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**THE INFLUENCE OF CUSTOMER PURCHASE BEHAVIOR AND TRUST  
ON CORPORATE SUSTAINABILITY DIMENSION OF TOKOPEDIA  
BRAND REPUTATION IN SOUTH CIKARANG****Anis<sup>1</sup>****Universitas Pelita Bangsa, Bekasi, Indonesia**[Anisft18@gmail.com](mailto:Anisft18@gmail.com)**Retno Purwani Setyaningrum<sup>2</sup>****Universitas Pelita Bangsa, Bekasi, Indonesia**[Retno.purwani.setyaningrum@pelitabangsa.ac.id](mailto:Retno.purwani.setyaningrum@pelitabangsa.ac.id)

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**Abstract**

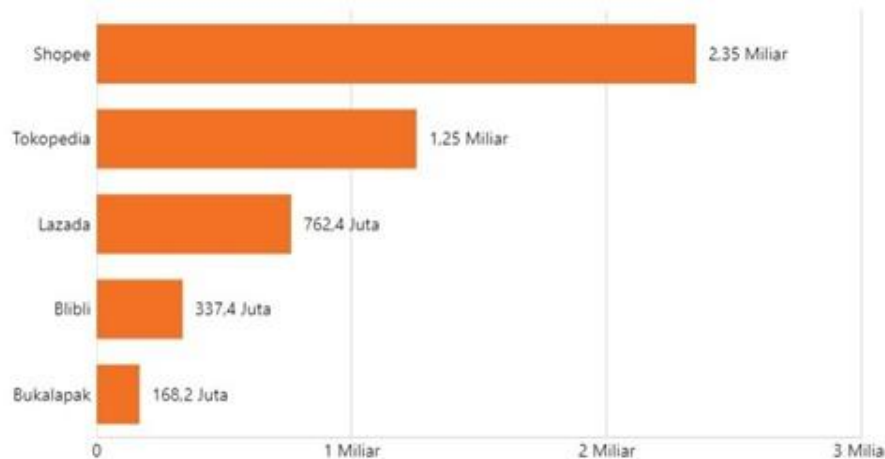
The rapid development of e-commerce in Indonesia has changed people's shopping behavior from conventional to digital, which has an impact on aspects of corporate sustainability, including brand reputation. Tokopedia as one of the leading e-commerce platforms, needs to understand the factors that influence the sustainability of its company, especially in terms of consumer purchasing behavior (Customer Purchase Behavior) and customer trust (Trust). The purpose of this study is to analyze the Influence of Customer Purchase Behavior and Trust on the Corporate Sustainability Dimensions of Tokopedia's Brand Reputation in South Cikarang. This study uses quantitative methods, The population in this study was Tokopedia e-commerce users, totaling 134 people. The sample used was a saturated sample, namely using the entire population as a sample of 134 respondents. Data processing used the SmartPLS version 3.0 analysis tool. The results of the analysis obtained were reputation Tokopedia in South Cikarang. Trust does not have a positive effect on Tokopedia's brand reputation in South Cikarang. Customer purchasing behavior does not have a positive effect on corporate sustainability through the mediation of Tokopedia's brand reputation in South Cikarang. Trust does not have a positive effect on corporate sustainability through the mediation of Tokopedia's brand reputation in South Cikarang.

**Keywords:** Customer Purchase Behavior, Trust, Brand Reputation, Corporate Sustainability



## INTRODUCTION

The advancement of the digital technology era supports increasingly modern consumer shopping methods, this is in accordance with various events that exist in society today, one of which is offline shopping, which has changed to online shopping. Online shopping is a process where consumers directly buy goods, services, and other items from a seller interactively and in real-time without an intermediary medium via the internet (Mujiyana & Elissa, 2018). Indonesia is experiencing a very rapid e-commerce business; there are so many e-commerce options in Indonesia that consumers have various purchasing decisions on a product or service they are looking for.



