



EXPLORING PSYCHOLOGICAL DETERMINANTS IN USING JASA TITIP WITH APPROACH OF A THEORY PLANNED BEHAVIOR AND PERCEIVED TRUST

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Article Information Abstract

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The purpose of this study is to explore Theory Planned Behavior with Perceived Trust for analyzing the behavior of consumers in the purchase decision making process of exclusive and inclusive products using jasa titip. The preliminary study determined that this service maintains the purchase of cheaper luxury products even though the local product has the same advantages. Following that, this study uses a quantitative method approach with Partial Least Square Structural Equation Modeling for the analysis data process to know about the perspective from the user of jasa titip. The result of this study confirms that attitude, subjective norms, perceived behavioral control, and perceived trust is a strong determiner from consumers while making a decision in purchasing exclusive products through the jasa titip. Thus, this study was interpreted as a theoretically and empirically studied in a new online shopping method on social media.

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INTRODUCTION

The issue about jasa titip (jastip) has arisen in this new era of online shopping strategy for purchasing fashion and beauty products (Ahdiat, A., 2017). Report from Badan Pusat Statistik (2023) described the fashion and accessories placed in 61-62 from 98 groups that included imported products. It is also aligned for the increased fashion industry of online shopping about 15.04% (Badan Pusat Statistik, 2022). CNBC reported that 422 cases were found in Indonesian Customs due to the intransparency from travelers who become the jastip providers bringing the consumption product from abroad. The most used reason from them because they don't want to get additional taxes from the regulator for the product pricing strategy. Jastip services is a new business model in entrusting product from shopping center or mall and even other countries with maximizing the social media (Bere et al., 2021; Kurniasih, 2019; Kusumastuti, 2020; Syauqina et al., 2022). This new business model does not provide a lot of capital due to the online marketing strategy and half or full payment

system when ordering (Adillah et al. 2019). Other strategy of this business is the providers make an engagement with their potential customer through online community in WhatsApp which give the live shopping activities and give direct feedback to their customers while transactions process (Mufti et al., 2019). The previous study from Kurniasih (2019) explained the customer recognize their needs based on several factors, such as individual, environment and act of impulsive buying. Customers will find out their needs and continue to find the jastip services through Instagram accounts. Afterwards, customers will contact them by leaving a comment in their jastip providers' account (public channel) or contact through WhatsApp (private channel). Then, if the customers feel strong matches about the product information they continue to make a purchase decision. Mostly, a customer's decision is impacted by the personal trust from the customers. The post-purchase aspect leads whether satisfied-or-not.

This study is still not widely available in the academic field, especially in the specific

discussion of consumer behavior in its use. Following the limitation study of jastip services issue, this study does more investigation about the impact of jastip services especially the behavior from customers who have been using the services. This study gathered the preliminary online survey from ≥ 18 years old in Jabodetabek and Bandung who have at least once experience in using jastip services to know about customer awareness and experiences in using this service. The result of the 53-respondent in this e-survey reported that consumers using jastip for hand-carrying their product is maximum 5 times a year (86.8%), their product preferences is from abroad (67.9%), and mostly they discover the services through Instagram (69.8%). The most reasonable in using jastip services because the consumer get cheaper price (34%), they have trust in the service providers (32.1%), and consumers can get the updated product easily which can be purchased (15.1%).

Hypotheses Development

Analyzing the consumers perspective after using jastip services enhanced by the Theory of Planned Behavior (TPB). TPB is used in various sectors like tourism, waste management, medical, and marketing analysis. TPB helps the author to do more study about consumer behavior regarding the attitude (ATT), subjective norms (SN), perceived behavioral control (PBC), and intention (INT) (AlGhamdi et al., 2022; Bakar et al., 2022; Cohen et al., 2025; Najafi et al., 2025; Peña-García, 2020; Razaei et al., 2025). Attitude is a principal review from customers about like-or-dislike, agree-or-disagree, positive-or-negative situation before they gain a motivation to response (Aisyah and Sesunan, 2024; Garcia-Salirrosas, 2025; Najafi et al., 2025). The minimum information gathered by customers lead to the lack of awareness of some issue. Subjective norms are socio-demographic aspects from external sources such as family, friends, age, educational background, occupation, income, government regulations etc. Perceived behavioral control is internal analysis about the ease or difficulties regarding the intellectual point of view from the customers in using some technology or media (Muhibbin et al., 2024; Najafi et al., 2025). Perceived behavioral control leads to the sense of readiness and flexibility from consumers to adapt or use or consume.

