

THE INFLUENCE OF BRAND IMAGE AND E-SERVICE QUALITY ON PURCHASE DECISIONS GENERATION Z AT E-COMMERCE SHOPEE IN PEKANBARU

Alda Jusika¹, Awliya Afwa², Adella Puspita³

Riau Islamic University

Email: Aldajusika@student.uir.ac.id , awliyaafwa@eco.uir.ac.id , Adellapuspita@student.uir.ac.id

ABSTRACT

This research aims to analyze the Influence of Brand Image and E-Service Quality on Purchase Decisions of Generation Z at E-Commerce Shopee in Pekanbaru (Case Generation Z Pekanbaru). The object of this research is Generation Z in Pekanbaru City, with a sample of 100 respondents who are Shopee e-commerce users in Pekanbaru City. The data analysis technique uses Structural equation modeling using the Smart PLS version 3 application. The findings from this research show that Brand Image does not have a significant effect on purchase decisions at Shopee E-commerce in Pekanbaru city. Meanwhile, E-Service Quality has a positive and significant effect on Purchase Decisions. Based on the determination test, it is concluded that Brand Image and E-Service Quality influence Purchase Decisions on Shopee E-commerce simultaneously.

Keywords: Brand Image, E-Service Quality, Purchase Decisions, E-commerce Shopee

INTRODUCTION

Currently, the shopping style of Indonesian people is starting to shift. Instead of conventional transactions, now our people prefer to shop via online platforms. Head of the Central Statistics Agency (BPS) Suharyanto also acknowledged that the online shopping phenomenon is occurring in Indonesia, and one of the factors is the rapid growth of e-commerce. (Deviana Vierdwiyan 2020). Rapid developments in technology have had a significant impact on all aspects of life. In terms of e-commerce that focuses on smartphone devices, currently Shopee is the most popular to download. It cannot be denied that the increase in the e-commerce industry in Indonesia is greatly influenced by online shopping trends, especially by the millennial generation (Mbeté and Tanamal 2020).

Based on rating data and reviews of the Shopee application on the Google Play Store, it is known that approximately 36.72% of reviewers gave negative comments regarding Shopee service complaints, such as transaction failures, delivery of goods, and responsiveness in the Shopee application. Providing good quality service to consumers, will have an impact on consumer purchasing decisions, and vice versa. Meanwhile, a company's good brand image will influence consumers' decisions in using and purchasing the product (Primary 2020). The strategy of improving brand image and service quality is also carried out by Shopee. Shopee is an online shop with 10

million downloads in the Play Store application. At the beginning of its appearance, Shopee tried to build a positive image through the "Free Shipping Throughout Indonesia" campaign. Since then the growth of website visitors has increased. Promotional activities carried out through advertising and creating a brand image are expected to be able to increase consumer buying interest in the products offered by Shopee and are expected to be able to provide encouragement or motivation to consumers to make purchasing decisions on Shopee (Pasaribu 2022).

At the purchasing decision stage, consumers are influenced by two main factors that exist between purchasing intentions and purchasing decisions. Brand Image is the identity of goods or services. A well-known and trusted brand is an invaluable asset. Brands have developed into the largest source of assets and are an important factor in company marketing activities (Citra, Salam, and Nuryani 2020). Therefore, in order to win the competition, every company must have the right marketing strategy for the products it produces. Among the many marketing strategies, companies are faced with branding (Syamsurizal and Ernawati 2020). Placing a Brand Image in the minds of consumers must be carried out continuously so that the brand image created remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers buying the brand in

question is very large.(Citra, Salam, and Nuryani 2020). So the better the brand image of the product being sold, the higher the purchasing decision by consumers. A good product brand image is certainly not easily obtained by marketers today(Arianty and Andira 2021).

Apart from brand image, there are other factors, namely service quality which greatly influences consumer decisions in making purchases. In this case, it involves perceptions and expectations regarding the level of service provided to consumers to meet their needs, namely the service environment, processes and output quality that they can see and feel for themselves. In online businesses, the service quality provided is different from offline stores located in outlets. The goods being bought and sold also cannot be touched directly, so good service is needed which can create high levels of trust. To display the items for sale, photography is carried out using a high resolution camera, so the results are satisfactory. Buyers will be interested because of the clear details of the goods accompanied by clear information about the goods (Ari, 2012).

