The Influence of Brand Image on Buying Decisions of Shopee Online Customers with Brand Trust As an Intervening Variable

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Abstract : This study aims to determine the effect of brand image on purchasing decisions mediated by the brand trust of Shopee online shop customers in Medan City. The data analysis technique used is path analysis with the help of the Amos version 24.0 program. The sample in this study were 130 respondents. Primary data collection using a questionnaire. The results of the study found that brand image has a positive and significant effect on brand trust and repurchase decisions of Shopee online shop customers in Medan City. Brand trust has a positive and significant effect on the customer repurchase decisions of Shopee online shop customers in Medan City. Brand trust partially mediates the influence of brand image on customer repurchase decisions at Shopee online shop in Medan City.

Keywords: Brand Image, Brand Trust, Repurchase Decision.

1. INTRODUCTION :

Technological developments make the internet continue to grow and spread to all elements of society. One of the uses of internet media in business applications is electronic commerce (e-commerce) or often also called electronic commerce. E-commerce refers to the use of the internet and the internet to buy, sell, transport or trade data, goods or services (Turban, King, & Lee, 2012).

E-commerce is an electronic business that focuses on business transactions using the internet as a medium for exchanging goods or services, both between two institutions or organizations called business to business (B2B) or between institutions and direct consumers called business to customer (B2C). In Indonesia itself, the growth of market share for e-commerce is increasing. This is evidenced by the increasing number of internet users who have great potential for e-commerce marketers. One of the successful and successful e-commerce companies in taking advantage of the e-commerce market opportunities in Indonesia is Shopee.

Buying and selling online is a trend that has now penetrated to various corners and circles of society. The rapid development of internet technology has led to changes in behavior among the community, including the people in the city of Medan in particular. This change in behavior can be seen from the shopping habits of the people, who were used to shopping directly at the market or at the nearest mall, now they prefer to shop online.

The presence of online buying and selling sites gives rise to various positive and negative impacts in the lives of the people of Medan City, including changes in social behavior and consumptive patterns. One of the positive impacts of this online buying and selling site is that people can become entrepreneurs by participating in selling goods or services that can generate profits for them, and the negative impact due to the development of online buying and selling sites is that it creates a consumptive culture of the community because it follows trends and lifestyles. Which lead to extravagant attitudes, including buying goods that do not match their needs and buying them only because they are interested in seeing the one item on offer. The number of Shopee online shop products that offer the same product variants also makes the competition even tougher. It is natural for companies that are in a hyper competition period like today to prepare various activities to defend themselves so that they can still exist in the market.

Currently, many online shops are successfully selling the products offered to the public. The following is the ranking of online shop visitors in Indonesia from 2019 to 2020:

Table 1. Ranking of the Largest Online Store Visitors in Indonesia in 2019 – 2020

No.	Company Name	Visitors
1.	Shopee	96,532,300
2.	Tokopedia	84,997,100
3.	Bukalapak	31,409,200

| 4. | Lazada | 22,674,200 |
| 5. | blibli | 18,695,000 |

Source : Instagram "rumahpengusaha", 2021

From Table 1 above, it can be explained that Shopee's online shop is ranked first as the largest online shop visitor in Indonesia with a total of 96,532,300 visitors. The number shows that the brand image of Shopee is already very good in the eyes of the public. And based on this data, it can also be explained that Shopee has a fairly good rate of repurchase decisions, as seen from 2019 to 2020 Shopee is still ranked first..

However, it is also necessary for researchers to find out how far the level of brand trust from Shopee customers on their sales performance considering the increasing number of frauds carried out by irresponsible people on behalf of Shopee. So, is this brand trust able to further strengthen the influence of brand image on customer purchasing decisions at Shopee's online shop?.

2. LITERATURE REVIEW:

Kotler and Keller (2012) argue that brand image is related to associations with brands because when brand impressions that appear in consumers' memories increase, it is caused by the increasing number of consumer experiences in consuming or buying the brand. Aaker, translated by Aris Ananda (2011:63), states that a brand is a banner that can be used as an umbrella for all products that use it. In the brand image dimension, one of which is Affinity parallel to positive associations that make a consumer like a product or service, in general positive brand associations (especially those that form brand image) become the basis of consumers in purchasing decisions and loyalty to the brand. For example: brand conformity with expectations and pride in the brand.

Furthermore, Aaker and Lasser (in Delgado-Ballester et al, 2003:11) say that consumers trust the brand because of the feeling of security resulting from their interaction with the brand and this trust will have a direct effect on consumer purchases of the same product in the future. According to Aaker, translated by Aris Ananda (2011:63) Recognition means that consumers remember the existence or remember the existence of the brand. This recognition is parallel to brand awareness. Brand awareness is measured by the extent to which consumers can remember a brand. Repurchase is a behavior that appears in response to the product. Repurchase is also a repurchase interest which shows the consumer's desire to make a repeat purchase (Assael, 1998).