**Figure 1.**

### **The Most Visited E-Commerce Site in Indonesia in 2024**

Source: (Databox, 2024)

Based on the image above, from January to December 2023, the Shopee site cumulatively reached around 2.3 billion visits, far surpassing its competitors. The Tokopedia site reached around 1.2 billion visits, and the Lazada site 762.4 million visits in the same period. Meanwhile, the BliBli site reached 337.4 million visits, and the Bukalapak site 168.2 million



visits. The development of e-commerce in Indonesia makes it easier for sellers to market their products online. One example of e-commerce that is developing in Indonesia is Tokopedia.

Table 1.

Tokopedia Corporate Sustainability Pre-Survey Data in South Cikarang

No	Statement Items	Results		Results	
		Yes	No	Yes	No
1	Tokopedia has a positive impact on economic growth by creating business opportunities and jobs for the surrounding community.	14	16	46.7%	53.3%
2	Tokopedia maintains good relations with the community and is actively involved in social activities in the areas around its operations.	11	19	36.7%	63.3%
3	Tokopedia is committed to environmental preservation through environmentally friendly work practices such as waste reduction	15	15	50%	50%



	and energy efficiency.				
<b>Average Score Total</b>				<b>44.7%</b>	<b>55.3%</b>

Source: Processed Primary Data, 2025

Based on Table 2, the results of a pre-survey of 30 respondents in South Cikarang showed that 44.7% of respondents agreed with the implementation of corporate sustainability by Tokopedia, while 55.3% of other respondents disagreed or doubted its implementation.

This shows that the implementation of corporate sustainability by Tokopedia in South Cikarang is still not fully optimal and needs to be improved, both in terms of economic contribution, social involvement, and commitment to environmental preservation.

Tokopedia is one example of the results of global development that can have an impact on the environment and human welfare. It has an impact on behavioral changes in people's habits when shopping. Consumer behavior is closely related to sustainability. Consumer choices to buy environmentally friendly or sustainable products or services, for example, have a significant impact on environmental and economic impacts. Consumer awareness of sustainability encourages them to choose more sustainable products, which in turn encourages companies to develop more environmentally friendly products and services.(Ariestania & Adriyanto, 2024). Consumer behavior refers to the psychological and emotional responses of consumers to a particular product or service which includes preferences, attitudes, and tendencies to purchase or use the product.(Schiffman et al., 2019). Each individual has different behavior in consuming goods or services.(Fauji et al., 2023).



In terms of sustainability, consumer behavior has shifted towards being more environmentally conscious, with many consumers now looking for products that support environmental conservation efforts according to research from (Karmela et al., 2021) regarding consumer behavior influenced by green marketing, especially in the context of preferences for environmentally friendly products.

Several studies have shown that companies with strong sustainability performance tend to have better reputations, lower risks, and more stable financial performance in the long term. (Yulia Utami, 2024). This shows that sustainability disclosure can affect trust. The influence of sustainability reporting on investor trust is complex and not direct. There are various factors that influence how investors understand and assess sustainability information provided by companies. One of the main factors is the quality of the disclosure itself. Information that is presented clearly, transparently, and based on data will generally be more trusted. (Irshak Aditya Ramadhan, 2022). On the other hand, if disclosure is vague, incomplete, or appears to be fabricated, where the company appears to be trying to manipulatively shape public perception of its environmental performance, this can actually reduce the level of trust (Prashella et al., 2021).

Study (Alifan, 2024) states that customer purchase behavior has a positive and significant effect on corporate sustainability. Supported by research (Srimulyana et al., 2021), which also reveals the influence between customer purchase behavior and corporate sustainability. However, there is a gap between previous researchers, namely,



according to (Adila, 2022) customer purchase behavior has a negative influence on corporate sustainability. These results are in line with research (Khasanah & Suprapti, 2025), which states that there is no significant influence of customer purchasing behavior on corporate sustainability.