Intention of purchasing defined as response from the customer's ability to perform the behavior (Pusparini et al., 2024). Purchase intention is also a theory focusing on the outcome from consumers who have a readiness to give detailed experience towards the consumptions after analyzing the process through their resources. Komalasari et al. (2024) explained that purchase intention determiner are: (1)

Transactional interest where the potential customers is ready to make an order, (2) Referential interest where the internal evaluation of the product and service impact to the honest review after consumption process, (3) Preferences interest is a fundamental tastes of consumers which directing options in placing orders, (4) Exploratory interest where the consumers give a in-depth analysis about the desired product or services.

Additionally, as mentioned above that consumers of jastip services are having trust as a fundamental condition in purchasing, this study adds the perceived trust (PT) in expanding the TPB. Trust is a confidence from customers in consuming the products and services. (Aisyah and Sesunan, 2023; Martinović et al., 2024). Probability of consumers would make an order is because of the trust for the sellers, especially in online shopping methods. In this sector, trust builds up from the reliable information provided by the marketer or seller (Martinović et al., 2024). Perceived trust enhances the consumer's intention of using the product and service if they achieved the secure aspect, accuration of information, and credible reputation about the product and service providers (Chen et al., 2024).

Martinović et al. (2024) determined that PT significantly impacted the consumer's attitude in online shopping behavior and also strongly increased the intention of purchasing. A study from Belmonte et al. (2025) marked that PT is important in online marketing strategy to robust the confidence of consumption from customer's perspective. Chan et al. (2025) and Ezeudoka and Fan (2024) overcame that PT gives consumers confidence and integrity in using a system of online shopping method under risk awareness. By those existing study, the formulated hypotheses in this study:

- H1:** Perceived trust impacts the consumer's attitude regarding the use of jastip services.
- H2:** Perceived trust increases the intention to purchase using jastip services.

Study from Pahrudin et al. (2021), defined that the ATT and PBC strongly influenced the visiting intention in post-pandemic Covid-19. On the other hand, SN does not affect the visiting intention in the tourism industry. Garcia-Salirrosas (2025) has modified the TPB to analyze the willingness of healthy-food-consumption while the ATT and PBC increased the intention to consume healthy food. In the tourism sector, TPB was used by Jana et al. (2025) to investigate the tourism practices. This study clarified that ATT, SN, and PBC have significantly supported the purchase intention in sustainable tourism hospitality. Also, elaborated the enhancement of consumer's intention in using luxury products

which are segmented by the pricing system and market demand. For environment sustainability management, TPB used by Cohen et al. (2025) revealed that ATT, SN, and PBC in waste management intentions in the residential domain. Sudarsono et al. (2022) also using TPB for analyzing the intention of using vaccine Covid-19 which turns out 3-main aspects from this theory become strong determiners.

Previous study from Aisyah and Sesunan (2023) determined the ATT and PBC strongly impact the INT in using e-banking system in Indonesia, align with the study from Syamsuar et al. (2023) explored that a whole TPB aspect strongly influence the intention of using online banking system. Liu et al. (2025) described that intention in purchasing organic food impacted by the attitude from consumers. According to the prior studies, here are constructed hypotheses for this study:

- H3:** Attitude from consumers influences the intention in using jastip services.
- H4:** Subjective norms impact the intention to use jastip services.

H5: Perceived behavioral control enhances the intention to use jastip services.

Intention is part of consumer's decision-making processes whether to perform or not perform, and to acknowledge product and service as responses (Burhanudin, B. and Septianti, F. D., 2024). This study is about the process from consumers in making an order through the jastip services. Study from Peña-García et al. (2020) and Fayyaz et al. (2025) found that intention is a strong determiner to analyze the consumer behavior in online shopping strategy. In line with the previous study, here is a hypothesis formed in this study:

H6: Intention of purchasing impacts the consumer behavior after using jastip services.

By all circumstances, this study approaches several hypotheses to be analyzed in regard to the jastip services' consumer perspective. The conceptual framework specified in Figure 1 below.

