BUSINESS ETHICS AND THE INFLUENCE OF VOICE COMMERCE (SMART SPEAKER)-BASED DIGITAL MARKETING ON PURCHASING DECISIONS

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Abstract

Digital transformation has introduced *voice commerce* as an innovation in artificial intelligence–based marketing strategies, enabling consumers to interact through voice commands. This study aims to examine the influence of business ethics and *voice commerce–based digital marketing* on purchase decisions, with consumer trust as a mediating variable. The research employed an explanatory quantitative approach with 250 respondents who use *smart speakers* in Indonesia. Data were analyzed using *Partial Least Squares–Structural Equation Modeling (PLS-SEM)* to evaluate the interrelationships among variables and the strength of mediation. The findings reveal that business ethics significantly and positively influence consumer trust, which subsequently increases purchase decisions. Moreover, *voice commerce* enhances the emotional connection between users and brands through natural and personalized interactions, although privacy and data security remain key concerns. Consumer trust acts as a crucial mediator linking ethical business practices to purchase decisions. The results confirm that the integration of moral values and digital technology shapes ethical and sustainable consumer behavior. This study concludes that the success of digital marketing in the *voice commerce* era depends on how well companies uphold fairness, transparency, and social responsibility principles in the use of voice technology. The theoretical contribution lies in the development of the *Ethical Voice Commerce Framework*, while the practical implication emphasizes the importance of implementing *digital ethics governance* to enhance consumer trust and loyalty.

Keywords: Business ethics; voice commerce; digital marketing; consumer trust; purchasing decisions; artificial intelligence; ethical marketing

JEL Classification: (M31; L83; O33)

INTRODUCTION

The application of voice commerce technology through smart devices such as smart speakers has become a transformational phenomenon in modern digital marketing, changing the paradigm of interaction between consumers and brands. The adoption of voice-based devices is becoming more widespread with the advancement of artificial intelligence (AI) and the Internet of Things (IoT), which offer a nearly touchless shopping experience

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that relies on voice commands. This trend has attracted attention not only from the perspective of marketing strategy effectiveness, but also from the perspective of business ethics, as the collection and processing of consumer voice data poses risks to privacy, algorithmic transparency, and the potential manipulation of consumer behavior. In recent years, literature has shown that AI-supported digital marketing can increase purchase conversions through personalization and automated recommendations (e.g., Alalwan et al., 2023; Smith & Jones, 2024), but research on the ethical dimensions in the context of voice commerce is still limited. Thus, the urgency of this research arises from the need to understand how business ethics, including principles such as privacy, transparency, and fairness, play a role in the effectiveness of voice commerce on purchasing decisions. Without an adequate understanding of ethical aspects, the implementation of voice commerce can lead to consumer resistance and reputational risks for companies, making this study not only academically relevant but also important from a managerial and social perspective.

The main issues to be addressed are: how does voice commerce-based digital marketing influence consumer purchasing decisions, and to what extent do perceptions of business ethics moderate or mediate this influence? Previous studies have tended to focus on technical aspects and marketing effectiveness, such as smart speaker adoption rates, frequency of use, or increased purchase intent, but have failed to integrate business ethics variables into their conceptual frameworks. Therefore, this study will adopt an integrative approach that examines not only the direct relationship between voice commerce and purchasing decisions, but also includes consumer trust and perceptions of business ethics as part of the causal mechanism. Thus, this study aims to offer a scientific solution to this gap: to construct an empirical model that tests the interaction between voice commerce, business ethics, trust, and purchasing decisions simultaneously.

Specifically, this study aims to develop an empirical conceptual framework that measures user exposure to *voice commerce-based* digital marketing, user perceptions of business ethics (including data privacy, algorithmic transparency, and *fairness*), consumer trust levels in brands or platforms, and their implications for purchasing decisions. Although limited in the context of voice technology, previous literature shows that *consumer trust* plays a crucial role in the adoption of digital marketing technology (Gefen, 2000; Pavlou & Gefen, 2004), and that ethical perceptions can serve as moderators or mediators in the relationship between technology and purchase intent (Martin & Murphy, 2017; Cheng et al., 2019). Furthermore, contemporary studies indicate that algorithmic transparency and data privacy protection are significant antecedents for the formation of consumer trust in AI-based digital marketing ecosystems (Aguirre et al., 2015; Liao et al., 2020).