Corporate sustainability not only influenced by customer purchasing behavior, influences such as trust are also studied for their relevance. According to (Wicaksono & Darpito, 2023) trust has a positive influence on corporate sustainability. The results of the study (Herlambang & Rachmawati, 2023) state that the influence of trust on sustainability is very high, as evidenced by research results that have a positive and significant influence. This statement is different from research (Junedi et al., 2022), which states that trust does not influence corporate sustainability. Supported by research (Nurhadi & Azis, 2018), who have a similar opinion that trust has no significant effect on corporate sustainability.

The research gap above makes the author intend to re-examine the relationship between these variables. In the process, the researcher found that brand reputation can be a bridge between customer purchase behavior and corporate sustainability, as well as between trust and corporate sustainability, based on research conducted by (Wulandari et al., 2023). Therefore, the author decided to use the brand reputation variable as a mediating variable in this study.



## LITERATURE REVIEW

### Corporate Sustainability

According to (Deu, 2022), sustainability was first introduced by Meadows and his colleagues, who stated that society needs to prioritize social responses to environmental and economic issues. This social response is expected to be able to meet the needs of the current generation without sacrificing the capabilities of future generations. Over time, the concept of sustainability has developed and has begun to be applied in the realm of corporate sustainability. He explained that corporate sustainability refers to business and investment strategies that aim to improve business practices by balancing the needs of stakeholders in the present and the future. This concept emphasizes the importance of meeting stakeholder interests by considering the economic, social, and environmental dimensions of company performance.

Corporate sustainability is a company's ability to achieve corporate goals and increase long-term value, and can also improve business performance consistently and permanently by implementing economic, social, and environmental values as a corporate strategy (Fairus & Murwaningsari, 2023).

Corporate sustainability is a measure of the impact of corporate policies that include economic, environmental, social, and governance aspects on society. Corporate sustainability is defined as the sustainable development of a company based on three main principles, namely economic integrity, social justice, and environmental sustainability. (Eightten et al., 2022).

According to (Guang-Wen & Siddik, 2022), the following is an explanation of business sustainability based on the factors that influence it:



1. Economic Aspect.
2. Social Aspect.
3. Environmental Aspect.
4. Innovation Aspect.
5. Governance Aspect.

The corporate sustainability indicators, according to (Fairus & Murwaningsari, 2023) are:

1. Economy.
2. Social.
3. Environment.

### **Customer Purchase Behavior**

Behavior is the entire form of expression of an individual's life when interacting with their environment, both visible and hidden, and both conscious and unconscious.(Engka et al., 2021). According to(Khafidin, 2020)Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants.

Consumer behavior is a study that examines the processes that individuals, groups, and organizations go through in choosing, making decisions, purchasing, and using products in the form of goods, services, ideas, or experiences to fulfill their needs and desires.(Husna et al., 2022).

According to (Utami, 2020), factors that influence consumer behavior namely:

1. Preference.
2. Need.



3. Motivation.
4. Attitude towards a particular product or service.

According to (Tambunan, 2020), explains that 3 indicators influence consumer behavior in making decisions, namely:

1. Psychology

Psychology includes elements such as perception, motivation, learning processes, attitudes, and personality. Among these elements, attitudes and beliefs act as psychological factors that can influence consumer decisions in making purchases.

2. Situational

Situational factors include the condition of the facilities and environment where shopping takes place, the time of purchase, the purpose of using the product, and the situation when the transaction takes place. Shopping facilities can include parking areas, buildings, exterior and interior displays of the store, air conditioning systems, lighting, places of worship, and others. Meanwhile, shopping activities can be done in the morning, afternoon, evening, and night depending on consumer preferences.

3. Social and Cultural

Social and cultural factors include regulations or laws, family structure, reference groups, social status, and prevailing cultural values.

### **Trust**

According to (Kasinem, 2020) stating that trust is the willingness to rely on another party who has been trusted. According to (Deviaudria & Andarini, 2023) states that trust is the belief that a service provider can establish a long-term



relationship with a customer, as well as the willingness or belief of the exchange partner to establish a long-term relationship to produce positive work.