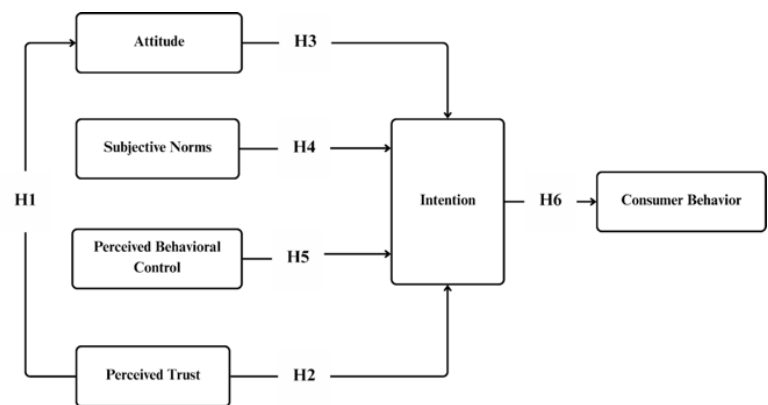


Figure 1. Conceptual Framework

METHOD

This study consists of a quantitative method which uses Structural Equation Modeling Partial Least Square (SEM-PLS) to overcome a behavior of consumers in regard purchasing exclusive products by hand-carrying online shopping method. The online survey was distributed to all provinces in Indonesia and gathered the data with purposive technique samplings. Report from Kompas.com (2024), the population of Indonesian citizens is 281,603,800 at the end of 2024. This study conducts the Slovin's Theory for selecting the total of samples using 10% of error due to the wide range regions (Sugiyono, 2013). Here is the calculation to firm the total population in this study:

$$n = \frac{N}{1 + N e^2}$$
$$n = \frac{281,603,800 \cdot 1}{1 + (281,603,800) (0.1)^2}$$
$$n = 99.99996449 \approx 100 \text{ respondents}$$

Following the theory from Hair et al. (2011), this quantitative study consists of validity, reliability, and hypothesis testing. Validity testing divided into 2-step, such as Convergent Validity and Discriminant Validity. Those tests purposing on measuring instruments in this research. The Convergent Validity assesses the Factor Loadings and Average Variance Extracted (AVE) with each value of them should 0.7 or higher (AlGhamdi, et al., 2022; Sürücü, L. & Maslakçı, A, 2020). Second, testing the instrument with the Discriminant Validity into 2-stages which are Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). The Fornell-Larcker Criterion must define the AVE's square root is higher than each construct's correlation of the model. The HTMT testing to analyze ratio within the construct correlation with the value <0.9 (AlGhamdi, et al., 2022; Hair et al., 2011). Reliability testing in this study overcomes the Cronbach's Alpha Coefficient and Composite Reliability with each value of the should >0.7 (AlGhamdi, et al., 2022; Hair et al., 2011,

Pahrudin et al., 2021; Syamsuar et al., 2024). Following the steps, hypothesis testing is important in this study due to the purpose is to conquer of each constructed model before. First, the path coefficient testing reveals the p-values (<0.05) (AlGhamdi et al., 2022); Pahrudin et al., 2021; Sürücü, L. & Maslakçı, A, 2020), t-values and significant level for two-tailed testing by the bootstrapping method in SmartPLS Ver. 4 (Hair et al., 2011). R^2 testing also important to this study as an analysis for measuring the strength among hypothesis in detail dependent variable construct. R^2 categorized into 0.75 (substantial relation), 0.50 (moderate relation), and 0.25 (weak relation) (Hair et al., 2011). Second, testing the Effect Size (f^2) with a purpose to evaluate if some independent variables are removed from the construct how might the effect on the dependent variables. The categorized conditions of f^2 are 0.02 (small impact), 0.15 (moderate impact), and 0.35 (strong impact). Then, researchers continue to analyze Predictive Relevance (Q^2) with a Blindfolding Method in SmartPLS Ver. 4. It has a purpose to examine the strong construct's prediction into several dependent variables with the value of the test should >0 . If the test meets the threshold, it means exogenous constructs have a predictive relevance into endogenous constructs (Hair et al., 2011). Last, the study defines a mediating model testing to: (1) Perceived Trust \rightarrow Attitude \rightarrow Consumer Behavior; (2) Perceived Trust \rightarrow Intention \rightarrow Consumer Behavior; (3) Attitude \rightarrow Intention \rightarrow Consumer Behavior; (4) Subjective Norms \rightarrow Intention \rightarrow Consumer Behavior; and (5) Perceived Behavioral Control \rightarrow Intention \rightarrow Consumer Behavior.