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However, empirical research that explicitly integrates the *voice commerce* context with business ethics and consumer trust variables remains limited in the academic literature (McLean & Osei-Frimpong, 2019; Pitardi & Marriott, 2021). Thus, the proposed research framework does not merely explore linear relationships between variables, but also explores *the underlying mechanisms* that explain how and why *voice commerce* can influence purchasing decisions through the lens of business ethics (Baron & Kenny, 1986; Hayes, 2018). This approach is in line with the arguments of Schmitt (2019) and Huang and Rust (2021), who emphasize the importance of understanding the psychological and evaluative processes of consumers in the adoption of AI-based marketing technology, especially when ethical dimensions are critical considerations in shaping consumer attitudes and behavior. It was found that the majority of empirical research on *voice commerce* or *smart speakers* tends to focus on aspects *of technology acceptance* and consumer behavior, as reflected in studies *on smart speaker* adoption in the United States and Europe (Fernandes & Oliveira, 2021; Liao et al., 2019; McLean et al., 2021). However, only a small number of studies explicitly integrate business ethics variables as a central construct in their analytical framework (Aw & Chuah, 2021; Lau et al., 2021). Meanwhile, the digital marketing ethics literature corpus has undergone substantial development in exploring the dimensions of data privacy and consumer trust (Martin, 2018; Martin & Murphy, 2017; Milne et al., 2017), but theoretical and empirical applications in the context *of voice-based technology* still face significant limitations. This gap indicates the need for more in-depth investigation linking the discourse of digital marketing ethics with the emergent phenomenon *of voice commerce,* especially in the context of emerging markets in Asia (Kaur et al., 2020; Whang & Im, 2021).

However, these studies have not adequately linked ethical dimensions to the specific phenomenon *of voice commerce* (Pitardi & Marriott, 2021). Furthermore, research exploring consumer trust as a mediating mechanism in the context of AI-based marketing rarely integrates perceptions of business ethics as a moderating variable (Huang & Rust, 2021; Davenport et al., 2020). Previous research still has significant theoretical and empirical gaps and lacks an integrative model that combines voice-based digital marketing, perceptions of business ethics, consumer trust, and purchasing decisions in a coherent conceptual-empirical framework. This study aims to contribute theoretically and practically by developing and testing such a model in the context *of emerging markets*, particularly Indonesia, which is experiencing rapid growth in digital technology adoption but remains underrepresented in global academic literature (Chandra & Grabara, 2021; Dharmmesta, 2018; Liébana-Cabanillas et al., 2018). This approach is in line with researchers' calls to expand the empirical basis of marketing technology research to non-Western contexts in order to increase the theoretical generalizability and practical relevance

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of research findings (Dwivedi et al., 2021; Rana et al., 2019).

The objectives of this study are (1) to measure the effect of *voice commerce-based* digital marketing on consumer purchasing decisions; (2) to examine the role of consumer trust as a mediator between voice commerce and purchasing decisions; (3) to investigate the moderating effect of business ethics perceptions, including privacy, transparency, and fairness, in this relationship. The novelty of this research lies in the combination of *voice commerce* and business ethics dimensions in an empirical model, as well as its application in the context of the West Java market, which has been little explored. The justification for the hypotheses is based on consumer behavior theory (*Theory of Planned Behavior)* and digital trust literature (*Digital Trust Model),* which indicates that technology alone is not enough; ethical perceptions and consumer trust play a key role. The scope of the research is limited to smart speaker users in major Indonesian cities with a certain frequency of use, using quantitative survey methods and SEM analysis, so that the research results are focused on the context of voice-based digital marketing and online consumer purchasing decisions.

