



The Effect of Ease of Purchase and Delivery Speed on Continuance Intention with Trust as a Mediating Variable in Nanostores in Bandung City

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Abstract: This study aims to examine the effect of ease of purchase and delivery speed on purchase continuance intention, both directly and as mediated by consumer trust, drawing on the Technology Acceptance Model and the Technology Continuance Theory. The research is motivated by the dominance of nanostores in Bandung City's retail structure (around 97% of all grocery outlets and minimarkets), whose consumers' trust and loyalty remain rarely studied, especially amid the shift of transactions toward WhatsApp-based order-and-delivery patterns. This associative quantitative study involved 135 nanostore consumers in Bandung City selected through purposive sampling, and the data were analyzed using SEM-PLS with SmartPLS software. The results show that ease of purchase and delivery speed each have a positive and significant effect on consumer trust ($\beta=0.425$ and $\beta=0.285$; $p<0.05$), and consumer trust has a positive and significant effect on continuance intention ($\beta=0.277$; $p<0.05$). Ease of purchase also has a significant direct effect on continuance intention ($\beta=0.267$; $p<0.05$), whereas delivery speed has no significant direct effect ($\beta=0.079$; $p>0.05$). Consumer trust partially mediates the effect of ease of purchase and fully mediates the effect of delivery speed on continuance intention. These findings underscore the role of consumer trust as the key link toward transaction sustainability; nanostore operators are therefore advised to simplify the purchasing process while maintaining on-time delivery

Keywords: nanostore; ease of purchase; delivery speed; consumer trust; continuance intention.

Introduction

A Nanostores is a form of traditional retail known in everyday Indonesian society as a *warung*, grocery kiosk, stall, or neighborhood shop. Nanostores deal directly with end consumers and sell daily necessities such as snacks, instant noodles, packaged beverages, gallon drinking water, and other basic needs (Chaniago, 2020). Nanostores are also known as *mom-and-pop stores* or *high frequency stores*, i.e., traditional retail outlets selling consumer goods with a high purchase frequency (Boulaksil & Wijk, 2018), and in Indonesia they are categorized as micro-enterprises (Mathew, 2021).

The presence of Nanostores in Indonesia is massive. By the end of 2024, the wholesale and retail trade sector was recorded as the sector with the largest number of MSME business units in Indonesia, at 14.43 million units (ukmindonesia.id, 2025). In Bandung City, data from Statistics Indonesia (BPS Kota Bandung, 2021) recorded 22,586 grocery stores/kiosks compared to only 700 minimarkets/supermarkets, meaning that Nanostores account for roughly 97 percent of all grocery and minimarket outlets in the city.

Nevertheless, academic studies that specifically examine Nanostores remain very limited. Research by Maulinda *et al.* (2023) on nanostore consumers in Bandung City found that service quality was only able to explain 28% of the variance in repurchase intention, leaving 72% influenced by other factors that had not been studied—including the possible roles of ease of purchase, delivery speed, and trust. This finding indicates a pressing research gap to be filled.

Along with the advancement of digital technology, shopping patterns in urban areas have changed fundamentally. The COVID-19 pandemic served as a major accelerator of the shift from in-store visits toward digital, delivery-based purchasing; a systematic literature study recorded that around 70% of consumers prefer to shop digitally compared to before the pandemic (Fauzi, Fauzan, & Umar, 2025). For micro-retailers, adopting digital channels is no longer an option but a strategic necessity; data from the Sampoerna Retail Community show that 77% of grocery stores in its ecosystem have expanded their businesses into digital channels (Antara, 2024). In practice, the online channel most widely used by Nanostores in Bandung City is not a large e-commerce platform but

messaging-based services such as WhatsApp, with a simple order-confirm-pay-deliver cycle. The ability to manage this cycle efficiently determines whether consumers will trust the store and transact again (Anisa & Purwanegara, 2025).

This behavioral shift is in line with the growth of quick commerce (Q-Commerce) in Indonesia, which reached a value of USD 1.27 billion in 2024 and is projected to grow to USD 1.83 billion by 2029 (ResearchAndMarkets.com, 2026). Indonesian Q-Commerce users spend an average of IDR 295,149 per month, growing 30% from the previous year (JakPat, 2024), and the 11–30 minute delivery window segment holds 52.11% of the market (Mordor Intelligence, 2026). This speed standard now expected by consumers poses a challenge for Nanostores with limited operational resources: delivery times are often inconsistent, while manual, one-by-one conversational ordering can slow down transactions. These two aspects—ease of purchase and delivery speed—determine whether Nanostores can survive amid consumer preferences that increasingly favor practicality and speed of service.

