Factors That Contribute to The Image of Digital Platforms: Meta-Synthesis

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Abstract

This study aims to identify the main factors that affect the image of the digital economy platform, analyze its impact, and provide recommendations for platform managers. From a meta-synthesis of 57 scientific journals from 2020-2024, four main variables were found: trust and reputation, user experience, security and privacy, and responsiveness and customer support. The results show that platform trust, positive user experience, data protection, and responsive customer support are the keys to forming a positive image. The implication for platform maintainers is to focus on improving service quality, maintaining data security, and providing responsive customer support. These four factors are interrelated and need attention to strengthen the image of the platform in the eyes of users. This research adds insight to the academic literature and provides practical guidance and policy recommendations to support the development of a healthy and sustainable digital economy platform.

Keywords: *Digital Platform Image, User Trust, User Experience, Data Security, Digital Service Quality*

INTRODUCTION
Background
Introduction Literature Review

Changes in consumer behavior that are increasingly accustomed to shopping and accessing services online are driving the growth of the digital economy (LSI, 2022). The emergence of new innovative and disruptive business models is also a major factor in the development of digital economic platforms (Coordinating Ministry for the economy, 2020). These platforms bring significant benefits to society, such as increasing efficiency and accessibility, creating new opportunities for small and medium-sized businesses, and improving financial inclusion (BPS, McKinsey & Company, and the World Economic Forum).

However, digital economic platforms also present challenges such as intense competition, regulatory issues, and the digital divide (BPS, McKinsey & Company, dan World Economic Forum). In this context, the image and reputation of a digital platform plays an important role as it is the foundation of the

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relationship between the platform and the user (Smith & Johnson, 2020). Key factors affecting the image of digital platforms include quality of Service, security and Privacy, user experience, and customer responsiveness and support (Harris et al., 2019). Good quality of service, guaranteed data security, positive user experience, and responsive customer support can form a positive image, while weaknesses in these aspects can damage the image of the platform (Lee & Lee, 2021).

Teori Komunikasi dan Media (Media and Communication Theory)

Agenda Setting theory (McCombs & Shaw, 1972) states that the media has the ability to determine issues that are considered important by the public. In the context of digital platforms, agenda setting can affect how users perceive and respond to various issues that arise on the platform. **Media dependency theory** (Ball-Rokeach & DeFleur, 1976) highlights the relationship between media, audiences, and broader social systems, underlining how reliance on digital platforms for information and social interaction can affect the image of those platforms.

Teori Citra dan Reputasi (Image and Reputation Theory)

The Theory of Corporate Image by Gray and Balmer (1998) explains how the public perception of a company or digital platform is formed through the interaction between corporate communication and the direct experience of users. **Reputation theory** by Fombrun and Van Riel (1997) focus on how reputation is built through organizational performance, behavior, and communication, as well as how reputation influences stakeholder decisions.

Teori Engagement di Media Sosial (Social Media Engagement Theory)

Teori Engagement di Media Sosial oleh Brodie et al. (2011) describes how user engagement on social media shapes the perception and image of platforms. Factors such as interactivity, relevant content, and community can affect engagement levels and, in turn, the image of the platform.

Teori Pengalaman Pengguna (User Experience Theory)

User Experience theory by Hassenzahl (2008) focuses on how aspects of the user experience such as usability, ease of Use, and satisfaction affect users ' perception of digital platforms.

Teori Manajemen Krisis Online (Online Crisis Management Theory)

Online Crisis Management Theory by Coombs (2007) explains how digital platforms handling online crises and problems can affect their image and reputation.

Synthesis Of Theories

Communication and media theory provides a broad framework for understanding how information and public perceptions can be manipulated and influenced by media, including digital platforms. Agenda setting and media dependency provide a basis for understanding the influence of media on the image of digital platforms. Image and reputation theory provides a more detailed view of how public perception and reputation are formed and managed, relevant for identifying specific factors that influence the image of digital platforms, such as performance, behavior and communication. Theories applied specifically to digital platforms, such as engagement theory in social media, user experience, and

online Crisis Management, help explain the mechanisms and factors that directly influence users ' perceptions of digital platforms. By integrating approaches from these theories, we can develop a more comprehensive understanding of the factors that influence the image of digital platforms.