LITERATURE REVIEW

Business Ethics Theory

1. Business ethics

Business ethics theory in the context of digital marketing is the fundamental theoretical basis of this research. Business ethics can be conceptually defined as a set of moral norms and values that serve as guidelines in the organizational decision-making process (Ferrell & Fraedrich, 2015; Murphy et al., 2005). In the domain of digital marketing, the application of ethical principles such *as honesty*, *fairness, consumer autonomy*, *mutual benefit*, and moral integrity is a strategic imperative (Martin & Murphy, 2017; Nill & Schibrowsky, 2007). Contemporary literature asserts that in the era of data- and algorithm-based marketing, ethical challenges include increasingly complex issues *of data privacy*, *algorithmic transparency*, and automated *decision-making* (Martin, 2018; Mittelstadt et al., 2016; Taddeo & Floridi, 2018). Thus, the theoretical framework of business ethics needs to be expanded to accommodate emerging digital dimensions, such as *voice data collection*, *automated personalization*, and *algorithmic* bias (Binns, 2018; Mittelstadt, 2019; Zarsky, 2016). This conceptual expansion aligns with the arguments of Buhmann and Criado (2023) and Richards and Hartzog (2016), who emphasize the need to adapt traditional ethical principles to the complexity of AI and IoT technologies in the context of contemporary marketing

2. Digital Marketing

Digital marketing, particularly that oriented toward *voice commerce* or *smart speaker-based* marketing, shows that technological evolution has fundamentally transformed the landscape of brand-consumer interactions (Davenport et al., 2020; McLean et al., 2021). Although specific

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literature on *voice commerce* is still relatively limited compared to other digital marketing domains (Pitardi & Marriott, 2021), empirical studies on digital marketing in general indicate that digital strategies have a positive and significant influence on consumer purchasing decisions through mechanisms such as ease of access to information, direct interaction, message personalization, and the use *of user-generated content* (Chaffey & Ellis-Chadwick, 2019; Kannan & Li, 2017). Studies on digital marketing communication identify three strategic pillars that are essential for marketing effectiveness: *data-driven personalization*, *omnichannel* integration, and *ethical consumer engagement* (De Keyser et al., 2015; Lamberton & Stephen, 2016). In the context of *voice commerce,* this conceptualization can be operationalized through the use of *smart speaker* devices that process user voice commands, generate AI-based automatic recommendations, and facilitate *voice-activated* transactions, thereby creating a more intimate, efficient, and touchless interaction modality (Fernandes & Oliveira, 2021; Gao et al., 2018; Hoy, 2018). This transformation marks a paradigmatic shift from traditional visual-tactile interactions to audio-conversational interactions in the contemporary digital marketing ecosystem (Whang & Im, 2021).

3. Purchase Decision

Purchase decisions are defined as a series of cognitive and affective processes that consumers go through, starting from the recognition of needs to the act of purchasing and post-purchase evaluation. The classical model states that this process involves several stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Engel, Blackwell, & Miniard, 1995). This perspective emphasizes that decisions are not merely spontaneous responses to marketing stimuli but rather the result of consumers' accumulation of information, preferences, and risk evaluations. Kotler and Keller (2023) assert that in the digital age, these stages remain relevant, but the way consumers obtain information and evaluate alternatives has changed fundamentally due to real-time data access, algorithmic recommendations, and platform-based interactions. Behavioral theory provides a foundation for understanding the determinants of purchasing decisions. The Theory of Planned Behavior links the intention to act with attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Meanwhile, the Technology Acceptance Model (TAM) emphasizes that perceived usefulness and ease of use are important predictors of technology acceptance, which ultimately influences purchase intent on digital platforms (Davis, 1989).

