfaction, brand image, and perceived risk, and should encompass broader multi-SME samples to improve generalizability.

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