Brand Image from Shopee provides more value to consumers in repurchasing decisions, this is increasingly convincing consumers with the existence of brand trust that has been built for a long time in the hearts of consumers so they don't hesitate to make repurchase decisions at Shopee's online shop.

3. RESEARCH METHODOLOGY:

This study uses a quantitative research approach with path analysis techniques. The population is Shopee online shop customers in Medan city, the determination of the number of samples is based on the number of existing research indicators. Where the number of samples is between 5-10 multiplied by the number of indicators. The number of indicators of all variables in this study were 13 indicators so that the number of samples obtained was 13 x 10 = 130 people, with a sampling technique, namely probability sampling with accidental sampling. Collecting data using a questionnaire with a Likert scale of 5-1. Statistical tests were conducted by observing the significance level of inter-variable relationships indicated by the C. R (Critical Ratio) value identical to the-t test in regression and the probability (P) value. Significant relationships are marked with a C. R value greater than 2.58 and a value of P is smaller than 0.05 (Ferdinand, 2014). Next to see the influence of moderation variables using the theory of Sobel Test from Baron and Kenny (1986).

4. RESEARCH RESULTS AND DISCUSSION:

Based on the results of the analysis of the characteristics of the respondents, it can be concluded that in general the Shopee online shop customers in Medan City are dominated by female customers, age ranges from 20-29 years old, married with the majority of work as private employees.

The model suitability test is carried out through a flow chart in the full model equation, which is a test carried out on all exogenous and endogenous variables that have been combined into one complete (path) diagram through the variance or covariance matrix and the full model is referred to as the research model. The full model test is carried out to see how far the basic model formed in this study meets the goodness of fit (GOF) criteria (Ghozali, 2013).
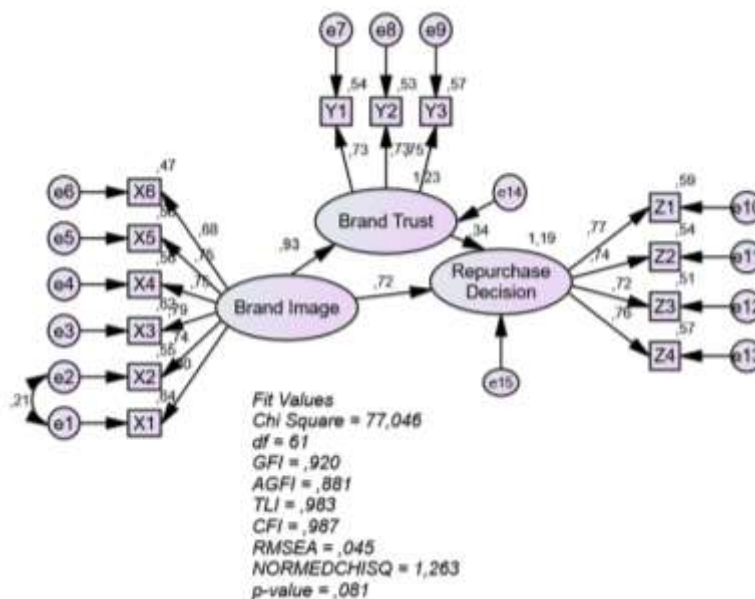
Figure 1. Full Model Research

The results of data processing as shown in Figure 1 and then included in Table 2 indicate that all constructs used to form this research model have met the criteria for the goodness of fit index except for the AGFI value which is still marginal but is close to good, as shown in Table 2 below:

Tabel 2. Kriteria Goodness of Fit Full Model

Goodness Of Fit Index	Expected value	Result value	Conclusion
χ^2 C-square Statistics	Expected small	77,046	Good
GFI	≥0,90	0,920	Good
AGFI	≥0,90	0,881	Marginal
TLI	≥0,95	0,983	Good
CFI	≥0,95	0,987	Good
RMSEA	≤0,08	0,045	Good
CMIN/DF	≤2,00	1,263	Good
P-Value	≥0,05	0,081	Good

Discussion

To see how large the destination image variables are affected and the tourist attraction to the satisfaction variable and the interest of the revisit is shown in the following Table 3:

Table 3. The Effect of Dependent Variable on Independent Variables

Latent Variable			Std. Estimate	Estimate	S.E.	C.R.	P
BrandTrust	<---	BrandImage	,929	,933	,088	10,563	***
RepurchaseDecision	<---	BrandTrust	,344	,400	,095	4,207	***
RepurchaseDecision	<---	BrandImage	,723	,707	,098	7,224	***

Based on the results of data analysis as shown in Table 3, the structural equations are as follows:

Structural Equation I : $Y = b_1X + e_{14}$

                                          $Y = 0,929\ X$

Structural Equation II : $Z = b_1X + b_2Y + e_{15}$

                                          $Z = 0,723\ X + 0,322Y$

Based on Table 2, the researcher can describe the conclusions to answer the hypotheses in this study, which are as follows:

1. **Effect of Brand Image on Brand Trust of Shopee Online Customers in Medan City**

The effect of brand image on brand trust is positive and significant with the estimated standardized regression weight coefficient of 0.929 (92.9%), the probability or significance value is 0.0001 (significant) and the C.R value is 10.563 (accept H1). In other words, brand image has a positive and significant effect on the brand trust of Shopee online shop customers in Medan City. This shows that a good brand image of a company will create customer trust in the brand.