Previous research has also highlighted the importance of an in-depth understanding of the factors that influence the image of digital platforms. Emily Wong, Michael Johnson, Dr. Sarah Chen, Kevin Lee, Anna Zhang, and David Wang have provided valuable insights through their works on how reliability, security, quality of service, responsiveness, interface design, and transaction speed affect users ' perception of digital platforms (Wong, 2018; Johnson, 2019; Chen,2020; Lee, 2017; Zhang, 2019; Wang, 2016).

Taking into account the gap in current research, research that adopts meta-synthesis designs such as "analysis of factors that play a role in the image of Digital economy platforms" can make a significant contribution to understanding the factors that affect the image of such platforms. Through this approach, more comprehensive and valid findings can be expected to help digital economy platforms build and maintain a strong image in increasingly competitive markets (Chang et al., 2018).

METHOD

The design of this study adopts a meta-synthesis approach to integrate findings from several previous studies on the image of digital economic platforms. The data collection process begins with the determination of inclusion and exclusion criteria, which include the year of publication, the type of research, and the relevance of the topic. The data sources used are scientific articles, research reports, and academic literature related to the topic. The process of data analysis involves codifying and categorizing findings from selected literature to identify emerging patterns, themes, and categories. Thematic synthesis techniques are then used to structure and integrate the findings into a cohesive whole. With this approach, it is hoped that this study can present a comprehensive and meaningful synthesis of the factors that influence the image of the digital economy platform (Sandelowski & Barroso, 2007; Dixon-Woods et al., 2006; Booth et al., 2012; Suri, 2011; Thomas & Harden, 2008).

RESULTS AND DISCUSSION
Quality Of Service

Overall, good service quality can affect the image or image of an economic digital platform through various mechanisms, such as increased trust and reputation, positive user experience, branding and innovation management, rapid response to user needs, security and Privacy Protection, and the application of technological innovation. These factors interact with each other to shape the user's perception of the platform, which ultimately forms the overall image of the platform in the eyes of the public.

The interpretivist approach emphasizes a deep understanding of how individuals or groups of people give meaning to their experiences. Based on the findings of the various journals above, the quality of services in the digital

platform economy can be understood as a social construction that is formed through the interaction between users and technology. For example, Kusumastuti (2022) points out that the search and sharing of information on the smartcity platform depends not only on technical features, but also on the user's perception of the reliability and security of the platform. This suggests that reputation and trust are built through collective experience and subjective interpretation of users.

In addition, Positive user experiences, as described by Saura (2020) and Shah (2021), show that interaction with an intuitive interface and responsive user support shape their view of platform reliability. These experiences are subjective and are influenced by the social context as well as individual expectations. Users who feel helped and supported by the platform will tend to have a positive image of it. Sedighi (2022) and Bialkova (2021) highlight how innovation and branding play an important role in building a platform's image. Technological innovations such as Virtual Reality (VR) and strategic brand management not only affect how users interact with the platform, but also how they interpret it in a broader context, such as in work dynamics or shopping experiences. Effective and innovative Branding creates a strong narrative about the excellence and uniqueness of the platform, which is then internalized by users.

The quick response to changing user needs, as expressed by Olivieri (2023) and Beerepoot (2023), also reinforces the positive image. Users who feel that their needs and concerns are well accommodated tend to give positive ratings. It reflects that the image of the platform is formed through an interactive experience in which users feel heard and well served. In terms of security and privacy, research by Cao (2022) shows that consumer data protection is becoming an important basis for the trust and reputation of platforms. In an increasingly complex digital world, perceptions of security and privacy are becoming key elements in shaping the image of platforms. Users who feel their data is secure and protected will tend to have a positive outlook.

Finally, the technological innovations described by McNeil (2024) and Ren (2023) show that the adoption of advanced and innovative technologies increases the perception towards the reliability and modernity of the platforms. This technology not only improves operational efficiency but also shapes the user's view of the platform's capabilities and advantages. Overall, the quality of service in a digital platform economy is the result of complex interactions between technology, users, and the social context in which they are located. The subjective experience and collective interpretation of the various elements of the service shape the image and reputation of the platform. Thus, understanding these mechanisms requires a holistic and contextual approach, such as that offered by interpretivism, to capture the deeper meaning and influence of service quality on the image of digital platforms.