According to (Fadilah et al., 2023), Consumer trust can be defined as a company's willingness to rely on its business partners. This is influenced by various interpersonal and interorganizational factors, such as perceptions of the company's competence, integrity, honesty, and goodwill. The factors that influence a person's tendency to trust are:

1. Level of extroversion/neuroticism
2. Participation in religion
3. Family interaction
4. Gender

According to (Gemilang & Sutedjo, 2023), there are four indicators in the trust variable, namely:

1. Reliability

Reliability is the degree of consistency seen from a series of measurements. This concept is used to assess the extent to which a company is able to maintain the stability of its performance over time.

2. Honesty

The way companies or marketers deliver and provide products or services that are in line with the information that has been conveyed to consumers.

3. Concern

Companies or marketers who consistently provide the best service to their consumers, accept every complaint openly, and always put consumers first.

4. Credibility



The ability or advantage that a company or marketer has in building and strengthening consumer trust.

### **Brand Reputation**

According to (Suroto, 2022), Brand reputation is a general assessment of a brand issued by a company, where the brand carries the company's name. Brand reputation is a term that describes the consumer's attitude towards a brand that is good and trustworthy. This reputation is defined as the consumer's perception of the quality of the product associated with the brand name (Rifki Ramadhan et al., 2023).

Reputation is one of the important points of success that a company has achieved due to its focus on business. Brand reputation is a general assessment of a brand issued by a company, where the brand carries the company's name (Dick et al., 2020). A brand's reputation is influenced by several factors, including:

1. Memorability (easy to remember),
2. Uniqueness,
3. Personality (reflects the wearer's personality and follows trends).

According to (Rifki Ramadhan et al., 2023), there are four indicators of brand reputation, namely:

1. Relevance

Consumers consider that accurate and appropriate information helps them make easier decisions about the available choices.

2. Trust

Consumers have confidence in the company so they feel protected when making purchases.

3. Credibility



A good level of company quality is an important factor in creating consumer trust.

#### 4. Confession

Consumers are able to identify and recognize the product brand.

### **Hypothesis Development**

#### **The Influence of Customer Purchasing Behavior on Corporate Sustainability**

According to previous research that has discussed the influence of customer purchasing behavior towards corporate sustainability, including in the results of research conducted (Alifan, 2024) states that customer purchase behavior has a positive and significant effect on corporate sustainability. According to (Srimulyana et al., 2021) which also reveals the influence between customer purchase behavior and corporate sustainability. This research is inversely proportional to the research (Adila, 2022), Customer purchase behavior has a negative influence on corporate sustainability.

**H1:** It is suspected that customer purchasing behavior has an effect on corporate sustainability.

#### **The Influence of Trust on Corporate Sustainability**

According to previous research that has discussed the influence of trust on corporate sustainability, including the results of research conducted (Wicaksono & Darspito, 2023), trust has a positive influence on corporate sustainability. According to (Herlambang & Rachmawati, 2023) which states that the influence of trust on sustainability is very high, as proven by the results of research that has a positive and significant influence. This research is inversely proportional to research (Junedi et al., 2022), which says that trust does not influence corporate sustainability.



**H2:** It is suspected that trust has an effect on corporate sustainability.

### **The Influence of Brand Reputation on Corporate Sustainability**

According to previous research that has discussed the influence of brand reputation on corporate sustainability, including the results of research conducted (Permatasari et al., 2022) stated that brand reputation has a positive influence on corporate sustainability. According to (Deccasari et al., 2024) stated that brand reputation has a positive influence on corporate sustainability.

**H3:** It is suspected that brand reputation influences corporate sustainability.

### **The Influence of Customer Purchasing Behavior on Brand Reputation**

According to research that has discussed the influence of customer purchase behavior towards brand reputation, including in research conducted (Sitanggang & Wisdom, 2024), States that influence customer purchase behavior have a positive influence on brand reputation. According to (Mario et al., 2023) States that influence customer purchase behavior have a positive influence on brand reputation.