From an academic perspective, delivery speed has been recognized as a key determinant of consumer trust: delivery service quality covering timeliness, product availability, and order accuracy is closely related to the formation of customer trust (Al-Mu'ani *et al.*, 2024; Yustianto & Elistia, 2025). Likewise, ease of purchase, which theoretically refers to the concept of perceived ease of use in the Technology Acceptance Model (Davis, 1989), has been shown to drive satisfaction and the intention to transact again in small-scale retail (Lado, Muga, & Tefa, 2025). The trust formed from these two service experiences ultimately affects continuance intention, i.e., consumers' intention to keep using a service after prior transaction experience (Setyadi *et al.*, 2020; Kurniawan, Chandra, & Pramana, 2025). However, most of this empirical evidence comes from large platforms or other countries, and no study has explicitly positioned trust as a mediating variable between ease of purchase/delivery speed and continuance

intention in the Nanostore context. Therefore, this study aims to measure the effect of ease of purchase and delivery speed on the purchase continuance intention of Nanostore consumers in Bandung City, both directly and through the mediation of consumer trust.

Literature Review

Nanostore

The term *nano*, meaning one-billionth, is used to describe grocery kiosks because of their relatively small size and their role as traditional retailers. Nanostores are generally managed directly by the owner or family, with business decisions centered on one person, and they tend to know their customers personally through repeated long-term interactions (Chaniago, 2021). A Nanostore is a small individually owned business with a turnover below IDR 500,000,000 and an average store area of less than 20 m² (Ardini *et al.*, 2023), and it forms part of the informal sector that helps reduce unemployment (Mulyadi & Tiorida, 2024).

Technology Acceptance Model and Technology Continuance Theory

The Technology Acceptance Model (TAM) was developed by Davis (1989) to explain individual acceptance of information technology through two key beliefs, perceived usefulness and perceived ease of use, which shape attitude, behavioral intention, and ultimately actual use. Over time, the basic TAM structure has been widely modified; one common modification replaces the attitude variable with trust as a mediator, considered more relevant for explaining consumer behavior in uncertainty-laden online transactions (Shrivastava, 2025), and replaces behavioral intention with continuance intention so that the model explains the intention to keep using a service after the initial experience (Nguyen & Ha, 2021; Wistedt, 2024). The Technology Continuance Theory (TCT) developed by Liao, Palvia, and Chen (2009) integrates the continuance intention construct from the Expectation-Confirmation Model (Bhattacharjee, 2001) with TAM constructs to depict the dynamics of sustained system use.

Ease of Purchase

Ease is a condition in which a person can understand a system without difficulty and without requiring great effort during use (Amalita & Rahma, 2022). Perceived ease of use reflects users' belief that operating a system requires no meaningful effort, either physically or cognitively (Davis, Bagozzi, & Warshaw, 1989); within the TCT framework, this construct describes the extent to which users anticipate ease in using the system (Liao *et al.*, 2009). The higher the perceived ease of using a system, the higher the level of utilization of that technology (Saputra & Sudarwanto, 2023).

Delivery Speed

Delivery speed refers to the service provider's ability to deliver orders within the agreed time while ensuring the right quantity, order conformity, and packaging standards (Primadi, Tohir, & Haryanto, 2024). More broadly, delivery speed is the span of time from when an order is processed until the goods arrive at the consumer's location, and it serves as a measure of how quickly goods are delivered to consumers (Tamazur, 2023). Delivery speed that meets expectations drives satisfaction, whereas delays tend to cause disappointment and are a major source of customer dissatisfaction in highly competitive industries (Jamaludin *et al.*, 2023; Anggraeni, Septianti, & Siregar, 2024).

Customer Trust

Trust is consumers' positive belief that a service provider will keep its commitments, so that every statement or promise made is considered reliable and dependable (Rinata, Mawasti, & Koesworo, 2024). Trust is built on three main dimensions, namely ability/competence, benevolence, and integrity (Anggreini *et al.*, 2020; Istiqomah *et al.*, 2023). Consumer trust refers to a personal bond between the customer and the focal object, in which the customer relies on that object and believes it acts in the customer's best interests (Chen *et al.*, 2022).