RESULT AND DISCUSSION

After conducting the online survey, this study defines the demographic characteristic of the respondents. Table 1 shows that female respondents were female (63%) with the majority age range of respondents around 26-35 years old (54%). Turns out, the most users of jastip are from private sector employees (52%) followed by students (29%). They have educational background mostly from bachelor degree (67%) with the total income in a month around Rp6,000,000-Rp10,999,999 (50%). The 61% from respondents assessing that they are choosing jastip just for purchasing exclusive products from abroad by hand-carrying method ordered through Instagram (58%). According to the gender, age, occupation, and educational background, the research's respondents represent the young generation as for common users of jastip services. Using SmartPLS Ver. 4 helps the author graph a construct in Figure 2 below. After assessing the Validity Testing and Reliability Testing, Table 2 represents each value of the test. there are several items under 0.7 such as CB7 (0.695), CB8 (0.469), CB9 (0.663), INT7 (0.670), INT9 (0.643), INT10

(0.638), INT11 (0.691), and INT12 (0.551). And to strengthen this analysis, the author follows the study from the outer loading from this instrument in CB8 at 0.469 and INT12 at 0.551 is under the threshold.

Following the study from Hair et al. (2011), the value in outer loading about 0.4-0.7 should not be removed from the item if the scale of CR is higher than 0.7. Due to the CR in this study is above 0.7, it means that CB8 and INT12 can still be used for this research. Followed the steps, Fornell-Larcker and HTMT value define in this study which explained in the Table 3 and Table 4 below. In Table 4 pictured that each construct in this study has HTMT value under 0.9, it confirmed the strength in this study is valid to be used as a research instrument. As mentioned before, the path coefficient is important for hypothesis testing. Table 5 represents the result of this test. Following the theory from Hair et al. (2011) for analysing the data gives an outcome which are perceived trust from consumers is not a determiner ($p\text{-value}>0.05$; $t\text{-value}=1.955$; significance level=10%) for attitude toward the internal evaluation process in purchasing the luxury product by using jastip service method. This is contradictory with study from Martinović et al. (2024) and Belmonte et al. (2025) in online shopping business model.

Also, it is aligned in Ly, B. and Ly, R (2022) which find that the attitude of adaptation in using new technology is strongly affected by the perceived trust from the consumers. On the other hand, perceived trust, turns out, as a strong determiner for the intention ($p\text{-value}<0.05$; $t\text{-value}=6.804$; significance level=1%) of using jastip services for purchasing consumer's desired-luxury-product. This finding is consistent with the Chan et al. (2025) and Ezeudoka and Fan (2024) which state that perceived trust strongly impacts the intention to purchase. And this finding also aligns with the study from Tan et al. (2025) states that perceived trust increases the intention of using new technology. Furthermore, the fundamental Theory Planned Behavior is a strong determiner for the intention of using jastip services. Attitude helps consumer's intention to make a purchase towards jastip services ($p\text{-value}<0.05$; $t\text{-value}=7.784$; significance level=1%). It aligns with the study from Liu et al. (2025) and Garcia-Salirrosas (2025) whose intention to consume organic-healthy food is strongly affected by the attitude from consumers. Also, line up with studies from Pahrudin et al. (2021) in the tourism sector and Cohen et al. (2025) in the waste management sector.

Consumers analyze the services whether it is a favourable-or-unfavourable and valuable-or-invaluable online shopping method. Their own perspectives motivate more to process the internal evaluation about jastip services. Subjective norms from potential consumers to evaluate the jastip service increase their intention to use the

facilitation (p-value<0.05; t-value=5.274; significance level=1%). It aligns with several studies from various industries like study from Jana et al. (2025) in tourism practices, Cohen et al. (2025) for waste management practices, and Syamsuar et al. (2023) as study for intention in using new technology for academic practices. Furthermore, the intention of using jastip services in this study's result is supporting the Peña-García et al. (2020) in online shopping strategy in which intention from customer to buying is becoming the strong determiner for consumer behavior. Also supporting the study from Fayyaz et al. (2025) states that the Intention to purchase strongly impacts the behavior from consumers buying in the online shopping method. Somehow, consumers are not capable of using the jastip services or not. So, subjective norms help to influence the intention of using jastip services towards the recommendations from consumer's relatives. Their colleagues give the direct satisfied review after getting the product they bought through the hand-carry-services. After getting some honest reviews from their relatives, consumers make their own in-depth analysis about the personal characteristics from jastip providers.