Literature Review

Brand Image

Brand image is a representation of general perception formed through statistics and previous history of a company(Sanjiwani and Ambiance 2019). Whether a brand image is good or bad can significantly influence purchasing decisions(Saputra and Dinalestari 2017). ThenAlbari and Safitri (2018)revealed that brand image is a symbol of a collection of memories or memories of a brand that are embedded in the minds of consumers, both positive and negative.According toZulastari and Wardhana (2016)There are 3 brand image indicators, namely: The superiority of the brand association, the uniqueness of the brand association, and the strength of the brand association.

The Relationship of Brand Image to Purchasing Decisions

Brand Image as a company's brand image becomes a guideline for the company's sustainability. A good brand image will increase consumer loyalty and also increase new consumers. Consumers tend to make purchases from well-known brands compared to brands that have not yet been recognized. A brand image based on quality, price and product quality makes consumers make purchasing decisions based on the brand image. The better the company image, the more purchasing decisions will be made by consumers(Garut and Purwanto 2023). Based on the results of previous research conducted

bySuhaily and Darmoyo, (2017)states that brand image has a positive and significant influence on purchasing decisions. Likewise with the results of similar research conducted by(Huda 2020;Sutrisno et al. 2023)also stated that brand image has a positive and significant influence on purchasing decisions.

H1: Suspected Brand imagesignificant influence on purchasing decisions

E-service quality

E-service quality is a form of service quality through internet media to facilitate consumer activities from the pre-purchase phase such as ease of use, product information, ordering information, and protection of personal information to the post-purchase stage and return policy, effectively and efficiently(Priyatna and Agisty 2023). E-service quality also facilitates consumer/user assessments regarding the quality and superiority of the services provided (Syahidah and Aransyah 2023). In his researchAini et al. (2022)stated thatE-service quality or service quality is a necessity that companies must carry out in order to survive and continue to gain customer trust.

According toPudjarti, Nurchayati, and Dwi Putranti (2019)Service quality indicators can be measured using the following four indicators:

- a. Website design, namely the customer's perception of the level of website design that is visually attractive and well designed.
- b. Service reliability, namely the customer's perception of the reliability of the site (e.g. confirmation emails, order tracking functions) and the accuracy of service promises (e.g. delivering what was ordered).
- c. Privacy or security, namely the extent to which a website has adequate security features to protect customer information and facilitate safe transactions.
- d. Customer service, namely the company is willing and ready to respond to customer needs

The relationship between E-service quality and purchasing decisions

E-Service Quality or service quality is closely related to consumer purchasing decisions. When a company provides satisfactory service, customers tend to feel satisfied with their experience. This increases their trust in the company and can trigger repeat purchases. Additionally, satisfied customers often become good advocates, providing positive recommendations to others. High service quality can also reduce customer complaints and influence product or service selection. Thus, good service quality not only increases customer satisfaction, but also influences customer trust, recommendations, complaint levels, and ultimately

purchasing decisions. Based on previous research conducted by Novita Djafar, Irwan Yantu, Sudirman Sudirman, Raflin Hinele (2023) said that E-Service Quality has a significant influence on purchasing decisions. Then it was proven again by research (Farica and Marbun 2023; Khairunisa et al. 2023) also said that E-Service Quality has a positive and significant influence on purchasing decisions.

H2: Suspected E-service quality significant influence on purchasing decisions

Buying decision

According to Wibowo and Karimah (2012) purchasing decisions are a process where consumers make decisions to buy a variety of products and certain brands starting from needs analysis, searching for information, evaluating information, making a purchase and then evaluating the decision after purchase. When making decisions, consumers will give preference to existing brands, especially the brands they like the most. Apart from that, the steps taken by consumers before making a decision can be influenced by information about the products and services provided (Hanaysha 2018). Basically, customers view brand image and e-service quality as one of the most important parts of a product or company, so the better and more positive a brand will be, the greater the impact on purchasing decisions made by consumers and result in repeat purchases. (Megasari Manik and Siregar 2022). Purchasing decisions are decisions based on rational motives, emotional motives or both. Rational motives involve logical evaluation of product attributes, emotional motives involve non-objective factors and include imitation and other aesthetics. Purchasing decision is the stage in the buyer's decision-making process where consumers actually buy (Kok et al. 2018; Kotler 2012; Siti Alifah 2018). Kotler and Keller (2009) suggest that purchasing decision variables can be measured using 3 indicators, namely: Looking for product information, purchasing habits products, and Make repeat purchases.