**H4:** It is suspected that customer purchasing behavior affects brand reputation.

### **The Influence of Trust on Brand Reputation**

According to research that has discussed the influence of trust on brand reputation, including research conducted (Hijrayah et al., 2022) states that trust has a significant influence on brand reputation. This research is inversely proportional to the research (Hijrayah et al., 2022) states that trust does not have a significant influence on brand reputation. Based on this description, the hypothesis can be formulated as follows:

**H5:** It is suspected that trust has an effect on brand reputation.



### **The Influence of Customer Purchasing Behavior on Corporate Sustainability Through Brand Reputation Mediation**

According to research that has discussed the influence of customer purchasing behavior towards corporate sustainability through brand reputation mediation, including in research conducted (Khawari & Edastama, 2025) stated that customer purchasing behavior has no influence and is not significant towards corporate sustainability. Research (Adi & Fitriyah, 2024) states that brand reputation does not have a positive effect on corporate sustainability. Based on this description, the hypothesis can be formulated as follows:

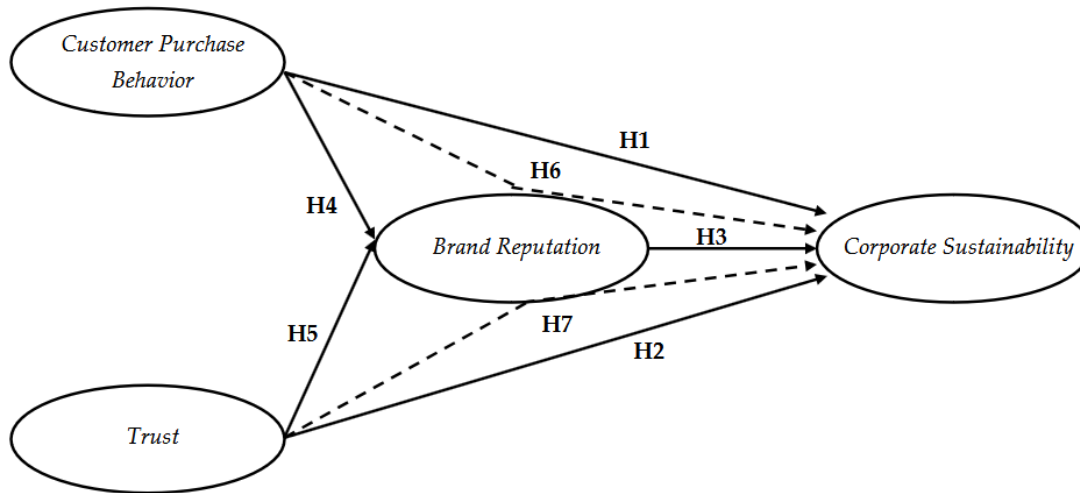
**H6:** It is suspected that customer purchase behavior influences corporate sustainability through brand reputation mediation.

### **The Influence of Trust on Corporate Sustainability Through Brand Reputation Mediation**

According to research that has discussed the influence of trust towards corporate sustainability through brand reputation mediation, including in research conducted (Akhsan & Firmialy, 2024) states that trust has no influence and is not significant towards corporate sustainability. Research (Adi & Fitriyah, 2024) states that brand reputation does not have a positive effect on corporate sustainability. Based on this description, the hypothesis can be formulated as follows:

**H7:** diduga trust berpengaruh terhadap corporate sustainability melalui mediasi brand reputation.

The framework of thought in this research is as described below:



**Figure 2.**  
**Research Framework**  
Source: Researcher

## RESEARCH METHOD

Research methods the author uses quantitative research methods. According to (Gemilang & Suttedjo, 2023), Quantitative research is a scientific approach that focuses on achieving results in the form of objective, definite, and measurable conclusions and is generally carried out through hypothesis testing. This approach tends to describe reality into separate elements and analyze relationships between limited variables, to produce generalizations that can be used to predict or control certain phenomena. The population in this study was 134 Tokopedia e-commerce users. The sample used was saturated, namely, using the entire population as a sample of 134 respondents. Data processing used the SmartPLS version 3.0 analysis tool.