Security and Privacy

Security and privacy are key elements that affect the image of an economic digital platform. Platforms that are able to maintain user privacy and provide strong data protection will build a positive reputation, which in turn

increases user trust and loyalty. Security and privacy not only become technical features, but also shape the perception and overall user experience. In the interpretivist approach, emphasis is placed on the subjective understanding of the individuals involved and how they give meaning to their experiences. Based on interpretivism analysis of journals that discuss security and privacy on digital platforms, we can understand the mechanism of how security and Privacy affect the image or image of the digital platform economy through user perception and interpretation.

According to Hesse (2022), reputational portability among digital platforms creates a more transparent and trustworthy environment. Users interpret the ability to carry their reputation from one platform to another as an indicator that the platform is transparent and honest. This builds a sense of trust and enhances the image of the platform as a fair and reliable entity. Cao (2022) highlights the importance of data protection in increasing consumer confidence. Users who feel that their data is well protected will find the platform more reliable and responsible. This mechanism works through increasing users ' sense of security, which in turn reinforces the platform's positive image as an effective and trusted protector of personal data. Siso-Calvo (2020) found that academic data security affects the reputation of platforms among professionals and academics. Users from academic circles interpret strong data protection as a reflection of the integrity and professionalism of the platform, which further enhances the platform's image as a secure and reliable source of information.

Zahra et al. (2023) showed that celebrity endorsements can affect users ' perception of platform security and reliability. When a celebrity endorses a platform, users interpret this as validation that the platform is safe and trusted. This mechanism works by increasing the trust of users through positive associations with respected public figures, which reinforces the image of the platform. Jesus et al. (2023) discussing the importance of data security in AI platforms for digital diagnosis. Medical users interpret the security of medical data as a key indicator of the credibility of the platform. The sense of security resulting from strong medical data protection reinforces trust and enhances the platform's image as a secure and trusted medical service provider. Sahoo (2022) found that platform design can create tension if privacy is not properly managed. Users interpret the platform's ability to maintain privacy, even in politically sensitive situations, as a reflection of the platform's value and integrity. This increases trust and reinforces the positive image of the platform in the eyes of users.

Fleischer et al. (2022) revealed that trust indicators such as reviews and verification play an important role in consumer decisions. Users interpret these indicators as concrete evidence of the security and reliability of the platform. Positive experiences derived from these trust indicators build loyalty and reinforce the platform's image as a safe and reliable place. Yeh and Hsieh (2023) highlight the importance of security and privacy in copyright management for digital images. Creative users interpret strong copyright protection as the platform's commitment to their creative and legal rights. When users feel that their work is well protected, they develop greater trust in the platform. This

mechanism works by increasing users ' perception of the platform's integrity and responsibility, which ultimately reinforces the platform's positive image in the creative community.

Overall, through the lens of interpretivism, security and privacy mechanisms work by profoundly influencing user perceptions and experiences. When users feel that their privacy and security are well taken care of, they develop a strong trust in the platform. This trust, built through users ' subjective interpretation of their experiences, ultimately shapes and reinforces the positive image of such economic digital platforms. Zahra et al. (2023) found that the decision to use a digital credit platform is strongly influenced by the perception of the security and privacy of user data. Users interpret strict data protection as evidence of the credibility and integrity of the platform. When users feel that their personal information is well managed, they are more likely to trust the platform. This mechanism works by building a deep sense of security, which then enhances the platform's positive image as a safe and trusted credit service provider.

Sahoo (2022) shows how poor platform design can create privacy-related tensions, particularly in a political context. Users interpret that the platform's inability to maintain the privacy of their information can lead to distrust and negative views. In contrast, platforms that demonstrate a strong commitment to privacy in sensitive situations are perceived more positively. This mechanism works by highlighting the importance of a platform design that is sensitive to the privacy needs of users, which in turn reinforces the image of the platform as a responsible and trusted entity. Fleischer et al. (2022) emphasized that trust indicators such as user reviews and identity verification play an important role in shaping user perceptions of platform security. Users interpret the presence of these indicators as concrete evidence of the platform's efforts to ensure the security and reliability of the service. The positive user experience resulting from trust in these indicators builds loyalty and enhances the platform's image as a secure and reliable entity. Yeh and Hsieh (2023) highlight the importance of security and privacy in copyright management for digital images. Creative users interpret strong copyright protection as the platform's commitment to their creative and legal rights. When users feel that their work is well protected, they develop greater trust in the platform. This mechanism works by increasing users ' perception of the platform's integrity and responsibility, which ultimately reinforces the platform's positive image in the creative community.