H3: Suspected Brand Image and E-service quality significant influence on purchasing decisions

RESEARCH METHODS

This type of research is quantitative descriptive research which aims to find out how much influence brand image and e-service quality have on generation Z's purchasing decisions on Shopee e-commerce in Pekanbaru city. The data obtained is based on primary data and secondary data. Primary data was obtained by distributing questionnaires to respondents. Meanwhile,

secondary data was obtained from research through books, documents, previous research, and interviews conducted by researchers with managers or leaders related to the research object. Hypothesis testing in this research uses a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The population of this research is Shopee e-commerce users in the city of Pekanbaru with a sampling method using a purposive sampling method. The sampling technique is by determining sampling using certain criteria. (Sugiyono 2018). Respondents were aged 19-25 years, because at that age they were considered to have been in college and were the age range of Generation Z where at that time they were very intensive in using social media to shop online, namely via e-commerce platforms, 2) Responses had made purchases on e-commerce in Pekanbaru City, 3) Male and female, because the object of research is the perpetrators of e-commerce users in Pekanbaru City. Research respondents were described in general by presenting characteristics in terms of gender, age level and employment status. The number used in this research was 100 respondents. The measurement model is measured from the outer loading value (reflexive indicator) on each indicator to the latent variable. This value shows the weight of each indicator as a measure of each variable. Indicators with a large outer loading or outer weight indicate that the indicator is a measure of the strongest (dominant) variable.

RESEARCH RESULT

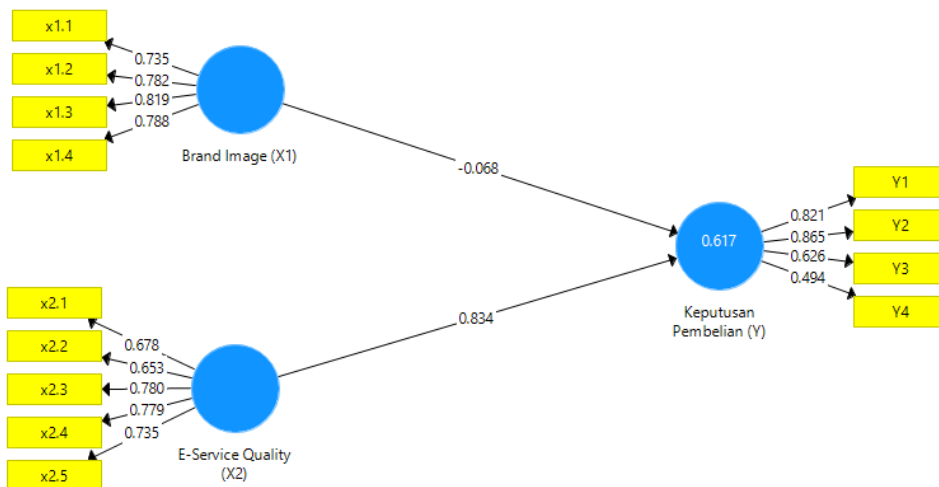
The results of data collection were carried out by data entry and the feasibility of indicators was tested using the SmartPLS version 3 application before an Evaluation of Measurement Model was carried out. The first step is for researchers to evaluate the value produced by each statement item to measure reflective indicators. Limits of acceptable values according to (Pradana Perkasa et al. 2021; Hair et al 2018; Hair et al. 2021; Sarstedt et al. 2021) loading above 0.71 (excellent), loading 0.63 (very good), loading 0.5 (good), loading 0.45 (fair) and loading 0.32 (poor).