Continuance Intention

Continuance intention describes how far a person plans to maintain a certain behavior in the future, adapted from the concept of

behavioral intention (Venkatesh, Thong, & Xu, 2012). Bhattacharjee (2001) defines it as users' drive to reuse a system after their first usage experience, marking the post-adoption phase in which interaction with the system has become part of daily habit. Within the TCT framework, Liao *et al.* (2009) deliberately shifted the focus from behavioral intention to continuance intention to better capture the dynamics of sustained system use; in digital service contexts, this intention is influenced by satisfaction, ease of use, and perceived value (Setyadi *et al.*, 2020).

Ease of the purchasing process, a simple ordering flow, clear information, and uncomplicated transaction procedures, contributes to building consumer trust because it reduces effort and perceived transaction risk (Farhat *et al.*, 2025; Carvache-Franco *et al.*, 2022). This is consistent with Jinan, Wijayanti, and Suharyanto (2024) and Wistedt (2024), who found a significant effect of perceived ease of use on consumer trust. Meanwhile, fast and punctual delivery is read by consumers as a signal of reliability that reduces post-transaction uncertainty; Ngo *et al.* (2025) and Liu *et al.* (2024) found that the timeliness dimension of logistics service quality significantly affects trust. Consumers who trust a service tend to have a stronger intention to keep shopping there (Shrivastava, 2025; Liu *et al.*, 2024). Ease of purchase and delivery speed are also expected to affect continuance intention directly (Jinan *et al.*, 2024; Monoarfa *et al.*, 2024), as well as indirectly through trust, following the mediation patterns found by Wistedt (2024), Syaharani and Yasa (2022), and Ngo *et al.* (2025). Based on the above, the research hypotheses are formulated as follows:

H1: Ease of purchase has a positive and significant effect on customer trust.

H2: Delivery speed has a positive and significant effect on customer trust.

H3: Customer trust has a positive and significant effect on continuance intention.

H4: Ease of purchase has a positive and significant effect on continuance intention.

H5: Delivery speed has a positive and significant effect on continuance intention.

H6: Ease of purchase affects continuance intention through customer trust.

H7: Delivery speed affects continuance intention through customer trust.

indicators = 110 respondents) (Chaniago, Muharam, & Efawati, 2023). In practice, 135 eligible respondents were collected, exceeding this minimum threshold. Primary data were gathered through a structured questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument

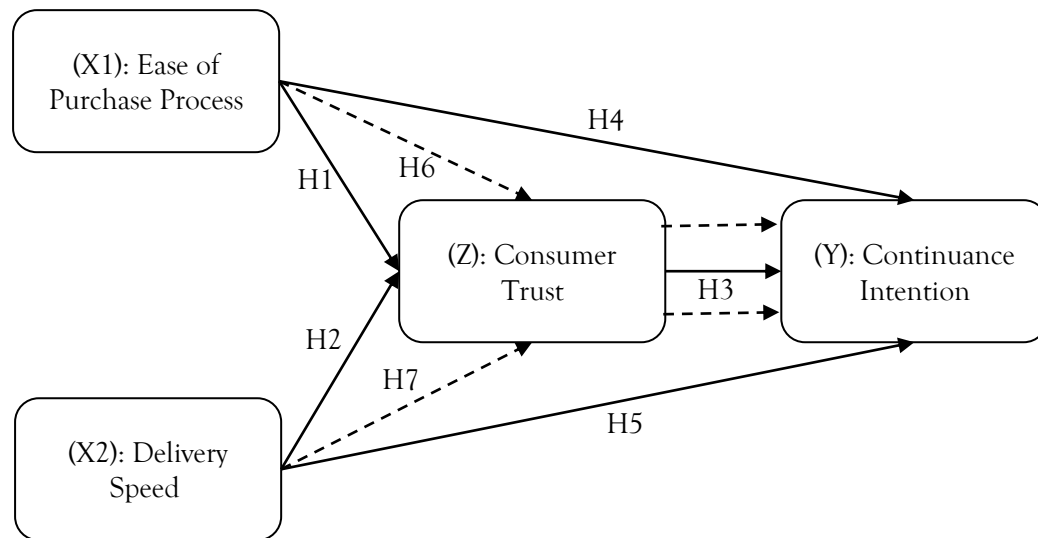


Figure 1. Conceptual Framework

Source: developed by the researchers (2026), adapted from Davis (1989); Zhang et al. (2023); Wistedt (2024); Shrivastava (2025); Jinan et al. (2024); Monoarfa et al. (2024); Ngo et al. (2025); dan Liu et al. (2024).