User Experience

In the context of interpretivism, user experience in the digital platform economy is understood as a complex social interaction between individuals and their digital environment. A positive user experience, as Shah (2021) explains, is strongly influenced by easy navigation, clear information, and responsive support. This increases trust and satisfaction, forming the image of the platform as reliable and dependable for medical needs. In international cultural communication, the Ma (2022) highlights that Digital Twins-based platform design can enhance user appreciation and understanding through in-depth interaction with cultural

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elements, strengthening the platform's image as a major provider of international culture.

However, negative experiences such as those found by Pulignano (2024), in which digital economy platforms exploit the free time of freelance workers, can damage the image of the platform, making it considered unethical and indifferent to the well-being of its workers. In contrast, Beerepoot (2023) revealed that the digital reputation and skills displayed on a global work platform can reduce uncertainty and increase user confidence, strengthening the platform's image as a space that supports professional development.

Positive user experience in flexible online work through the use of Digital Twins, as shown by Hemsen (2023), promotes the image of the platform as innovative and efficient, strengthening user trust and loyalty. Meanwhile, Celata (2020) emphasizes that a good experience in the facilities and services of a digital tourist platform can reinforce the positive image of the platform, while a bad experience creates a negative perception. Sahoo (2022) points out that in a political context, the inadequate design of the WhatsApp platform in protecting privacy can generate tension and negatively affect the image of the platform. Users interpret the lack of commitment to data security as an indication of an unsafe platform for political discussions. McNeil (2024) explained that a more accurate and efficient diagnostic experience through an advanced digital diagnostic platform can increase the trust and image of the platform as innovative in the medical field.

Improving service quality is key in building a positive image of the digital economy platform. Platform managers must ensure easy navigation, clear information, and responsive support to create a satisfying user experience (Shah, 2021). In addition, platform design that takes cultural and social contexts into account can improve user interaction and strengthen the image of the platform as a leading provider in various fields, as found in the study of Digital Twins-based cultural platforms (Ma, 2022).

However, digital platforms should also be wary of negative experiences that can damage their image. For example, the exploitation of freelance labor can generate dissatisfaction and stress, which adversely affects the public's perception of the platform (Pulignano, 2024). Conversely, a digital reputation and skills recognized on a global work platform can increase trust and reduce uncertainty, reinforcing the platform's image as a space that supports professional development (Beerepoot, 2023).

Positive experiences in flexible online work through the use of technologies such as Digital Twins can also enhance the image of the platform as innovative and efficient (Hemsen, 2023). In the digital travel industry, a good reputation and short-term rental experience can reinforce the positive image of the platform, while a bad experience can reduce user trust (Celata, 2020). Meanwhile, privacy-related tensions within platforms such as WhatsApp can damage the image if users feel that their information is not secure (Sahoo, 2022). In the medical context, advanced data security and diagnostic technologies can increase user trust and the image of the platform as innovative and reliable (McNeil, 2024). Therefore, digital platforms must focus on providing a high-quality user

experience, protecting data privacy and security, and constantly innovating to meet user needs and expectations.

Overall, the interpretivism perspective emphasizes that the user experience in the digital platform economy is the result of complex social interactions and subjective interpretations of individuals. Positive experiences increase trust and a positive image of the platform, while negative experiences can damage reputation and reduce user trust. Thus, platform managers must understand and manage the user experience holistically in order to build and maintain a positive image in the eyes of the public.

User Satisfaction

Digital platforms that provide high-quality services can significantly increase user satisfaction. In a clinical context, easy navigation and accurate information are essential in shaping user perceptions. Satisfied users tend to recommend the platform, reinforcing the positive image and expanding the user base (Shah, 2021). Platforms that use digital Twins technology for international cultural communication create immersive and meaningful experiences, reinforcing a positive image and user loyalty (Ma, 2022).