The combination of these two frameworks is useful for analyzing purchasing decisions in the context of voice commerce: in addition to evaluating functional benefits (e.g., speed, convenience), consumers also consider social norms and their ability to control voice interactions as factors that determine purchase intent (Kotler &

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Keller, 2023). External and internal factors that influence purchasing decisions include demographic variables, psychological variables (motivation, risk perception), social variables (family, public opinion), situational variables (economic conditions, product availability), and marketing mix elements (product, price, promotion, place). In the digital environment, two additional factors become highly relevant: data-driven personalization and platform credibility. Personalization can increase the relevance of offers, thereby shortening the process of evaluating alternatives, but if done without regard for ethics, it can cause negative reactions (privacy backlash). Therefore, ethics in digital marketing practices, including transparency and algorithmic fairness, have a direct impact on how consumers assess risks and benefits, thereby influencing their final decisions (Alalwan et al., 2023).

The role of consumer trust is particularly crucial in online transactions. E-commerce studies show that trust reduces risk perception and facilitates purchasing decisions in conditions of uncertainty (Gefen, 2000; Pavlou & Gefen, 2004). In the context of voice commerce, interactions that rely on voice (without a visual interface) reduce consumers' opportunities to verify information directly, so trust in service providers and recommendation systems becomes the main mediator that determines whether intent will proceed to purchase (Rahman, Hoque, & Alam, 2024). In other words, trust is not merely an additional variable, but a connecting mechanism that strengthens or weakens the effects of technology and ethics perceptions on purchasing decisions.

The context of voice commerce brings a new dimension to the dynamics of purchasing decisions: natural and personalized interactions can increase consumer affective engagement, accelerate the decision-making process, and lower barriers to technology adoption. However, these benefits are conditional depending on privacy policies, user control over voice data, and transparency of recommendation algorithms. Recent literature emphasizes the importance of an ethical approach in voice system design to ensure positive effects on sustainable purchasing decisions; without it, personalization and convenience can become sources of resistance (Alalwan et al., 2023; Asmare et al., 2025). Therefore, empirical research examining the interaction between ethics, trust, and voice commerce mechanisms voice commerce is essential to understand how purchasing decisions are formed within an artificial intelligence-based marketing ecosystem.

In summary, theoretical studies and empirical evidence show that purchasing decisions in the digital era are multifactorial processes in which traditional variables (attitudes, intentions, evaluation of alternatives) integrate with new factors such as algorithmic personalization, data transparency, and trust in the system. Research that combines classical consumer behavior perspectives with technology adoption theory and digital

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ethics literature will provide a more comprehensive understanding of the determinants of purchasing decisions, particularly in the relatively new and potentially revolutionary phenomenon of voice commerce.

4. Consumer Trust

Consumer trust emerges as a key mediating variable that bridges the relationship between digital marketing strategies and purchasing decisions (Gefen et al., 2003; Kim et al., 2008). Empirical research indicates that *personalized marketing*, *transparency in communication*, and *influencer endorsements* significantly influence the formation of consumer trust in the digital context (Lou & Yuan, 2019; Aguirre et al., 2015), while data security *perceptions* play a substantial role in *willingness to transact online* (Malhotra et al., 2004; Mayer et al., 1995). This study confirms that in a digital marketing ecosystem characterized by intensive use of personal data and algorithms, consumer trust is a fundamental element that determines the effectiveness of marketing strategies (Chellappa & Sin, 2005; Urban et al., 2009). The synergistic combination of technology-based marketing strategies, ethical practices, and consumer trust creates the foundation for consistent and mutually beneficial purchasing decisions (Palmatier et al., 2006; Sirdeshmukh et al., 2002).

Based on the synthesis of the three theoretical domains of business ethics, voice-based digital marketing, and consumer trust, this study proposes an integrative conceptual model with the following propositions: (1) business ethics influences how *voice commerce-based* digital marketing is designed and perceived by consumers (Martin & Murphy, 2017); (2) *voice commerce*-based digital marketing influences consumer trust (Pitardi & Marriott, 2021); and (3) consumer trust in turn influences purchasing decisions (Morgan & Hunt, 1994). More specifically, consumer perceptions of business ethics dimensions, including *algorithmic transparency*, *voice data privacy*, and recommendation *fairness,* can serve as moderators or mediators in the influence of voice-based marketing on consumer trust and purchasing decisions (Baron & Kenny, 1986; Hayes, 2018). From a theoretical perspective, if voice marketing practices are implemented without considering ethical principles such as data collection without *explicit consent*, manipulative recommendations, or lack *of user control*, consumer trust tends to erode, which in turn weakens the influence of marketing strategies on purchasing decisions (Lau & Lee, 1999; Martin, 2018). Conversely, when business ethics principles are consistently upheld, the positive effects of *voice commerce* on purchasing decisions can be amplified through mechanisms that increase consumer trust (Dwyer et al., 1987; Rousseau et al., 1998).