Research Methods

This study uses a quantitative approach with an associative level of explanation, i.e., research aimed at identifying relationships between two or more variables, both direct relationships and those operating through a mediating variable (Sugiyono, 2023). The population is all residents of Bandung City who are Nanostores consumers, whose exact number is unknown. The sample was selected using non-probability sampling with a purposive sampling technique based on the following criteria: (1) are residents of the City of Bandung; (2) are over 17 years of age and already have a National Identity Card (KTP); (3) have access to funds they can use at their discretion; and (4) have shopped at a Nanostores at least 1 to 3 times within the past month.

The minimum sample size was determined using an internal approach of ten times the number of research indicators (10×11

consists of the ease of purchase process (indicators of interactive, easy to learn, and user friendly), delivery speed (punctuality of arrival and of dispatch), customer trust (benevolence, integrity, competence), and continuance intention was measured with items adapted from Yu et al. (2024) (intention to continue using, to use regularly, and to recommend to others). In the nanostore context, where WhatsApp-based ordering relies on personal relationships and word-of-mouth among neighbors, recommending the store also signals commitment to an ongoing relationship with it.

Data analysis was conducted with Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS software. Measurement model (outer model) evaluation covered convergent validity (outer loading ≥ 0.70 ; AVE ≥ 0.50), discriminant validity (Heterotrait-Monotrait Ratio/HTMT < 0.90), and construct reliability (Cronbach's Alpha and Composite Reliability ≥ 0.70) (Hair et al.,

2022). Structural model (inner model) evaluation covered multicollinearity ($VIF < 5$), the coefficient of determination (R^2), and effect size (f^2). Hypothesis testing, including mediation effects, was carried out through the bootstrapping procedure to obtain path coefficients, t-statistics (> 1.96), and p-values (< 0.05) for both direct effects and specific indirect effects (Hair *et al.*, 2022; Hayes, 2022).

Results and Discussion

Respondent Characteristics

All 135 respondents (100%) are domiciled in Bandung City and are over 17 years of age, in accordance with the research criteria. A summary of respondent characteristics is presented in Table 1.

Table 1. Characteristics of Respondents

Characteristics	Total	Percentage
Occupation		
Student	88	65.2%
Private employee	16	11.9%
Not yet employed	11	8.1%
Housewife	9	6.7%
Entrepreneur	6	4.4%
Civil servant	5	3.7%
Monthly income		
< IDR 1,000,000	16	11.9%
IDR 1,000,000–2,000,000	54	40.0%
IDR 2,000,000–3,000,000	30	22.2%
IDR 3,000,000–4,000,000	15	11.1%
> IDR 4,000,000	20	14.8%
Purchases (1 month)		
1–3 times	102	75.6%
> 3 times	33	24.4%
Ordering via WhatsApp		
1–3 times	61	45.2%
> 3 times	74	54.8%
Use of delivery service		
1–3 times	72	53.3%
> 3 times	63	46.7%

Source: primary data, processed (2026)

According to Table 1, most respondents are students (65.2%) with a monthly income of IDR 1,000,000–2,000,000 (40%). This is consistent with the characteristics of Nanostores, which are typically located in areas easily reached by students. As many as 54.8% of respondents ordered via WhatsApp more than three times, and all respondents used the delivery service within the past month, so respondents have adequate experience to assess the variables under study.

Measurement Model (Outer Model) Results

Descriptive statistics show that the mean responses across all indicators range from 3.259 to 3.496 with standard deviations of 0.745–0.957, indicating fairly positive respondent perceptions and relatively homogeneous answer dispersion. The measurement model evaluation covers convergent validity, discriminant validity, and construct reliability, as presented in Table 2.

As shown in Table 2, all indicators have outer loading values above 0.70 and all constructs have AVE values above 0.50, so convergent validity is fulfilled (Hair *et al.*, 2022). The Cronbach's Alpha (0.822–0.923) and Composite Reliability (0.894–0.936) values of all constructs are also above 0.70, indicating good internal consistency of the instrument. Discriminant validity was then tested using the HTMT, as presented in Table 3.

All HTMT values between constructs are below the 0.90 threshold (even below the more conservative criterion of 0.85), with the highest value of 0.517 for the X1–Z relationship. Thus, each construct is empirically distinct from the others and discriminant validity is fulfilled.