Evaluation of Measurement Models

Validity test

An indicator declared valid according to Tabachnik and Fidell (2007) has a loading above 0.71 (excellent) on the variable construct being tested. The output of the validity test processing results using SmartPLS Version 3 loading factor in the outer loading table gives the following results:

Figure 1. PLS Algorithm Path Diagram



Source: Processed data from the smartPLS Version 3 2022 application

Table 2 Loading factors

	Brand Image	E-Service Quality	Buying decision
x1.1	0.735		
x1.2	0.782		
x1.3	0.819		
x1.4	0.788		
x2.1		0.678	
x2.2		0.653	
x2.3		0.780	
x2.4		0.779	
x2.5		0.735	
Y1			0.821
Y2			0.865
Y3			0.626
Y4			0.494

Source: Processed data from the smartPLS application Version 3. 2022

After testing the loading factor values in this study, there were no values below 0.4. According to (Hair et al. 2021; Sarstedt, Ringle, and Hair 2021) This value is suitable for further testing. The next test is to assess the Average Variance Extracted (AVE) as follows:

Table 3 Construct Reliability and Validity Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (X1)	0.789	0.798	0.862	0.610
E-Service Quality (X2)	0.780	0.793	0.848	0.528
Purchase Decision (Y)	0.678	0.745	0.802	0.515

Source: Processed data from the smartPLS Version 3 2022 application

The results of the validity test evaluation in Table 3 above show that the Average Variance Extracted (AVE) value is greater than 0.5 for all constructs in the research model. Thus, the AVE values for these four variables meet the requirements for convergent validity.

Reliability Test

Next, the reliability test can be seen from the results of the composite reliability values in table 3. Composite reliability values above > 0.7 mean that the construct can explain more than 50% of the variance of the indicators. All constructs in the estimated model meet the discriminant validity

criteria. The lowest composite reliability value was 0.802 in the Purchase Decision construct. The reliability test is strengthened by Cronchbach's alpha on the SmartPLS Version 3 output provided the recommended value is >0.6. The table above shows the Cronchbach's alpha value for all constructs >0.6, meaning this research has met the reliability criteria.

Evaluation of Structural Models

The first step in evaluating a structural model is to analyze and check for collinearity between

constructs and the predictive ability of the model. Then proceed with measuring the predictive ability of the model using five criteria, namely coefficient of determination (R2), path coefficients, cross-validated redundancy (Q2), and path coefficients.(Sarstedt 2019). The coefficient of determination (R-square) to see the test value that only exogenous variables have, evaluation through testing the significance of the influence of the exogenous (free) variable on the endogenous (dependent) variable.

Table 4 Determination Coefficient Test Results

	R Square	R Square Adjusted
Purchase Decision (Y)	0.617	0.610

Source: Processed data from the smartPLS Version 3 2022 application

The test results in table 4 show a value of 0.617 for the construct *Brand Image* and E-service quality on purchasing decisions. According to (Furadantin 2018) The coefficient of determination value is expected to be between 0 and 1, the R2 value is 0.606 (strong), 0.50 (moderate), and 0.25 (weak). Based on the results of data processing, the R2 value is 0.617 or 61.7%, meaning that the ability of the purchasing decision variable to explain the variance of the dependent variable is at a strong level.

Hypothesis testing

Based on data processing that has been carried out using SmartPLS version 3 analysis to answer the hypothesis. Hypothesis testing in this research was carried out using a bootstrapping procedure. This research uses a confidence level of 95% so that the level of precision or inaccuracy limit is 5% (0.05) while the T-table value is 1.98. If the T-table value is > 1.98 then the hypothesis is accepted, while the results of the bootstrapping analysis are as follows:

Table 5 Bootstrapping Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X1) -> Purchase Decision (Y)	-0.068	-0.075	0.110	0.615	0.539
E-Service Quality (X2) -> Purchasing Decision (Y)	0.834	0.847	0.087	9,552	0,000

Source: Processed data from the smartPLS Version 3 2022 application

Hypothesis Testing (H1), Table 5 answers the first hypothesis that there is no significant influence between Brand Image and purchasing decisions with a statistical T value of 0.615 < 1.98 t table with a negative original sample value of -0.068, meaning that Brand Image has no significant effect on purchasing decisions. Hypothesis Rejected.

Hypothesis Testing (H2), Table 5 answers the second hypothesis that there is a significant influence between E-service quality and purchasing decisions with a statistical T value of 9.552 > 1.98 t table with a positive original sample value of 0.834, meaning that E-Service Quality has a positive and significant effect on purchasing decisions. Hypothesis accepted.

Hypothesis Testing (H3), Table 4 answers the third hypothesis, namely that there is an influence between Brand Image and E-Service Quality on purchasing decisions simultaneously with an R2 value of 0.617 or 61.7% with a strong level of influence.