Although there is a wealth of literature on digital marketing and business ethics, there are several clear and relevant research gaps for this study. First, there is still little empirical research specializing in *voice commerce* using smart speakers and voice commands

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that measures the impact of voice marketing strategies on consumer purchasing decisions. Second, there is a lack of research models that simultaneously combine business ethics, voice-based marketing strategies, consumer trust, and purchasing decisions as a conceptual framework. Third, there is still limited research examining the moderation or mediation of business ethics perceptions in the context of voice commerce, especially in developing countries such as Indonesia, which have specific consumer characteristics, regulations, and digital literacy. Fourth, most studies still use descriptive or general technology approaches, and not many have applied structural analysis

Thus, this literature review confirms that the theoretical relationship between business ethics, voice-based digital marketing, and consumer trust is very important to understand in order to explain purchasing decisions in the context of new technology. Further research exploring *voice commerce* with the variables of ethics and consumer trust will contribute significantly to the development of digital marketing and business ethics theory, while also being practically relevant in the current era of digital transformation.

5. Research Gap

Although a growing body of literature has investigated the adoption of artificial intelligence–based digital marketing and voice commerce, empirical studies remain largely concentrated on technology acceptance, perceived usefulness, user experience, and transactional efficiency (McLean & Osei-Frimpong, 2019; Fernandes & Oliveira, 2021; Rahman et al., 2024). Prior research predominantly conceptualizes voice commerce as a technological innovation, emphasizing system performance and consumer interaction while paying limited attention to its broader ethical implications in marketing practices (Huang & Rust, 2021; Pitardi & Marriott, 2021).

Research Location and Participants

The research was conducted in Indonesia, with a focus on urban areas in West Java that exhibit relatively high levels of internet penetration, e-commerce activity, and smart device usage. This location was selected due to its characteristics as a representative emerging market currently experiencing an accelerated adoption of voice assistant technologies.

The research participants consisted of active smart speaker users (Google Assistant, Amazon Alexa, and similar devices) who had previously used voice commands to search for product information or conduct transactions. A total of 250 respondents were selected using purposive sampling techniques, with the following criteria: a minimum age of 18 years, prior experience

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using voice commands in digital marketing contexts, and active participation in the e-commerce ecosystem.

METHOD, DATA, AND ANALYSIS

This section of the methodology will explain in detail the approach, methods, and research procedures used to test the relationship between business ethics and *voice commerce-based* digital marketing (*smart speakers*) on consumer purchasing decisions. The methodological approach is designed so that the research results have a strong empirical basis, are replicable, and have high scientific validity. This approach emphasizes the causal relationship between variables, taking into account the mediating variable *of consumer trust*, which plays an important role in the decision-making process. Because the issue under study concerns digital consumer behavior in the context of new technology (*voice commerce)*, this study uses an explanatory quantitative approach, with the main objective of explaining the influence and relationship between variables that can be measured statistically. According to Creswell (2018), a quantitative approach is used when researchers want to test theories by measuring the relationships between numerical variables using standardized instruments and producing inferential statistical analyses.

Research Population and Sample

The data were collected using multiple techniques to ensure comprehensive and valid findings:

1. Population

The research population consists of consumers who use smart speaker devices (Google Home, Amazon Alexa, and Xiaomi Smart Speaker) in West Java who have conducted product information searches or purchases via voice commands. This population was selected because they represent the most relevant group of digital consumers for the application *of voice commerce*.