On the contrary, the exploitation of free time and unpaid labor on digital economy platforms generates dissatisfaction and a bad image. Platforms need to adopt more fair and transparent practices to ensure the well-being of freelance workers and improve their image (Pulignano, 2024). The good digital reputation and skills displayed on the global work platform reduce user uncertainty, increase confidence, and strengthen the platform's image as a transparent and reliable space (Beerepoot, 2023).

The use of Digital Twins in flexible online work provides realistic simulation and effective support, increasing loyalty and a positive outlook on the platform (Hemsen, 2023). In digital tourism, experiences that match online descriptions increase trust and a positive image of the platform, while bad experiences damage reputation (Celata, 2020). Inadequate platform design in protecting data privacy and security can damage the image as a safe place for political discussions, so security and Privacy become crucial (Sahoo, 2022).

Digital diagnostic platforms that use advanced technologies, such as hyperspectral autofluorescence microscopy and deep learning-based virtual histology, provide an accurate and efficient diagnostic experience, increasing confidence and positive perception (McNeil, 2024). Overall, the user experience on digital platforms is understood as the result of complex social interactions and subjective interpretations of individuals. Positive experiences increase trust and a positive image, while negative experiences damage reputation and reduce user trust. Therefore, digital platforms should focus on providing high-quality and relevant user experiences to maintain and strengthen their positive image.

Overall, the user experience on digital platforms is understood to be the result of complex social interactions and subjective interpretations of individuals. When users interact with digital platforms, they judge based on technical functionality as well as through the emotional, social, and psychological experiences that accompany those interactions (Saura, 2020; Shah, 2021). For

example, digital health platforms with easy navigation and accurate information are perceived more positively by users, strengthening user trust and loyalty and expanding the user base through word of mouth recommendations (Shah, 2021).

Cultural interaction through digital Twins technology creates an immersive and meaningful user experience, increasing appreciation for the platform. Platforms that present rich cultural interactions will be perceived as effective tools for the dissemination and preservation of culture, strengthening the positive image and loyalty of users (Ma, 2022). Conversely, negative experiences such as labor exploitation on digital economy platforms can create a bad image for the platform, lowering user satisfaction and trust. Therefore, platforms must adopt more equitable and transparent practices to maintain their positive image (Pulignano, 2024).

A good digital reputation and the ability to display skills on a global work platform can reduce user uncertainty and increase their confidence. Positive experiences in gaining recognition and demonstrating skills reinforce the image of the platform as a space that favors professional and transparent development (Beerepoot, 2023). The use of advanced technologies such as Digital Twins in flexible online work enhances the user experience by providing realistic simulation and effective work support, reinforcing the image of the platform as innovative and efficient in supporting online workers (Hemsen, 2023).

In the context of digital tourism, a good user experience regarding facilities and services that match the online description increases the trust and positive image of the platform. Conversely, bad experiences damage reputation and reduce user trust, emphasizing the importance of consistency in service quality (Celata, 2020). Inadequate platform design in protecting data privacy and security, particularly in a political context, can create tension and damage the platform's image as a safe haven. Therefore, maintaining the security and privacy of users is very important to maintain a positive image (Sahoo, 2022).

Finally, a digital diagnostic platform that uses advanced technologies such as hyperspectral autofluorescence microscopy and deep learning-based virtual histology provides an accurate and efficient diagnostic experience. This gratifying experience increased trust and positive perception of the platform as innovative and advanced in the medical field, reinforcing the platform's image as a technology leader in the field (McNeil, 2024).

Through the lens of interpretivism, the user experience on a digital platform is understood as the result of a subjective interpretation of their interaction with the technology and services provided. Positive experiences increase trust and a positive image, while negative experiences can damage reputation and reduce user trust. Therefore, digital platforms should focus on providing a high-quality, relevant user experience, and meeting the needs and expectations of users to maintain and strengthen their positive image.

Responsiveness and customer support

Responsiveness and customer support in digital platforms shape the image of the platform significantly. In the perspective of interpretivism, the interaction between the platform and the user becomes important in shaping the subjective

perception of the platform. Research by Sedighi (2022) shows that responsive customer service can increase user satisfaction, which in turn reinforces the image of the platform as an entity that cares about user needs. In addition, Shimichev (2024) highlighted that responsiveness and effective customer support can build trust and reputation of the platform brand, creating an image of the platform as a reliable and quality entity.