Discussion

The influence of brand image on purchasing decisions

The research results show that brand image does not have a significant influence on purchasing decisions, this is related to Shopee's image. Companies must ensure whether the way they position their brands reflects the values that consumers want and what the market needs. A positive brand image can influence consumer loyalty to Shopee. Consumers who have a positive

experience with this platform and are satisfied with the products they purchase tend to return to shop at Shopee. A strong brand image can create an emotional bond with consumers and encourage them to choose Shopee over competitors. The results of data analysis from respondents to this research show that these findings are different from previous research which supports the positive influence of Brand Image on purchasing decisions (Sterie, Massie, and Soepono 2019 and Yelvita 2022).

The influence of E-Service Quality on purchasing decisions

The research results show that e-service quality has a positive and significant effect on purchasing decisions, this means that the better the service provided will increase purchasing decisions. The results of this research are in line with the results of research conducted Gupron (2020) and Aryandi and Onsardi (2020) which states that e-service quality has a positive and significant effect on purchasing decisions. Parasuraman, Zeithaml, and Malhotra (2005) states that the definition of online service quality (e-service quality) is defined as the level of a website which effectively and efficiently facilitates shopping activities, making purchasing decisions and the delivery process of products and services. The development of e-service quality will make online services more effective and attractive, thereby helping companies achieve the highest level of purchasing decisions and customer satisfaction. This explains that e-service quality has an important role in a business, because it can influence the company's success in improving purchasing decisions. This is in accordance with previous research Putri and Sastika (2016) which states that quality has a positive and significant influence on purchasing decisions. Based on supporting theory and previous research, it can be concluded that E-service quality influences purchasing decisions.

The influence of Brand Image and E-Service Quality on purchasing decisions

The results of this research indicate that Brand Image and E-Service Quality have a joint influence on buying decision. The brand image in question refers to the perception and image that consumers have of a brand. Brand image includes all aspects related to the brand, such as reputation, brand identity, brand values, and the impression given by the brand to consumers. Furthermore, E-Service Quality referred to in this research is the extent to which electronic services provided by a platform or online business meet consumer expectations and needs. This includes aspects such as ease of use of

the website or app, speed of response, quality of online customer service, and the extent to which the platform can provide a satisfactory online shopping experience. The findings from this research support previous research which stated that Brand Image and E-Service Quality influence purchasing decisions (Wahyuni and Praninta 2021) (Haro et al. 2020)

CONCLUSIONS

Based on the discussion of the results of the analysis in the research that has been carried out, the following conclusions can be drawn:

1. *Brand Image* has no effect on purchasing decisions for Shopee e-commerce users. This finding shows that purchasing decisions for Shopee e-commerce users are not influenced by Brand Image.
2. *E-Service Quality* has a significant effect on purchasing decisions among Shopee e-commerce users. These findings show that Shopee e-commerce users who are the object of this research like the implementation of the e-service quality strategy on the Shopee e-commerce platform.
3. *Brand Image* and E-Service Quality has a strong level of influence simultaneously based on the determination test. This finding means that E-Brand Image and E-Service Quality influence purchasing decisions simultaneously among Shopee e-commerce users.

Based on the analysis obtained, the researcher would like to convey several suggestions as follows:

1. *Brand Image*, if we look at the results of the respondents' responses, it can be concluded that the respondents still have little confidence in the products on the Shopee e-commerce platform. Therefore, it is hoped that the Shopee e-commerce platform will be able to increase and also maintain credibility and can convince consumers/potential consumers that the products on the Shopee e-commerce platform are quality and attractive products so that consumers can be more confident in shopping through the e-commerce platform. shopee.
2. *E-service quality*, if we look at the results of the respondents' responses, it can be concluded that the e-commerce platform is still not able to optimize the quality of service available on its platform so that respondents feel that this is quite

insufficient in influencing purchasing decisions. It is hoped that the Shopee e-commerce platform will be able to improve the quality of service to consumers.

3. For future researchers, based on the limitations of this research, they should re-examine the indicators on Brand Image and the respondents they want to target so that the results obtained can be maximized.
4. It is recommended for future researchers to add variables that better represent purchasing decisions among Shopee e-commerce users.

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