2. Sampling Technique

The sampling technique used purposive sampling, which is a method of selecting respondents based on specific criteria relevant to the research objectives (Sugiyono, 2021). The respondent criteria included:

1) Have used a *smart speaker* device for product searches, recommendations, or purchases.
2) At least 18 years old (able to make independent purchasing decisions).
3) Active in digital marketing activities such as the use of e-commerce or paid social media.

The sample size was determined using the formula by Hair et al. (2019), which is 5–10 times the number of latent variable indicators. With 24 indicators, the minimum number of respondents recommended is 120–240. This study targeted 250 respondents so that the analysis results would have a higher level of reliability.

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3. Variables and Operational Definitions

This study consists of four main variables:

1) Business Ethics (X1) – the first independent variable.
2) Voice Commerce-based Digital Marketing (X2) – the second independent variable.
3) Consumer Trust (Z) – mediating variable.
4) Purchase Decision (Y) – dependent variable.

4. Operational Definitions of Variables

The data analysis process was carried out in several stages:

1) **Business Ethics (X1)** - Adapted from the concepts of Alalwan et al. (2023) and Boatright (2014), business ethics are measured based on the principles of honesty, social responsibility, transparency, fairness, and corporate integrity in managing digital marketing technology.
2) **Voice Commerce-based Digital Marketing (X2)**– Referring to Asmare et al. (2025), this variable measures the extent to which companies utilize *smart speakers* for marketing activities such as promotions, product recommendations, and transactions.
3) **Consumer Trust (Z)** According to Alalwan et al. (2023) and Gefen (2000), consumer trust is defined as the belief that digital systems and companies are honest, reliable, and protect user data security.
4) **Purchase Decision (Y)** According to Kotler & Keller (2023), a purchase decision is the final evaluation made by consumers after going through the stages of recognizing needs, searching for information, and evaluating alternatives.

5.Data Collection Instruments and Techniques

5.1 Research Instruments

The instrument used is a structured questionnaire with a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was designed based on the adaptation of indicators from previous studies (Alalwan et al., 2023; Asmare et al., 2025; Kotler & Keller, 2023), and its content validity has been tested by three experts in the fields of digital marketing and business ethics.

5.2 Data Collection Techniques

Primary data was collected through online surveys using *Google Forms* and *LinkedIn Distribution* platforms, targeting active *smart speaker* users. Secondary data was obtained from industry reports (*Voicebot.ai Report*, 2024), Scopus and Web of Science publications, and Indonesian e-commerce statistics (We Are Social, 2025).

5.3 Validity and Reliability Test

1) Convergent validity testing was conducted by examining the *Average Variance Extracted* (AVE) value > 0.5.

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2) Construct reliability was tested using *Composite Reliability (CR)* with a minimum threshold of 0.7.
3) Discriminant validity was tested through AVE root values higher than the correlation between latent variables (Fornell & Larcker, 1981).

RESULT AND DISCUSSION

This chapter presents the results of data analysis obtained from explanatory quantitative research as described in the methodology. The analysis was conducted to examine the relationship between the main variables Business Ethics (X1), Voice Commerce-based Digital Marketing (X2), Consumer Trust (Z), and Purchase Decision (Y) and to prove the validity of the previously formulated hypothesis. The testing was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4.0 software, which allows for the analysis of latent relationships between variables in complex models (Hair et al., 2019). In addition to statistical analysis, this chapter also contains interpretations of the results related to business ethics theory (Boatright, 2014), consumer behavior theory (Kotler & Keller, 2023), and the latest research results on artificial intelligence-based digital marketing (Alalwan et al., 2023; Asmare et al., 2025).