Consumers want to know in detail about the shopping schedule arranged by the jastip providers and the explanation about the exclusive product additional with the ranging up of the promotion aspects. Another psychological determiner is perceived behavioral control. The perceived behavioral control contributes to the intention of using jastip services strongly (p-value<0.05; t-value=3.454; significance level=1%). These findings are relevant with the study from other industries like study from Aisyah and Sesunan (2023) in intention of use of new technology for the banking sector. Also, study from Pahrudin et al. (2021) and Jana et al. (2025) in the tourism industry. Aspects of self-efficacy and facilitators in perceived behavioral control become main 2-aspects in the internal analysis process. Consumers know that they are able to make an exclusive order by jastip services. They are provided by the ease of technology and financial conditions. Even Though the luxury brand is known as a high-price product, consumers know how to get the cheaper price by the detailed promotion and option of providers towards joined-jastip-community. The trend in society can be seen easily by using social media, especially Instagram.

As a result, the demographic aspect of this study is to classify the specific users as young people, it is aligned with the social media consciousness in utilizing the online shopping technology. Intention of using jastip services increase the behavior from customers to make a purchase about their desired luxury product (p-value<0.05; t-value= 4.979; significance level=1%). These findings align with the Peña-García et al. (2020) in online shopping strategy in which intention from customer to buying is becoming the strong determiner for consumer behavior. Also aligns with the study from Fayyaz et al. (2025) states that the intention to purchase strongly impacts the behavior from consumers buying in the online shopping method. The interest of transactional, referential, preferences, and exploratory process define the consumers to rounding up the decision in making the purchase order through the jastip services (AlGhamdi et al., 2022; Pahrudin et al., 2021; Süřüçü, L. & Maslakçı, A, 2020). Subsequently, the R² testing in this study defines the strength in each model (Table 6) (AlGhamdi et al, 2022 & Hair et al. 2011). Attitude has weak relation in the predicted constructs with value at 0.75, consumer behavior has moderate relation withtin the constructs with value at 0.634, and intention is being the strongest items in between others due to the value at 0.814. Additionally, in this study the effect size of these constructs is at various levels (Table 7).

Following the theory from Hair et al. (2011), Attitude strongly impacts the intention as a dependent variable with the value at 0.646. Intention strongly affects the consumer behavior in using jastip for buying the exclusive product from abroad (1.129). It is aligned with the path coefficient testing which finds that intention becomes the determiner for impacting the consumer behavior. Perceived trust increases the intention in using jastip services as dependent variables in the constructs (0.566). Moreover, subjective norms strongly increase the intention of purchasing using the jastip services from consumers' perspectives (0.543). Following the steps, the study explores the Blindfolding and Predictive Relevance (Q²) for analyzing the prediction of how strong the dependent variable within the component with the value of each construct should present a value greater than 0 (Hair et al, 2011) (Table 8). Turns out, this study shows that attitude (0.059), consumer behavior (0.425), and intention (0.751) have strong constructs to predict the several variables.

Table 1. Demographic of Respondents

Characteristics	Description	Frequency	Percentage
Gender	Male	33	33%
	Female	67	67%

Age	≤25 years old	29	29%
	26-35 years old	54	54%
	≥36 years old	17	17%
Occupation	Private sector employee	52	52%
	Entrepreneur	3	3%
	Student	29	29%
	Civil Servant	7	7%
	Homemaker	8	8%
	Other	1	1%
Educational background	Senior high school	23	23%
	Bachelor's degree	67	67%
	Master's degree	8	8%
	Doctorate's degree	2	2%
Total income per month	≤Rp,5,999,999	37	37%
	Rp6,000,000-Rp10,999,999	50	50%
	≥Rp11,000,000	13	13%
The most social media used for explore jastip	Instagram	58	58%
	X	16	16%
	WhatsApp	5	5%
	TikTok	19	19%
	Telegram	2	2%
	Other	0	0%