Structural Model (Inner Model) Results

The multicollinearity check shows that all inner VIF values fall within the range of 1.034–1.440, well below the thresholds of 5 and 3.3, so there is no multicollinearity problem among the exogenous variables. The predictive capability of the model is indicated by the R^2 values in Table 4.

As much as 30.6% of the variance in consumer trust is explained by ease of purchase process and delivery speed, while 24.7% of the

variance in continuance intention is explained by the three predictor variables in the model; the remainder is influenced by factors outside the model.

The effect size (f^2) results show that the largest contribution comes from X1 to Z ($f^2=0.251$; medium category), followed by X2 to Z ($f^2=0.113$), X1 to Y ($f^2=0.073$), and Z to Y

Table 2. Convergent Validity and Construct Reliability Test Results

Variable	Item	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability	Note
Ease of Purchase Process (X1)	X1.1	0.793	0.620	0.923	0.936	Valid & Reliable
	X1.2	0.765				
	X1.3	0.813				
	X1.4	0.816				
	X1.5	0.756				
	X1.6	0.815				
	X1.7	0.761				
	X1.8	0.757				
	X1.9	0.806				
Delivery Speed (X2)	X2.1	0.834	0.685	0.848	0.897	Valid & Reliable
	X2.2	0.824				
	X2.3	0.859				
	X2.4	0.793				
Consumer Trust (Z)	Z1.1	0.831	0.657	0.913	0.930	Valid & Reliable
	Z1.2	0.846				
	Z1.3	0.820				
	Z1.4	0.786				
	Z1.5	0.748				
	Z1.6	0.789				
	Z1.7	0.848				
Continuance Intention (Y)	Y1.1	0.840	0.737	0.822	0.894	Valid & Reliable
	Y1.2	0.892				
	Y1.3	0.842				

Source: primary data, processed (2026)

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	Z	Y	X2	X1
Z				
Y	0.488			
X2	0.400	0.267		
X1	0.517	0.466	0.202	

Source: primary data, processed (2026)

($f^2=0.071$), while the direct contribution of X2 to Y is close to zero ($f^2=0.007$). The results of hypothesis testing via the bootstrapping procedure are presented in Tables 5 and 6.

Table 4. R-Square Values

Variable	R ²	R ² Adjusted
Consumer Trust (Z)	0.306	0.295
Continuance Intention (Y)	0.247	0.230

Source: primary data, processed (2026)

Discussion

The H1 test result proves that ease of purchase process has a positive and significant effect on consumer trust ($\beta=0.425$; $t=6.200$; $p=0.000$). The easier the purchasing process perceived by Nanostores consumers—simple ordering, clear product information, practical payment, and an uncomplicated transaction flow—the greater their belief that the Nanostores has a good and dependable service system. This finding is in line with the TCT, which explains that perceived ease of use reduces users' cognitive burden and thereby increases their belief that the system can be used effectively and safely (Davis *et al.*, 1989; Liao *et al.*, 2009), and it is consistent with Syaharani and Yasa (2022) and Carvache-Franco *et al.* (2022), who found that easy-to-use platforms reduce perceived risk and increase

customer trust in quick commerce, as well as Ngo *et al.* (2025) and Anggara and Fachri (2025), who found a positive effect of delivery timeliness on customer trust.

The H3 test result proves that consumer trust has a positive and significant effect on continuance intention ($\beta=0.277$; $t=3.051$; $p=0.001$). Trust convinces consumers that the seller can provide consistent service and honor its commitments, so the Nanostores becomes their primary choice for daily needs. This finding is consistent with the TCT, which positions trust as a key factor in the intention to continue using a service, and it aligns with Louis, Abadi, and Ruswanti (2023) and Syaharani and Yasa (2022), who demonstrated the positive effect of trust on repurchase intention.

The H4 test result shows that ease of

Table 5. Path Coefficients (Direct Effects)

Hypothesis	Path	Original Sample (O)	T-Statistics	P-Values	Note
H1	Ease of Purchase Process (X1) → Consumer Trust (Z)	0.425	6.200	0.000	Accepted
H2	Delivery Speed (X2) → Consumer Trust (Z)	0.285	4.154	0.000	Accepted
H3	Consumer Trust (Z) → Continuance Intention (Y)	0.277	3.051	0.001	Accepted
H4	Ease of Purchase Process (X1) → Continuance Intention (Y)	0.267	2.990	0.001	Accepted
H5	Delivery Speed (X2) → Continuance Intention (Y)	0.079	1.047	0.148	Rejected

Source: primary data, processed (2026)

trust.