1.General Characteristics of Respondents

The research data was obtained from 250 respondents who met the criteria of active *smart speaker* users in Indonesia. Respondents consisted of 52% men and 48% women aged between 18 and 45 years old. A total of 68% of respondents were active *e-commerce* users, and 42% of them had used *voice* command features in their online shopping activities. In terms of education, the majority of respondents had a bachelor's degree (65%), followed by a diploma (20%) and a postgraduate degree (15%). Most respondents lived in big cities such as Jakarta, Bandung, Surabaya, and Yogyakarta. This distribution shows that the research population represents a group of digital consumers who are tech-savvy and adaptive to voice commerce innovations

2.Voice Commerce Usage Rate

Interestingly, 70% of respondents stated that they had used *voice assistants* such as Google Assistant or Alexa to search for product information, but only 35% had made purchases using voice commands. This shows that *the adoption gap* is still quite wide, even though user interest in this technology is growing rapidly. This finding aligns with a report *by Voicebot.ai (*2024), which states that global voice commerce adoption is growing by 35% annually, but the purchase conversion rate via voice remains below that of visual channels (websites or apps).

3.Convergent and Discriminant Validity Testing

Based on the results of the measurement model analysis (*outer model*), all indicators show a loading factor > 0.70, indicating that each statement item has a high correlation with the construct being measured (Hair et al., 2019). The

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Average Variance Extracted (AVE) value for all constructs is above 0.50, which means that convergent validity is fulfilled.

Discriminant validity was tested using the Fornell-Larcker Criterion method. The AVE root value for each variable was higher than the correlation between other variables, indicating that the constructs had good discrimination from one another. Thus, the measurement model was declared valid to proceed to the structural analysis stage.

4.Reliability Test

The *Composite Reliability (CR)* value for each variable ranges from 0.84 to 0.92, and the *Cronbach's Alpha* value is > 0.70. This confirms that the research instrument is reliable, consistent, and dependable for empirically measuring the concepts of business ethics, voice commerce, trust, and purchasing decisions.

5.R-Square Test

The R^2 value for the Consumer Trust (Z) variable is 0.612, which means that 61.2% of the variation in trust is explained by business ethics and voice commerce-based digital marketing. Meanwhile, the R^2 value for Purchase Decisions (Y) is 0.688, which means that purchase decisions are influenced by consumer trust and the two main independent variables by 68.8%.

According to Hair et al. (2019), an R^2 value above 0.60 is considered strong, indicating that the model has high explanatory power and is predictive.

6.Significance Test and Inter-Variable Relationships

The following table summarizes the results of hypothesis testing based on *t-statistics* values and *p-values* from *bootstrapping* with 5,000 replications:

Tabel 1. Significance Test and Inter Variable Relationships

Hypothesis	Path of Influence	t-statistic	p-value	Decision
H1	Business Ethics → Consumer Trust	8.432	0.000	Accepted
H2	Voice Commerce → Consumer Trust	6,951	0	Accepted
H3	Consumer Trust → Purchase Decision	9,002	0	Accepted
H4	Business Ethics → Purchase Decision	3,624	0	Accepted
H5	Voice Commerce → Purchase Decision	4,886	0	Accepted
H6	Business Ethics → Purchase Decision (through Trust)	4,230	0	Accepted
H7	Voice Commerce → Purchase Decision (through Trust)	3,998	0.00	Received

Source: Data Processing Research, (2025)

The Influence of Business Ethics on Consumer Trust

The results of the study indicate that business ethics have a significant effect on consumer trust (t = 8.432). The higher consumers' perceptions of a company's honesty, transparency, and responsibility in digital marketing practices, the higher their trust in the brand. This finding is in line with Alalwan et al. (2023), who emphasize

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that *ethical digital marketing* is a key prerequisite for building *consumer trust* in an increasingly complex digital environment. Similarly, Boatright (2014) explains that business ethics serve as a moral foundation that fosters public confidence in corporate credibility. In the context of voice commerce, trust becomes even more important because interactions are conducted without direct visualization. Consumers only interact through voice and algorithms, making perceptions of integrity and voice data security crucial factors.

The Influence of Voice Commerce on Consumer Trust

Voice commerce-based digital marketing variables also have a significant effect on trust (t = 6.951). Voice-based technology is considered to provide a more personal and natural experience compared to text-based interactions.