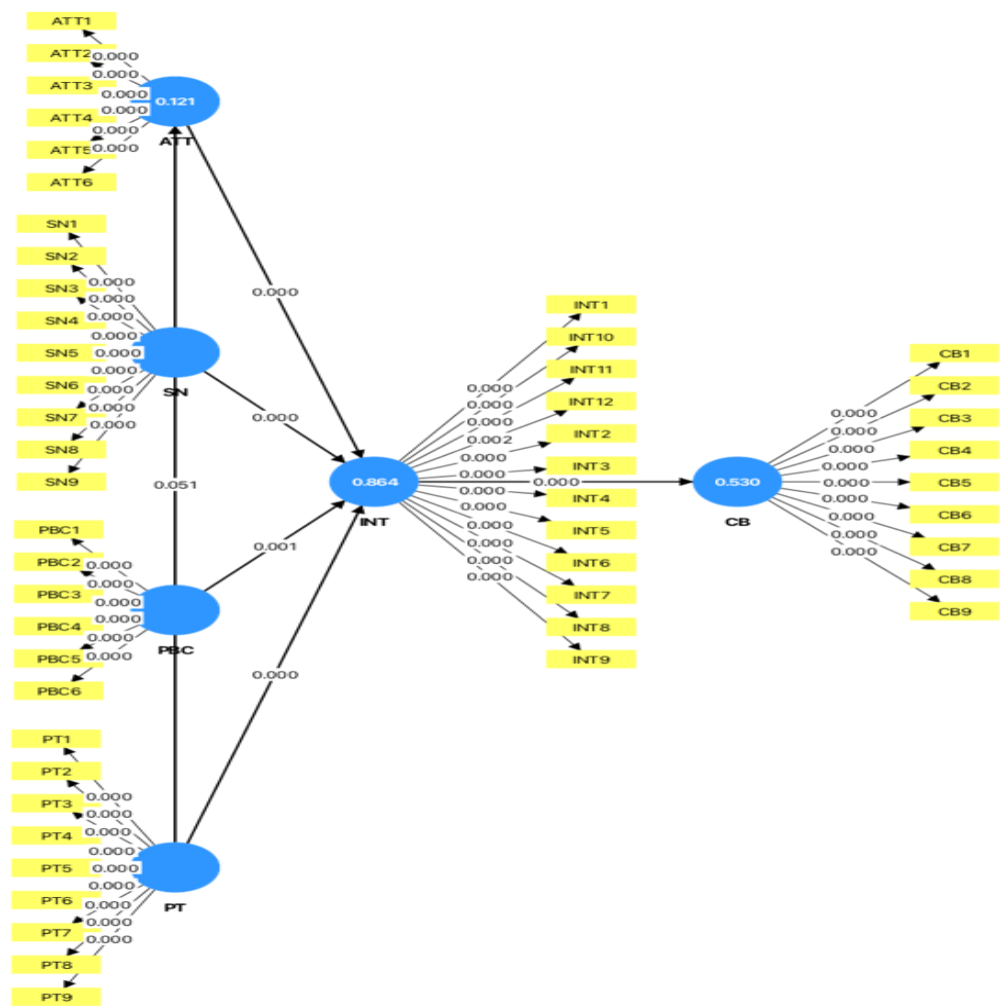


Figure 2. Research Construct

Table 2. Convergent Validity and Discriminant Validity

Code		Factor Loadings	CA	CR (rho_A)	CR (rho_B)	AVE
Perceived Trust	PT1	0.819	0.929	0.931	0.94	0.636
	PT2	0.786				
	PT3	0.791				
	PT4	0.818				
	PT5	0.823				
	PT6	0.79				
	PT7	0.762				
	PT8	0.814				
	PT9	0.777				
Attitude	ATT1	0.841	0.906	0.909	0.927	0.681
	ATT2	0.835				
	ATT3	0.752				
	ATT4	0.806				
	ATT5	0.841				
	ATT6	0.871				
Subjective Norms	SN1	0.791	0.932	0.936	0.943	0.648
	SN2	0.803				
	SN3	0.81				
	SN4	0.84				
	SN5	0.805				
	SN6	0.777				
	SN7	0.831				
	SN8	0.808				
	SN9	0.778				
Perceived Behavioral Control	PBC1	0.828	0.891	0.904	0.916	0.647
	PBC2	0.883				
	PBC3	0.701				
	PBC4	0.839				
	PBC5	0.817				
	PBC6	0.799				
Intention	INT1	0.776	0.915	0.919	0.928	0.521
	INT2	0.779				
	INT3	0.845				
	INT4	0.766				
	INT5	0.706				
	INT6	0.728				
	INT7	0.67				
	INT8	0.796				
	INT9	0.643				
	INT10	0.638				
	INT11	0.691				
	INT12	0.551				

Consumer Behavior	CB1	0.736	0.894	0.905	0.915	0.55
	CB2	0.826				
	CB3	0.83				
	CB4	0.858				
	CB5	0.754				
	CB6	0.77				
	CB7	0.695				
	CB8	0.469				
	CB9	0.663				