## RESULTS AND DISCUSSION

### Validity Test

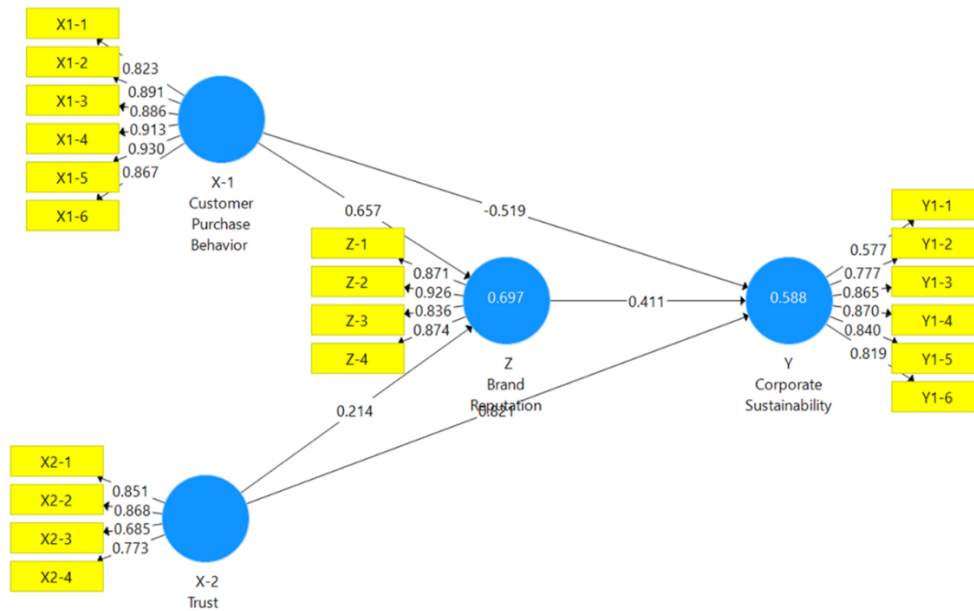
Research indicators will be considered valid if they have an outer loading value above 0.7 on each instrument. However, an outer loading value of 0.5 is still considered sufficient. When the outer loading value is < 0.5, the question item must be removed. However, some use the guideline <0.6, so the statement item must be removed (Hamid & Anwar, 2019).

**Table 2.**  
**Outer Loading**

Variables	Indicator	Outer Loading	Validity
Customer Purchase Behavior (X1)	X1-1	0.823	Valid
	X1-2	0.891	Valid
	X1-3	0.886	Valid
	X1-4	0.913	Valid
	X1-5	0.930	Valid
	X1-6	0.867	Valid
Trust (X2)	X2-1	0.851	Valid
	X2-2	0.868	Valid
	X2-3	0.685	Valid
	X2-4	0.773	Valid
Brand Reputation (Z)	Z-1	0.871	Valid
	Z-2	0.926	Valid
	Z-3	0.836	Valid
	Z-4	0.874	Valid
Corporate Sustainability (Y)	Y1-1	0.577	Valid
	Y1-2	0.777	Valid
	Y1-3	0.865	Valid
	Y1-4	0.870	Valid
	Y1-5	0.840	Valid

	Y1-6	0.819	<b>Valid</b>
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Source: Research data processed by SmartPLS, 2025

**Figure 3.**

### Outer Loading

Source: Research data processed by SmartPLS, 2025

Based on the table above, it shows that the value of the research variables has an average external load factor value above 0.5, so it can be concluded that the indicators are well accepted and can be used in this study.