The H2 test result shows that delivery speed has a positive and significant effect on consumer trust ($\beta=0.285$; $t=4.154$; $p=0.000$). Goods received within the promised time are read by consumers as evidence of the seller's commitment, responsibility, and operational capability, thereby building the belief that the Nanostores can be trusted for subsequent transactions. This finding supports Al-Mu'ani *et al.* (2024), who positioned timely product delivery as an important factor in forming

purchase process also has a significant positive direct effect on continuance intention ($\beta=0.267$; $t=2.990$; $p=0.001$), whereas H5 is rejected because delivery speed has no significant direct effect on continuance intention ($\beta=0.079$; $t=1.047$; $p=0.148$). Delivery speed appears to have been regarded by consumers as a standard of service that should be provided anyway, so it no longer serves as a key differentiator in the decision to transact again; continuance intention is determined more by an overall evaluation of the service experience, particularly ease of

purchase and trust in the seller. This result differs from Al-Mu'ani *et al.* (2024) in the context of large-scale quick commerce; the difference presumably stems from respondent characteristics, service type, and the operational patterns of Nanostores that differ from large platforms.

purchase has a significant direct effect on continuance intention, whereas delivery speed has no significant direct effect. Fourth, consumer trust partially mediates the effect of ease of purchase and fully mediates the effect of delivery speed on continuance intention. Overall, ease of purchase is the variable with

Table 6. Specific Indirect Effects

Hypothesis	Path	Original Sample (O)	T-Statistics	P-Values	Note
H6	X1 → Consumer Trust (Z) → Continuance Intention (Y)	0.117	2.869	0.002	Accepted (partial mediation)
H7	X2 → Consumer Trust (Z) → Continuance Intention (Y)	0.079	2.383	0.009	Accepted (full mediation)

Source: primary data, processed (2026)

The H6 and H7 test results confirm the mediating role of consumer trust. The indirect effect of X1 on Y through Z is significant ($\beta=0.117$; $t=2.869$; $p=0.002$); since its direct effect is also significant, consumer trust acts as a partial mediator. Meanwhile, the indirect effect of X2 on Y through Z is significant ($\beta=0.079$; $t=2.383$; $p=0.009$) while its direct effect is not, so consumer trust acts as a full mediator. In other words, delivery speed only translates into reuse intention once it has built consumer trust. This pattern is consistent with Wistedt (2024), Syaharani and Yasa (2022), and Ngo *et al.* (2025) and Liu *et al.* (2024), who showed that service quality influences continuance intention mainly through the formation of trust.

Conclusion and Recommendations

This study was conducted to determine the effect of ease of purchase and delivery speed on purchase continuance intention with consumer trust as a mediating variable in Nanostores in Bandung City. The study concludes that, first, ease of purchase and delivery speed each have a positive and significant effect on consumer trust. Second, consumer trust has a positive and significant effect on continuance intention. Third, ease of

the largest contribution in the model, and consumer trust plays the key role as the bridge toward transaction sustainability, in line with the Technology Continuance Theory framework.

The R-Square values for the Consumer Trust variable (0.306) and the Continuance Intention variable (0.247) indicate that there are still a number of other factors (not included in this research model) that influence consumer trust and the intention to continue purchasing. Therefore, future studies are recommended to consider additional variables such as product quality, price perception, after-sales service quality, or customer satisfaction in order to obtain a more comprehensive picture.

For Nanostores operators, these findings suggest prioritizing the simplification of the ordering flow, presenting clear product information, providing diverse and practical payment methods, and responding quickly and courteously through communication channels such as WhatsApp. Accuracy of delivery time estimates should still be maintained because—although it does not directly drive continuance intention—delivery speed is proven to strengthen the consumer trust that underpins loyalty. Nanostores operators are also advised

to expand their promotional reach through social media, digital map platforms, and collaboration with surrounding communities so that they do not rely solely on existing customers. For future research, given the weak-to-moderate R^2 values, it is recommended to add other variables such as product quality, price perception, or customer satisfaction; to expand the research coverage area; and to combine quantitative with qualitative approaches to explore Nanostores consumer behavior in greater depth.

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