Aspects of data security and Privacy also play an important role in shaping the image of the platform. Research by Li (2023) shows that responsiveness in ensuring data security and user privacy helps build a trustworthy image of the platform. Platforms that are responsive to data security issues and proactive in protecting user privacy tend to be viewed more positively. Innovations in service, as expressed by Hemsen (2023), also affect the image of the platform. Innovative and responsive customer support enables the development of better services, creating the image of the platform as a dynamic and user-friendly entity. In addition, responsiveness and good customer support can improve users ' perception of the value and quality of services provided by digital platforms.

Pouri (2022) emphasizes that when users feel well supported and get prompt responses to their needs, this can strengthen their belief in the quality and value provided by the platform. Personal and human interaction is also important in shaping the image of the platform. Hemsen (2023) states that users tend to have a more positive perception of platforms that respond to their needs individually and show empathy for the problems they are experiencing. In order to build trust and credibility, responsiveness and consistent customer support are essential. Research by Sedighi (2022) and Shimichev (2024) confirms that when the platform continuously provides effective and responsive support, this creates the image of the platform as a reliable source to meet the needs and solve user problems.

Finally, the platform's brand reputation is also affected by responsiveness and good customer support. Shimichev (2024) pointed out that platforms that are known to be responsive to user needs and provide quality support tend to have a positive reputation in the market, which in turn improves the platform's image in the eyes of users. In the context of responsiveness and customer support on digital platforms, these various aspects have a significant impact on the image of the platform.

Responsiveness in responding to user needs and problems, as well as effective customer support, shape the user's perception of the platform directly. When users feel heard and get a quick response, user satisfaction increases, as highlighted by Sedighi (2022). This not only strengthens the image of the platform as a service provider that cares about the needs of users, but also builds trust and brand reputation of the platform (Shimichev, 2024). Aspects of data security and privacy are also important factors in shaping the image of the platform. Responsiveness in ensuring data security and user privacy is an important step towards building a trustworthy image of the platform (Li, 2023). In addition, innovations in service also affect users ' perception of the platform. Innovative and responsive customer support enables the development of better services, creating the image of the platform as a dynamic and user-friendly entity

(Hemsen, 2023). Users also rate the value and quality of the services provided by the platform. Responsiveness and good customer support can improve users ' perception of the value and quality of platform Services (Poti, 2022).

Personal and human interaction also plays an important role in shaping the image of the platform. Users tend to give a positive view of platforms that respond to their needs individually and show empathy for the problems they are experiencing (Hemsen, 2023). In addition, responsiveness and consistent customer support build trust and credibility of the platform in the eyes of users. When the platform continuously provides effective and responsive support, this creates the image of the platform as a reliable source to meet the needs and solve the problems of users (Sedighi, 2022; Shimichev, 2024).

Finally, the platform's brand reputation is also influenced by responsiveness and good customer support, with platforms that are responsive to user needs likely to have a positive reputation in the market (Shimichev, 2024). Overall, responsiveness and customer support play an important role in shaping the image of a digital platform. Through the continuous interaction between the platform and users, the image of the platform is dynamically formed and influenced by various factors, ranging from user satisfaction to brand trust and reputation. Therefore, maintaining responsiveness and good customer support is an important strategy for digital platforms to maintain their positive image.

Factors such as service quality, personal interaction, trust, and brand reputation play a crucial role in shaping the image of a digital platform (Sedighi, 2022). Responsiveness and effective customer support can be key pillars in this process. When users feel well supported and get a prompt response to their needs, it reinforces their belief in the quality and value provided by the platform (Patil, 2023). The personalized and humanized interaction of timthe customer support team also plays an important role in improving users ' perception of the platform (Shimichev, 2024). Platforms that show empathy for users ' problems and respond individually to their needs tend to be perceived as more friendly and caring (Li, 2023). Consistent support can also build trust and credibility of the platform in the eyes of users (Pouri, 2022). When the platform continuously provides effective and responsive support, this creates the image of the platform as a reliable source to meet the needs and solve user problems (Hemsen, 2023). As a result, the platform's brand reputation improves, strengthening users ' perception of the platform's reliability and quality (Hesse, 2022). Thus, responsiveness and good customer support are key factors in shaping a positive and attractive digital platform image for users (Opačak et al., 2022).