### Reliability Test

Reliability testing was conducted on 134 respondents as samples in this study. Reliability testing aims to assess whether the measurement results remain stable and consistent when the same instrument is used repeatedly. An indicator in a questionnaire can be considered reliable if the alpha coefficient value obtained exceeds 0.7.(Sakha et al., 2024).



Table 3. Reliability Test

Variables	Cronbach's Alpha	rho_A	Composite	Description
Customer Purchase Behavior (X1)	0.945	0.948	0.956	Reliable
Trust (X2)	0.808	0.825	0.874	Reliable
Brand Reputation (Z)	0.900	0.906	0.930	Reliable
Corporate Sustainability (Y)	0.881	0.881	0.912	Reliable

Source: Research data processed by SmartPLS, 2025

Based on Table 4, all variables obtained values above 0.70, which indicates that the trial conducted has a good level of reliability and validity. This further strengthens that the trial was successful based on the analysis conducted.

Hypothesis Testing

The results of the data analysis that have been carried out have a significant influence on proving the hypothesis in this study. Hypothesis testing is carried out by observing the T-statistic and P-value, where the hypothesis is considered accepted if the T-statistic exceeds 1.96 and the P-value is below 0.05 (Sabillah & Asnawi, 2024).

Table 4. Hypothesis Test Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Purchase Behavior → Corporate Sustainability	-0.519	-0.511	0.232	2.241	0.025
Trust → Corporate Sustainability	0.821	0.836	0.169	4.848	0.000
Brand Reputation → Corporate Sustainability	0.411	0.393	0.208	1.977	0.049



Customer Purchase Behavior→Brand Reputation	0.657	0.651	0.134	4.908	0.000
Trust→Brand Reputation	0.214	0.220	0.131	1,635	0.103
Customer Purchase Behavior→Brand Reputation→Corporate Sustainability	0.270	0.253	0.149	1,810	0.071
Trust→Brand Reputation→Corporate Sustainability	0.088	0.089	0.072	1.223	0.222

Source: Research data processed by SmartPLS, 2025

### Customer Purchasing Behavior Towards Corporate Sustainability

In the results of the first hypothesis test, the influence of customer purchasing on corporate sustainability produces a P value of 0.025. This result is smaller than 0.05 ( $0.025 < 0.05$ ), meaning it has a significant effect. The conclusion is that the customer purchasing variable has a significant effect on the corporate sustainability variable. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

These results are relevant to the findings (Alifan, 2024) state that customer purchase behavior has a positive and significant effect on corporate sustainability. This result is also relevant to the findings(Srimulyana et al., 2021), which also reveal the influence of customer purchase behavior and corporate sustainability.

### Trust Towards Corporate Sustainability

In the second hypothesis result, the influence of trust on corporate sustainability produces a P value of 0.000. This result is smaller than 0.05 ( $0.000 < 0.05$ ), meaning it has a significant effect. The conclusion is that the trust variable



has a significant effect on the corporate sustainability variable. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

These results are relevant to the findings (Wicaksono & Darpito, 2023) that trust has a positive influence on corporate sustainability. This result is also relevant to the findings (Herlambang & Rachmawati, 2023), which state that the influence of trust on sustainability is very high, as proven by research results that have a positive and significant influence.

### **Brand Reputation Towards Corporate Sustainability**

In the third hypothesis result, the influence of brand reputation on corporate sustainability produces a P value of 0.049. This result is smaller than 0.05 ( $0.049 < 0.05$ ), meaning it has a significant effect. In conclusion, the brand reputation variable has a significant effect on corporate sustainability. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

These results are relevant to (Permatasari et al., 2022) stated that brand reputation has a positive influence on corporate sustainability. This result is also relevant to the findings (Deccasari et al., 2024) stated that brand reputation has a positive influence on corporate sustainability.

### **Customer Purchase Behavior towards Brand Reputation**

In the fourth hypothesis result, the influence of customer purchasing behavior on brand reputation produces a P value of 0.000. This result is smaller than 0.05 ( $0.000 < 0.05$ ), meaning it has a significant effect. In conclusion, the customer purchasing behavior variable has a significant effect on brand reputation. Therefore,  $H_0$  is rejected and  $H_a$  is accepted.