Table 3. Fornell-Larcker Criterion

	ATT	CB	INT	PBC	PT	SN
ATT	0.825					
CB	0.533	0.742				
INT	0.707	0.728	0.722			
PBC	0.483	0.548	0.649	0.804		
PT	0.348	0.533	0.728	0.484	0.798	
SN	0.435	0.595	0.736	0.393	0.516	0.805

Table 4. Heterotrait-Monotrait Ratio

Construct	Heterotrait-Monotrait Ratio (HTMT)
CB ↔ ATT	0.597
INT ↔ ATT	0.774
INT ↔ CB	0.798
PBC ↔ ATT	0.528
PBC ↔ CB	0.618
PBC ↔ INT	0.703
PT ↔ ATT	0.367
PT ↔ CB	0.580
PT ↔ INT	0.784
PT ↔ PBC	0.522
SN ↔ ATT	0.471
SN ↔ CB	0.632
SN ↔ INT	0.781
SN ↔ PBC	0.422
SN ↔ PT	0.536

Table 5. Path Coefficient

Constructs		t-value	p-value	Conclusion
H1	PT → ATT	1.955	0.051**	Rejected
H2	PT → INT	6.804	0.000*	Accepted
H3	ATT → INT	7.784	0.000*	Accepted
H4	SN → INT	5.274	0.000*	Accepted
H5	PBC → INT	3.454	0.001*	Accepted
H6	INT → CB	4.979	0.000*	Accepted
Significant level of two-tailed testing: *p<0.05, **p>0.05				

Table 6. R² Testing

	R-square
ATT	0.081
CB	0.634
INT	0.814

Table 7. Effect Size Testing (f²)

	f ²
ATT → INT	0.646
INT → CB	1.129
PBC → INT	0.154
PT → ATT	0.138
PT → INT	0.566
SN → INT	0.534

Table 8. Blindfolding and Predictive Relevance (Q²)

	Q ² Predict
ATT	0.059
CB	0.425
INT	0.751

CONCLUSION AND RECOMMENDATION

This study reveals that the use of jastip service to purchase exclusive products from abroad is impacted from internal and external factors. In the analysis with the extended TPB, the intention to use these services is from 4-aspects from consumers such as perceived trust, attitude, subjective norms, and perceived behavioral control. Also, the intention to use it strongly impacts the consumer behavior in purchasing

those luxury products. It can be assumed that this business model is well-received in society. The hype of using jastip services is very common in female users with the range of age around 26-35 years old which they work mostly as private sector employees. Also, the background check from e-survey defines that users of jastip services are mostly from bachelor's degree. Supporting the aspect of subjective norms of knowledge background is impacting the intention of using jastip services. This study also defines that Instagram has become the most used social media for discovering the jastip services.

Additionally, in mediating variables there are examines the strength about each constructs which impact the whole concept in this study. There are: (1) ATT, SN, PBC are accepted to be a strong determiner to increase the intention to purchase, (2) PT is strongly impacted INT for purchasing exclusive product towards jastip services, and (3) INT strongly increase CB toward jastip services. This finding suggests potential consumers to make more analysis towards these services. Due to the attractiveness of using jastip services in society, consumers should look over the beneficial aspect in supporting their consumption, especially the exclusive-high-brand product from abroad. There is still no firm guarantee in purchasing by hand-carry system. Customers can explore more the jastip service by joining the community as a consideration for prioritizing jastip as a shopping method, especially products from abroad.

This study makes a new appearance for the business concept especially in the online shopping method provided by the jastip services in Indonesia which in the future would become the main option for online shopping method. To make form findings presented by this study, it is important to explore more about others perspectives in specific experts for this industry. Furthermore, the utilization of TPB with perceived trust used to encompass the analysis of consumer behavior perspectives. Future research can make more in-depth analysis towards the use of TPB collaborates with other comprehensive aspects for online shopping business model,

especially provided by the jastip services. It is important to play an essential role in shaping consumer behavior and should be suitable in future research plans.

Due to the several limitations, this study does not fully provide the consumer behavior of purchasing in using jastip services. The limitation comes from the randomly obtained data from all the provinces in Indonesia. It leads the study to the unspecific users of jastip services in a wide range region. For future research, there is a recommendation to use a balanced number of respondents in each region.

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