Confirm with previous studies

The study found that trust and reputation, user experience, security and privacy, as well as responsiveness and customer support are the main variables that affect the image of a digital economy platform. This finding is in line with previous studies that have identified similar factors in shaping the image of digital platforms. For Example, Dr. Emily Wong highlights the importance of users ' perception of the reliability and quality of digital platform services, supporting the results of this study that trust and reputation are key factors in shaping a positive

image of the platform (Wong, 2018). In addition, Prof. Michael Johnson points out that positive user experience can influence loyalty and intentions to reuse digital platforms, which reinforces the results of this study on the importance of user experience in shaping the image of the platform (Johnson, 2019). Dr. Anna Zhang also highlights that ease of use, interface design, and transaction speed play an important role in shaping user impressions, which is in line with the findings of this study regarding user experience (Zhang, 2019).

Furthermore, Prof. Kevin Lee emphasizes that information privacy and security are major concerns for users, supporting the finding that security and privacy are important variables affecting the image of digital platforms (Lee, 2017). Dr. Sarah Chen also highlighted that responsiveness and good customer support can be key factors in shaping users ' perceptions of digital platforms, in accordance with findings showing the importance of responsive customer support in building the image of the platform (Chen, 2020). Finally, Prof. David Wang emphasizes the importance of digital platform image analysis and measurement in understanding user perceptions and identifying areas of improvement. This supports recommendations for platform managers to use a data-driven approach in improving marketing strategies and user experience (Wang, 2016).

Thus, the study confirms and reinforces the findings of previous studies, providing further evidence that trust and reputation, user experience, security and privacy, and customer responsiveness and support are key factors affecting the image of digital platforms. The combination of these findings provides a comprehensive guide for platform managers in building and reinforcing a positive image of their platform.

CONCLUSION

Based on the results of the synthesis it was found that trust and reputation, user experience, security and privacy, as well as responsiveness and customer support are the main factors affecting the image of digital platforms.

1. Studies show that the trust and reputation of the platform is very important in forming a positive image. Trust built through consistent interactions and positive experiences is highly influential on user loyalty.
2. A good user experience, including ease of navigation and satisfactory service, directly affects the user's positive perception of the platform. Negative experiences can damage the image and reduce user trust.
3. Consumer data protection and privacy are important aspects that contribute to the positive image of digital platforms. Consumers highly value platforms that take good care of their data security.
4. Responsive service and good customer support can improve user satisfaction and platform image. This satisfaction promotes loyalty and sustainable positive perception.

Implications Of Findings

The findings from the study have several important implications for digital economy platform managers as well as policymakers:

1. **Improved quality of Service**: platform managers should focus on improving the overall quality of Service. This includes an increase in the trust and reputation of the platform through transparency, consistency in services, and meeting user expectations. The improvement of the user experience can be done through an easy-to-use interface and features that are relevant and beneficial to the user.
2. **Data security and Privacy**: maintaining the security and privacy of user data is a top priority. Platform managers must ensure that user data is protected with the latest security technologies and follow strict regulations regarding data protection. This not only protects users but also increases their trust in the platform.
3. **Responsiveness and customer support**: responsive and effective customer support is essential in building a positive image. The platform manager must ensure that timthe customer support team is well trained and able to handle user issues quickly and efficiently. Proactive and interactive support can improve user satisfaction and build long-term loyalty.
4. **Continuous innovation**: digital platforms must constantly innovate to meet the evolving needs and expectations of users. This includes the implementation of new technologies, innovative features, and continuous improvement in the services offered. Relevant innovations can keep the platform competitive and attractive to users.
5. **Importance of social and cultural context**: platform managers should consider the social and cultural context of users in designing and developing the platform. Understanding local preferences and cultural values can help in creating a more personalized and relevant user experience.

Supportive public policies: policymakers should develop regulations that support data security and privacy and encourage technological innovation. Clear and supportive policies will help digital platforms develop in a healthy and sustainable way, as well as protect the interests of users.

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