2. **The Effect of Brand Image on Repurchase Decisions of Shopee Online Customers in Medan City**

The effect of brand image is positive and significant to repurchase decision. This can be seen from the value of the estimated standardized regression weight coefficient of 0.723 (23.4%), the probability or significance value of 0.0001 (significant) and the C.R value of 7.224 (accept H2). Thus, it can be concluded that brand image has a positive and significant effect on repurchase decisions of Shopee online shop customers in Medan City. In this case, if the brand image of Shopee is already embedded in the heart of a customer, then the Shopee brand image becomes one of the determinants of repurchase decisions.

3. **The Effect of Brand Trust on Repurchase Decisions of Shopee Online Customers in Medan City**

Brand trust has a positive and significant influence on repurchase decisions. This can be seen from the coefficient value of the estimate standardized regression weight of 0.344 (34.4%), the probability or significance value of 0.0001 (significant) and the C.R value of 4.207 (accept H3). Thus, it can be concluded that brand trust has a positive and significant effect on repurchase decisions of Shopee online shop customers in Medan City. This means that customers from the Shopee online shop in Medan City feel confident and safe when making purchase transactions at Shopee where this will have a direct effect on customer purchases at the same online shop in the future.

4. **Brand Trust mediates the influence of Brand Image on Repurchase Decisions for Shopee Online Customers in Medan City**

The following are the results of the calculation of the significance value using the Sobel software:
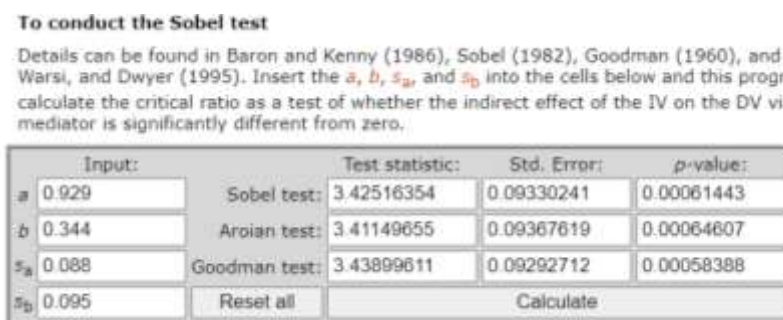

Figure 2 . Sobel Test Results

By using the Sobel formula (1982) the significance value of path c' is calculated as follows:
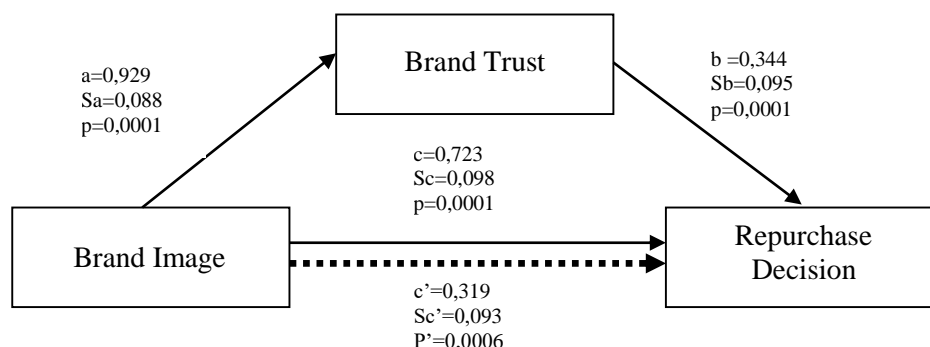

Figure 3. Mediation of Brand Trust between Brand Image and Repurchase Decision

This means that the Shopee online shop brand image provides more value to customers in their repurchase decisions, this is more convincing to customers with the brand trust that has been built in the hearts of customers so they don't hesitate to make repurchase decisions at the Shopee online shop.

5. CONCLUSION:

Based on the results of research and analysis that has been carried out, several conclusions can be obtained that can answer the formulation of the problem in this study, namely:

a) Brand image has a positive and significant effect on the brand trust of Shopee online shop customers in Medan City.
b) Brand image has a positive and significant effect on repurchase decisions of Shopee online shop customers in Medan City.
c) Brand trust has a positive and significant effect on repurchase decisions of Shopee online shop customers in Medan City.
d) Brand trust partially mediates the effect of brand image on repurchase decisions of Shopee online shop customers in Medan City.

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