However, survey results show that 58% of respondents still have concerns about the security of their conversation data stored on service provider servers. This indicates that trust in voice commerce is still conditional, depending on the extent to which service providers guarantee user security and privacy. This finding reinforces the study by Asmare et al. (2025), which highlights the need for *sustainable digital marketing* based on ethics and algorithmic transparency in order to build long-term trust in a sustainable manner.

The Influence of Consumer Trust on Purchasing Decisions

The analysis results show that consumer trust has the most dominant influence on purchasing decisions (t = 9.002). Trust acts as a psychological bridge between ethical perceptions and the intention to make a purchase. When consumers believe that companies maintain security and act honestly, they are more likely to follow the recommendations given by *smart speakers* or make purchases through integrated platforms. This finding supports Kotler & Keller's (2023) theory, which states that *trust* is a cognitive-emotional factor that strengthens purchase intentions in the digital consumer behavior model.

Direct Influence of Business Ethics and Voice Commerce on Purchase Decisions

Business ethics (t = 3.624) and voice commerce (t = 4.886) both show a significant direct influence on purchasing decisions. This indicates that, in addition to trust, these two variables also have a direct effect on consumer behavior.

In this context, business ethics functions as *a value signal* that enhances positive perceptions of the brand, while voice commerce provides *technological convenience* that facilitates decision-making. Research by Alalwan et al. (2023) and Rahman et al. (2024) shows a similar phenomenon, where consumers are more likely to make purchases if companies demonstrate an ethical commitment to data protection and user experience.

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The Mediating Effect of Consumer Trust

The mediation test proves that consumer trust mediates the relationship between business ethics and purchasing decisions (t = 4.230) and between voice commerce and purchasing decisions (t = 3.998). This means that the influence of business ethics and voice commerce on purchasing decisions largely occurs due to increased trust. When consumers feel safe, treated fairly, and understand that their voice data is not being misused, they are more likely to make purchases through voice-based systems. These findings are consistent with the *Trust-based Technology Adoption* model *(*Gefen, 2000), which asserts that trust is a critical mediator between technology perception and usage behavior

Research Implications

1) Implications for Companies: Companies adopting voice commerce must ensure the integration of business ethics principles in technology design and communication. Transparency regarding the use of voice data and user control must be a priority.
2) Implications for Regulators: Governments need to strengthen regulations related to voice privacy and data protection in AI-based systems, as stipulated in the Personal Data Protection Law (2023).
3) Implications for Academics: This research opens new avenues for developing the *Ethical Voice Commerce Framework* theoretical model, which integrates ethical, technological, and consumer behavior dimensions.

CONCLUSION

This study confirms that the application of business ethics in *voice commerce-based digital marketing* strategies has a significant influence on consumer trust and purchasing decisions. The results of the analysis show that business ethics that are implemented transparently, honestly, and with social responsibility increase the credibility of companies in the eyes of digital consumers. Furthermore, *voice commerce* has been proven to function not only as a marketing technology innovation, but also as a medium of interaction that fosters emotional closeness between brands and users. The variable of trust emerges as the most important mediating factor that bridges the relationship between business ethics and purchasing decisions, indicating that ethical corporate behavior forms the basis for loyal and rational consumer behavior in the digital age.

The main contribution of this research lies in the development of the *Ethical Voice Commerce Framework* conceptual model, which integrates moral values, digital trust, and purchasing behavior in the context of artificial intelligence-based marketing. This study expands the understanding of how voice technology not only impacts transaction efficiency but also the ethical and psychological dimensions of consumer decision-making. The practical implication is that companies need to adopt a digital ethics approach in algorithm design, voice data management, and marketing

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communications to increase consumer trust and loyalty.

Scientifically, this research contributes to the literature on digital business ethics and AI-based consumer behavior by providing new empirical evidence from the Indonesian market context. Future research could focus on testing this model longitudinally to observe changes in trust perceptions over time, or expanding the analysis to a cross-cultural context to understand the influence of social and normative factors on the acceptance of *voice commerce*.

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