These results are relevant to (Sitanggang & Wisdom, 2024) states that influence on customer purchase behavior have a positive influence on brand



reputation. This result is also relevant to the findings (Mario et al., 2023), which state that the influence of customer purchase behavior has a positive influence on brand reputation.

### **Trust Against Brand Reputation**

In the results of the fifth hypothesis, the influence of trust on brand reputation produces a P value of 0.103. This result is greater than 0.05 ( $0.103 > 0.05$ ), meaning it does not have a significant effect. In conclusion, the trust variable does not have a significant effect on brand reputation. Therefore,  $H_0$  is accepted and  $H_a$  is rejected.

These results are relevant to (Hijrayah et al., 2022) states that trust does not have a significant influence on brand reputation. This result is also relevant to the findings (Main & Syaefulloh, 2024) stated that trust does not have a significant influence on brand reputation.

### **Customer Purchasing Behavior Towards Corporate Sustainability Through Brand Reputation Mediation**

In the results of the sixth hypothesis test, the influence of customer purchasing behavior on corporate sustainability through brand reputation mediation produces a P value of 0.071. This result is greater than 0.05 ( $0.071 > 0.05$ ), meaning it does not have a significant effect. In conclusion, the customer purchasing behavior variable does not have a significant effect on corporate sustainability through brand reputation mediation. So,  $H_0$  is accepted and  $H_a$  is rejected.

This is relevant to the findings (Khawari & Edastama, 2025) state that customer purchasing behavior has no effect and is not significant towards corporate sustainability. This result is also relevant to the findings (Adi &



Fitriyah, 2024) stated that brand reputation does not have a positive influence on corporate sustainability.

### **Trust Towards Corporate Sustainability Through Brand Reputation Mediation**

In the results of the seventh hypothesis test, the influence of trust on corporate sustainability through brand reputation mediation produces a P value of 0.222. This result is greater than 0.05 ( $0.222 > 0.05$ ), meaning it does not have a significant effect. In conclusion, the trust variable does not have a significant effect on corporate sustainability through brand reputation mediation. So,  $H_0$  is accepted and  $H_a$  is rejected.

These results are relevant to the findings (Akhsan & Firmialy, 2024) state that trust has no effect and is not significant towards corporate sustainability. This result is also relevant to the findings (Adi & Fitriyah, 2024) stated that brand reputation does not have a positive influence on corporate sustainability.

### **CONCLUSION**

Based on the description and discussion of the research results regarding the Influence of Customer Purchase Behavior and Trust on the Corporate Sustainability Dimension of Tokopedia's Brand Reputation in South Cikarang, researchers can conclude as follows: customer purchase has a positive effect on Tokopedia's corporate sustainability variable in South Cikarang. Trust has a positive effect on Tokopedia's corporate sustainability variable in South Cikarang. Brand reputation has a positive effect on Tokopedia's corporate sustainability in South Cikarang. Customer purchasing behavior has a positive effect on Tokopedia's brand reputation in South Cikarang. Trust does not have a positive effect on Tokopedia's brand reputation in South Cikarang. Customer



purchasing behavior does not have a positive effect on corporate sustainability through Tokopedia's brand reputation mediation in South Cikarang. Trust does not have a positive effect on corporate sustainability through Tokopedia's brand reputation mediation in South Cikarang. Based on the conclusion of this study, it is recommended that Tokopedia in South Cikarang focus more on understanding and improving consumer purchasing behavior and strengthening customer trust, considering that both have been proven to have a positive effect on corporate sustainability. Tokopedia also needs to maintain and improve its brand reputation through consistent user experience and strong brand communication. Although brand reputation does not mediate the relationship between trust and customer purchasing behavior on corporate sustainability, brand reputation remains an important aspect that must be managed strategically to support the company's long-term sustainability.

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